

Customer Perception on Online Marketing with Special Reference to Chennai

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Article Info

Volume 82

Page Number: 14315 – 14319

Publication Issue:

January-February 2020

Abstract

Online marketing may be a set of tools and methodologies used for promoting products and services through the web. Online Marketing (otherwise called emarketing, web promoting, or advanced showcasing) is a comprehensive term for advertising items and additionally benefits on the web – and like some comprehensive terms, web advertising implies diverse things to various individuals. Online marketing includes a wider range of selling elements than traditional business marketing thanks to the additional channels and marketing mechanisms available on the web .An online nearness is critical to helping potential customers and client discover your business - regardless of whether your business is little and nearby. The main aim of study is to understand about online marketing.The study has used 1830 respondents for the purpose of understanding their views on Online marketing system. Chi square, Independent sample t-test and ANOVA were the statistical tools used for the study and has used Descriptive type of research. Through the study, it is found that usage of online marketing is based on educational qualification of the respondents.It shows that the domain of online marketing is based on gender and also that satisfaction towards the categories of branded products is based on monthly income of the respondents.

Article History

Article Received: 18 May 2019

Revised: 14 July 2019

Accepted: 22 December 2019

Publication: 28 February 2020

Keywords: Online marketing, Methodologies,Services, Channels,Marketing mechanisms, Internet

I. INTRODUCTION

Web Marketing (in any case called emarketing, web advancing, or progressed displaying) is a far reaching term for publicizing things and furthermore benefits on the web – and like some far reaching terms, web promoting infers assorted things to different people. While the irrefutable explanation behind web exhibiting is to move items, organizations or advancing over the web, it's not using any and all means the main explanation a business using web promoting may

have; an association may feature online to pass on a message about itself (gathering its picture) or to coordinate research. Electronic displaying can be an amazingly convincing way to deal with perceive a target market or discover a promoting segment's needs and needs. (Become acquainted with driving business part research).Essentially, in any case, web publicizing insinuates the approaches that are used to feature a thing or organization online, including Website plan

methodology Search engine upgrade and web crawler accommodation.

1. Worldwide reach: Web showcasing furnishes organizations with a wide base of clients for their administrations or items. With the web, a wide range of organizations, from multinationals to little and medium endeavors, approach a large number of planned clients.
2. all day, every day showcasing: With web based showcasing efforts, one will publicize their business 24 hours consistently. Besides, you won't need to stress over staff wages or store hours. Moreover, the time varieties in the various pieces of the world won't influence your battles.
3. Minimal effort: In any promoting effort, cost is a key factor that must be considered as it influences the organization's spending limit.

II. OBJECTIVES

- To understand about online marketing
- To analyse the association between the application of online marketing and educational qualification of the respondents.
- To examine the difference between the domain of online marketing and the gender.
- To determine the level of agreeability towards categories of branded products among the monthly income of the respondents.

III. LITERATURE REVIEW

Jasco (2018) The author has studied on the topic online marketing and its advantages. The author has collected the samples from Australia. He has used chi square, ANOVA test for collecting samples. **Allen, Kania, and Yaeckel (2017)** has identified on the demerits of online marketing using the statistical tools chi square and correlation. **Albert, Thomson International Journal of Customer Relationship Marketing and Management (2017)** has found the various

applications of online marketing. The author has collected samples from several of U.K. **El-Gohary (2017)** has investigated on web marketing, applications, drawbacks of web marketing and web advertising. **Muncy (2015)** has studied on the topic online marketing using various statistical tools they were able to find out the results. **Gay, Charlesworth, and Esen (2014)** has aimed on various online marketing search engines its major advantages and disadvantages. **Liu et al. (2014)** has determined on the major advantages of online marketing using various statistical tools from France. **Sternberg (2013)** has studied on the drawbacks of online marketing its applications using independent sample t test. **Hilton (2013)** has discussed on the topic online marketing and has collected the samples from Italy citizens and has also suggested some of the methodologies of using online marketing. **Gasparyan et al. (2012)** has analyzed on the web marketing and also describes how to get into online marketing. **Petrovic (2012)** has discussed the importance of online marketing and how to promote business into online marketing. And also some of the techniques suggested that how to spread message about the company brand, products etc. **Sheu and Shen (2011)** has discussed on the topic online marketing. And also some of the techniques suggested that how to spread message about the company brand, products etc.

