

A STUDY ON CONSUMER PERCEPTION OF DIGITAL MARKETING IN PALAGAT DISTRICT

Ms. Dhanya^{*1}, Ms. Amirtha^{*2}, Ms. Nithya^{*3}

^{*1,2,3}Assistant Professor In Commerce, Karpagam Academy Of Higher Education , Coimbatore, India.

ABSTRACT

Digital marketing has gained increased popularity with more people spending time online. It is therefore relevant to understand consumers' attitudes toward digital marketing. Digital marketing started with mere websites which was pictured as online brochures. It has grown to a wide range of tools over the years such as blogs and social network. Today the internet is an important tool in the mass media where it is used as a global communication tool for transferring and exchanging knowledge, goods and services across global boundaries. As such, it is imperative to conduct a study to understand consumers' attitude toward digital marketing. Even though online users have increased but the influence of digital marketing towards forming positive purchase intentions needs to be studied to assist advertisers in using online advertisements effectively in their marketing campaigns.

I. INTRODUCTION

Those who go online in Malaysia are mainly for social networking and instant messaging. The emphasis of most research on digital marketing had been on the advertiser rather than the consumer. Digital marketing is very different from traditional advertising as consumers have control over when and how much digital marketing content that they want to be exposed to. Therefore, this study is conducted to understand online consumers' attitude in order to encourage them to increase their exposure to digital marketing.

In order to understand online consumers' attitude, the main research objective for this study is to identify the predictors of consumers' attitude towards digital marketing. Marketers and advertisers will find this study relevant. By understanding online consumers' attitude, the advertisers can make the necessary efforts to increase consumers' exposure to digital marketing. The results of this study could assist advertisers in planning and designing their online advertisements by considering the relevant predictors. Effective planning of digital marketing will help reduce consumers who find online advertisements repulsive. This would provide a friendlier online platform. Besides marketers, this study is also useful to government and non-government agencies in planning and designing their digital marketing as these agencies also use digital marketing in their cause related marketing.

OBJECTIVES OF THE STUDY

1. To analyze consumers attitude towards internet advertising and its effects on their purchase behavior pattern.
2. To verify whether digital marketing provides more services than traditional advertisement.
3. To check out whether they use digital marketing as a medium for buying a product on internet.
4. To analyze how much digital marketing is effective consumers.
5. To know consumer's awareness about new release in digital marketing.

II. RESEARCH METHODOLOGY

The study is descriptive in nature. Primary Data is collected directly by interacting with the Customers by using structured questionnaire method. Secondary Data was collected from the existing data sources, Catalogues, Internet, Magazines and Newspapers etc. The population consists of respondents in palagat in kerala state . For purpose of the study, non-probability sampling technique has been adopted. 120 respondents who have experience in digital marketing were selected for the study. The sampling technique used the random basis for convenient sampling.

III. ONLINE ADVERTISEMENT –AN ANALYSIS

INTRODUCTION

In this chapter, the researcher has been made to analyze the demographic factors of the respondent such as Gender, Age, Educational Qualification, Occupation, Family monthly income and size of the family and research instrument of the Online advertising to measure the effectiveness. The researcher has made an attempt to analyze the awareness levels on effectiveness of Online advertising among the respondents. The researcher has been taken the 120 samples from the study universe. Primary data collected through the study with the help of a structured questionnaire were analyzed and interpreted below.

AGE WISE DISTRIBUTION OF RESPONDENTS

Age is one of the factors which influence the majority of the people. By which people can take appropriate decision in their life table 1 explains respondents by age wise.

Table 1: Age wise distribution of the respondents

Age	No .of Respondents	Percentage
Below 20 years	20	16.7
20-30 years	33	27.5
30-40 years	36	30.0
Above 40 years	31	25.0
Total	120	100.0

Table 1 shows that, 30.0 percent respondents belong to the age group of 30 to 40 years, 27.5 percent of the respondents belong to the age group of 20 to 30 years, 25.0 percent of the respondents belong to the age group of above 40 years and 16.7 percent of the respondents belong to the age group below 20 years. The study reveals that majority (30.0 percent) of the respondents belong to the age group of 30 to 40 years.

GENDER WISE DISTRIBUTION OF THE RESPONDENTS

The researcher had categorized the respondents based on the gender. Gender is one of the important factors which helps researcher to assess the aim of the digital marketing program. Table 2 shows the gender wise classification of the respondents.