Materials and Methods

Descriptive Research is used. Convenience sampling method is used in this study to collect the samples. Sample size is 1830 samples. Dependent variables are reduction in human jobs due to the advancement of Artificial intelligence and the products developed through artificial intelligence system. Statistical tools involved in the test are Chi square, ANOVA and Independent sample t-test were used.

Analysis and Discussion

Null Hypothesis: There is no significant association between the application of online marketing and educational qualification of the respondents

Table 1: Cross Tabulation - Application of online marketing and Educational Qualification

Educational Qualification	Application of online marketing		Total
	Yes	No	
Primary	32	1	33
	97.0%	3.0%	100.0%
High School	63	123	186
	33.9%	66.1%	100.0%
Higher Secondary	165	307	472
	35.0%	65.0%	100.0%
Degree and above	731	256	987
	74.1%	25.9%	100.0%
Illiterate	101	51	152
	66.4%	33.6%	100.0%
Total	1092	738	1830
	59.7%	40.3%	100.0%

Table 2: Chi-Square Tests - Application of online marketing and Educational Qualification

	Value	df	Sig.
Pearson Chi-Square	278.171	4	.001

Chi square test results shows that p value is less than 0.05, which shows that usage of

online marketing is based on educational qualification of the respondents.

Null hypothesis: There is no significant difference between the domain of online marketing and the gender.

Table 3: Domain of Online Marketing and Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Domain of online marketing	Male	901	1.96	.885	.029
	Female	929	2.21	.844	.028

Table 4: Independent Samples Test - Domain of Online Marketing and Gender

	t	df	Sig. (2-tailed)
Independent Sample t test	6.240	1828	.000

Since the p value is less than 0.05, null hypothesis is rejected. There is significant difference between the domain of online marketing and the gender. It shows that the domain of online marketing varies on gender.

Null hypothesis: There is no significant difference in the level of agreeability towards categories of branded products among the monthly income of the respondents.

Table 5: ANOVA - Level of satisfaction towards categories of branded products and Income

		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	43.163	3	14.388	16.432	.000
	Within Groups	1598.802	1826	.876		
	Total	1641.965	1829			
Availability	Between Groups	13.204	3	4.401	6.375	.000
	Within Groups	1260.722	1826	.690		
	Total	1273.926	1829			
Quality	Between Groups	44.330	3	14.777	14.219	.000
	Within Groups	1897.668	1826	1.039		
	Total	1941.998	1829			
Time	Between Groups	126.654	3	42.218	43.929	.000
	Within Groups	1754.866	1826	.961		
	Total	1881.520	1829			
Repeated advertisements	Between Groups	60.260	3	20.087	19.857	.000
	Within Groups	1847.140	1826	1.012		
	Total	1907.399	1829			

The results shows that there is significant difference in the mean scores of level of agreeability towards categories of branded products among the monthly income of the respondents. It is clearly stated through the study that satisfaction towards the categories of branded products is differs on monthly income of the respondents.

IV. CONCLUSION

In accordance with Statistica, 76% of the U.S. populace just as Indian populace has at any rate one informal communication profile and through 2020 the amount of overall clients of online networking is required to arrive at 2.95 billion (650 million of these from China without anyone else). Of the online networking stages, facebook is by method for far the most extreme predominant - as of the finish of the second area of 2018 facebook had about 2.23 billion vigorous clients around the world (Statistica). cell devices have develop to be the prevailing stage for fb use - sixty eight% of time spent on fb begins from cell devices.otherwell known internet based life stages

for publicizing comprise of WhatsApp, WeChat, Instagram, Twitter, LinkedIn, Pinterest, and YouTube.From a web promoting demeanor web based life is transforming into increasingly basic. yet, numerous gatherings are uncertain whether grasping web based life has advanced the primary concern as it is difficult to connect web-based social networking promoting sports with raised salary. with regards to business 2 network:90% of grown-ups older 18 to 29 utilize web based life (in correlation with 35% of those over 65)One 0.33 of twenty to thirty year olds state that web based life is their favored way to converse with organizations eighty four% of CEOs and VPs state they utilize online networking to help make shopping choices. Getting Your business endeavor on-line in case you're new to web publicizing and wish to jump on line as fast and modestly as possible you may begin with a web-based social networking stage like facebook - you can make an undertaking fb page in significantly less than 60 minutes. in any case, on the off chance that you need more oversee over your on-line nearness, a modified site is progressively reasonable. in a

perfect world you should have each a site and an internet based life nearness, with each connecting to the other option.

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