Table 2: Gender wise distribution of respondents

Gender	No .of. Respondents	Percentage
Male	40	33.3
Female	80	66.7
Total	120	100.0

Table 2 shows that, 66.7 percent of the respondents are female and 33.3 percent of the respondents are male. It is inferred that the majority of the respondents are female.

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Educational qualification is a criterion which is used to assess the rational behavior and awareness of the people. Table 3 reflects the educational background of the respondents.

Table 3: Educational qualification of the respondents

Educational Qualification	No. of. Respondents	Percentage
Graduation	40	33.3
Post Graduation	31	25.8
Professional Course	42	35.0
Other	7	5.8
Total	120	100.0

Table 3 shows that, 35.0 percent of the respondents have done their professional courses, 33.3 percent of the respondents educational qualification is graduation, and 25.8 percent of the respondents educational qualification is post graduation and 5.8 percent of the respondents educational qualification is other. It is observed that the majority of the respondents (35.0 percent) have completed their professional courses.

OCCUPATION OF THE RESPONDENTS

Employment is an essential aspect for the smooth flow of family life cycle. Table 4 discloses the employment details of the respondents.

Table 4: Occupation of the respondents

Occupation	No. of Respondents	Percentage
Student	52	43.3
Self-Employment	7	5.8
Private sector	40	33.3
Government sector	21	17.5
Total	120	100.0

Table 4 shows that, 43.3 percent of the respondents are students, 5.8 percent of them are self employed and 33.3 percent respondents are working in private sector and 17.5 percent of the respondents are working in government sector. It is inferred that the, majority (43.3 percent) of the respondents are students.

IV. MARITAL STATUS OF THE RESPONDENTS

Marital status is one of the significant criteria used to know about the social behavior of the respondents. Table 5 explains the marital status of the respondents.

Table 5: Marital status of the respondents

Marital Status	No. of Respondents	Percentage
Married	35	29.2
Unmarried	85	70.8
Total	120	100.0

Table 5 shows that, 70.8 percent of the respondents are Unmarried and 29.2 percent of the respondents are married. It is noted that the majority (77.8 percent) of the respondents are unmarried.

FAMILY MONTHLY INCOME OF THE RESPONDENTS

Income is the main economic factors which determine the standard of living of the people. If the income is higher, the standard of living will be more. Table 6 depicts the family monthly income of the respondents.

Table 6: Family monthly income of the respondents

Monthly Income	No. of Respondents	Percentage
Below Rs.5000	9	7.5
Rs.5000-20,000	68	56.7
Rs.20,000-Rs.50,000	31	25.8
Above Rs.50,000	12	10.0
Total	120	100.0

Table 6 shows that, 7.5 percent of the respondents are earning below Rs.5000 per month, 56.7 percent of the respondents are earning Rs. 5000 to 20,000. 25.8 percent of the respondents are earning Rs.20, 000 to Rs. 50,000 and 10.0 percent of the respondents are earning above Rs.50, 000. This information shows that majority of the respondents (56.7 percent) monthly income is between Rs.5000 to 20000.

AWARENESS OF DIGITAL MARKETINGS

The term awareness refers to the feelings or knowledge about an over. It is important one for the successful journey of life. Table 4.7 reveals that the awareness of the respondents regarding the digital marketing.

Table 7: Awareness of Digital marketing

Factors	NO. of . Respondents	Percentage
Yes	118	98.3
No	2	1.7
Total	120	100

Table 7 shows that majority (98.3) percent of the respondents are aware of Digital marketing and 1.7 percent of the respondents are less aware of Digital marketing. It is inferred that the majority (98.3 percent) of the respondents are much aware of Digital marketing.

DIGITAL MARKETING IS USED TO PURCHASE PRODUCT

The term determines economic status of the people in high status Table 8 portrays the usage of Digital marketing to purchase product.

Table 8: Digital marketing is used to purchase product

Factors	No. of Respondents	Percentage
Yes	28	23.33
No	92	76.66
Total	120	100

Table.8 shows that, majority (76.66 percentages) of the respondents are not using Digital marketing to purchase products and 23.33 percentage of the respondents use Digital marketing to purchase product. It is inferred that majority (76.66 percent) of the respondents Digital marketing to purchase products.

TYPES OF ADVERTISEMENTS PREFERABLE IN ONLINE

Types of advertisements play a major role in digital marketing. It will be helpful to gather the information in that particular field. Such kind of information is explained in Table 9

Table 9: Types of Advertisement Preferable in Online

Factors	No. of. Respondents	Percentage
Job Advertisement	39	32.5
Educational Advertisement	57	47.5
Sports Advertisement	9	7.5
Others	15	12.5
Total	120	100.0

Table 4.9 shows the types of advertisement preferable in Online. 32.5 percent of the respondents prefer job advertisement, 47.5 percent of the respondents prefer educational advertisement, 7.5 percent prefer the respondents of sports advertisement, and 12.5 percent prefer the respondents of other advertisements. It is noted from the table that majority (47.5 percent) of the respondents prefer education advertisement.

PREFERENCE TO DIGITAL MARKETING

Understanding anything clearly helps to acquire the knowledge in the concerned field. Table 4.10 shows that, the preference is given Digital marketing.

Table 10: Preference to Digital marketing

Factors	No. of Respondents	Percentage
Yahoo.com	39	32.5
Rediff.com	32	26.7
Google.com	39	32.5
Others	10	8.3
Total	120	100.0

Table 10 portrays that, 32.5 percent of the respondents prefer yahoo.com, 26.7 percent of the respondents said that they prefer rediff.com, 32.5 percent of the respondents said that they prefer google.com, 8.3 percent of the respondents said that they prefer other Online sources. It is inferred that the majority (32.5 percent) of the respondents prefer yahoo.com and google.com.

DIGITAL MARKETING IS EXPENSIVE

Digital marketings are often expensive. This advertisement concentrates on high amount, low, moderate. It is presented in table 11.

Table 11: Digital marketing is expensive

Factors	No. of Respondents	Percentage
High amount	57	47.5
Low	48	40.0
Moderate	15	12.5
Total	120	100.0

Table 11 shows that majority (47.5 percent) of respondents says that the expense of Digital marketing is high amount. Followed by 40.0 percent of respondents says that the expense of Digital marketing is low amount and 12.5 percent of respondents says that the expense of Digital marketing is moderate amount. The majority (47.5 percent) of the respondents says that the expense of Digital marketing is high amount.

FACTOR ANALYSIS OF OPINION WITH REGARD TO THE DIGITAL MARKETING The overall outcome of this Digital marketing has been expressed through factor analysis and results.

Table 12: Opinion of the respondents with regard to the digital marketing

PARTICULARS	Factor 1	Factor 2	Factor 3
Verity of Digital marketing			
I felt convinced in advertising, I should buy the product	.996	.334	.234
I find ads extremely annoying	.928	.324	.378
Advertisement duration long/short	.880	.245	.543
Advertising is visually appealing	.832	.876	.765
I Like offbeat ads	.684	.456	.654
I like creative but sensible advertisement	.650	.564	.098
Creating the advertisement			
The advertisement was better than other ads	.345	.946	.345
I like to watch only news ads	.675	.886	.564

I would like to watch more ads in future	.564	.793	.543
Message oriented advertisement			
Watch the good Digital marketing	.567	.765	
The advertisement conveyed the intended message`	.678	.456	.977 .940

Table 12 shows the Digital marketing .996 percent of the respondents that they are highly felt convinced in advertising. 650 percent of the respondents like sensible advertisement. 946 high percent of the respondents felt that the advertisement was better than other ads and they would like to watch more ads in future. The table portrays that percent respondents watch good advertisements. 977 percent of respondents watch good advertisement. 940 percent of respondents see the advertisement which conveyed the intended message.

ANALYSIS OF VARIANCE RELATIONSHIP SOURCES OF AWARENESS AND QUALIFICATION

Hypotheses - There is no significant relationship between the level of Qualification and Awareness of Digital marketing.

Table 13: Analysis of relationship sources of Awareness and qualification

Qualification	Mean	Std. Division	Std. Error	F value	P value
Graduation	2.52	.933	.148	4.181	.008
Post-Graduation	2.45	1.150	.207		
Professional course	2.76	1.055	.163		
Others	1.29	.756	.286		

ANOVA table 13 shows that, mean value of graduation group is 2.52, mean value of post graduation group is 2.45, mean value of qualification group who completed their professional course is 2.76, and mean value of other qualification is 3.57. Based on the mean value professional course has highest mean value when compared with other qualification. The F value is 4.181, P value is .008. Hence null hypothesis accepted at 5% significant level so there is no significant difference between qualification and source of awareness of Digital marketing.

ANALYSIS OF VARIANCE RELATIONSHIP QUALIFICATION AND TYPES OF ADVERTISEMENT PREFERENCE

Hypotheses - There is no significant relationship between the qualification and types of advertisement preferring by the respondents.

Table 14: Analysis of relationship qualification and types of advertisement preference

Qualification	Mean	Std. Division	Std. Error	F value	P value
Graduation	1.78	.660	.104	3.024	.032
Post-Graduation	2.42	1.311	.235		
Professional course	1.93	.867	.134		
Other	1.86	.378	.143		

ANOVA table 14 shows that, mean value of graduation group is 1.78, mean value of qualification group of post graduation group is 2.42, mean value of qualification group who have completed their professional course is 1.93, and mean value of other qualification is 1.86. Based on the mean value post graduation has the highest mean value when compared with other qualification. The F value is 3.024, P value is .032 hence null hypothesis accepted at 5% significant level .so there is no significant difference between qualification and type of advertisements.

V. SUGGESTIONS

- The internet users and especially the internet advertisers are comparatively low than the other groups such as professionals, and students. Using internet may give them many opportunities to enhance their career. In order to improve service providers one can come forward to advertise their more product intensively in all media newspaper, and websites. Television advertisements are effectively reaching the public and motivate them to internet advertisements.
- The cost of internet advertisement is high. This may prevent most people and students for using the internet. To reduce these rates, internet connection can be provided in work places. So that the employees can access frequently. Hence Internet service providers, and advertisers can be developed.
- Education advertisement should be given importance. The students should be considered and one more segment should be added for their use. It may cover the details and tips on education advertisement.
- Since it has been ascertained from the study that 41% of the respondents were highly dissatisfied through internet advertisement is useful to purchase the product through internet.
- Proper delivery plays a vital role to improve the purchase products through internet advertisements. Improper delivery has decreased but damage of purchasing products reduced the respondent.

VI. CONCLUSION

The internet has experienced tremendous growth as a communication medium, which has led to the creation of a global online market place for business and consumers. Marketing scholars and industry commentators suggest that these are challenging times for the advertising agency, as they step into the interactive era. Responding to these significant changes will influence the advertising structure and functions. The research undertaken in this study is a reaction to the issues which have evolved on the study of internet and its impact on the consumer. On the basis of this study, the researcher found that internet advertisements are effective. The study also concludes that it does not have any significant effect on the consumers to purchase the products and they perceive the internet advertisements to be reliable and they compare it from other sources also. Internet advertisements are very reliable and have the relevance for consumers in generating awareness and providing right information about the products and services.

VII. REFERENCE

- [1] Shah, P., & Balyan, R. K. (2014). Consumer Perception towards Online Advertisement in FMCG Sector. Asian Journal of Research in Social Sciences and Humanities, 4(10), 63-74.
- [2] M.Saravanan & Sajitha (2016). Consumer Perception towards Online Advertisement. International Research Journal of Engineering and Technology , 03(11), 197-202.
- [3] Sabri, E. R. (2019). Consumer"s Purchase Intention towards Luxury Retailer"s Social Media Advertisements
- [4] Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. Journal of Retailing and Consumer Services, 46, 58-69.
- [5] Mahalakshmi, R., & Rajasekaran, D. Customers Perception On Online Advertising. Age, 73(70.8), 29-2.
- [6] D.Prasanna Kumar , K.Surya Kumar & SS.Asadi (2018). Evaluation Of Customer Perception Towards Online Advertisement Technology An Empirical Study From Vijayawada. International Journal of Mechanical Engineering and Technology (IJMET). Volume 9, Issue 2, pp. 136-150.
- [7] Joy, J., & Sulaipher, M. (2018). Consumer Perception towards Social media marketing techniques in rural areas. Paripex-Indian Journal of Research, 6(2).
- [8] Sakthivel, N., & Kannappan, M. S. (2018). Perception of College Students Towards Effectiveness Of Social Media Advertisements: Structural Equation Modeling Approach. Global Journal For Research Analysis, 6(12).
- [9] Sakthivel, N., & Kannappan, M. S. (2018). Perception of College Students Towards Effectiveness of Social Media Advertisements: Structural Equation Modeling Approach. Global Journal For Research Analysis, 6(12).

-
- [10] Al-gamal, E., & Siddiq, A.(2018) Consumer Perception Towards Online Advertisement-A Study With Reference To Foreign Students In Mysore.
- [11] Lind, L., & Olsson, C. (2018). Consumer Experience of Online Behavioural Advertising: A qualitative study exploring factors influencing consumer experience of OBA by Swedish online fashion retailers.
- [12] Van Ooijen, I. (2018). Responses to Online Behavioral Advertising Disclosures: Effects of Source Integrity and Perceived Hypocrisy on Advertising Effectiveness. In Advances in Consumer Research (Vol. 46). (Advances in Consumer Research; Vol. 46). Association for Consumer Research (ACR).