A Study on Customer Satisfaction Towards Digital Advertisement of Consumer Goods

Dr Leena Jenefa[1], Dr Jagbir Singh Kadyan[2], Dr M Abu Naser[3]

[1]*Associate Professor, Dept. of Management Studies, Tecnia Institute of Advanced Studies, Rohini, Delhi, India.*

[2]*Assistant Professor, Dept. of Commerce, Swami Shraddhanad College, University of Delhi, India.*

[3]*Senior Lecturer & Course Leader, London Metropolitan University, United Kingdom.*

Abstract

Digital marketing plays a vital role in this competitive world and considered as a new form of marketing and provided new opportunities for companies to do businesses for 24 hours in a week. It helps to contact the person face to face. The study has been conducted to know the awareness about digital marketing among customers and the level of satisfaction towards digital advertisement on consumer goods. For this study 120 respondents from south-west Delhi were considered and surveyed using structured questionnaire. The data collected is analyzed using SPSS 25. The results of the survey are analyzed using chi square test.

Keywords: Customer Satisfaction, Consumer goods, Digital Marketing.

I. Introduction

Digital marketing plays a vital role in this competitive world and considered as a new form of marketing and provided new opportunities for companies to do businesses for 24 hours in a week. It helps to contact the person face to face. Digital marketing has been considered a new form of marketing and providing huge number of opportunities for companies to do businesses. Digital advertising is the latest and fastest growing means of advertisement in the modern era.

The study has been conducted toknow the awareness about digital marketing among customers and the level of satisfaction towards digital advertisement on consumer goods.

II. Review of Literature

The consumer attitudes toward advertising can influence the consumers to buy online it deals with how the customer views about

online advertising on the Internet. Interested to purchase goods routinely used to forecast sales of products and services. **Armstrong (1995**).

Hair et al (1998). The content of web page, entertaining, in formativeness, layout and graphics playsa major role in online advertising and that attract users to view online ads.

Perner et al (2008), Consumer behavior is influenced by Culture, personal perceptions, social factors, occupation and designation, friends, relatives and family.

III. Research Methodology

Research design: This research study was adopted a descriptive survey research design.

The primary data were collected using structured questionnaire from 120 respondents. The samples have been considered by using non-probability technique (convenient sampling method). Secondary data were collected using Magazines, books and journals. Percentage analysis and Chi- square analysis were used in the study.

IV. Analysis and Interpretation

Demographic Factor

Descriptive statistics tools such as frequency table, cross tabulation were used to analyze the data.

Table 1: Demographic Factor

Variables		No of Respondents	Percent
Gender	Male	60	50.0
	Female	60	50.0
	Total	120	100.0
Age	Less than 20	17	14.2
	21-30	51	42.5
	31-40	9	7.5
	41-50	28	23.3
	Above 51 years	15	12.5
	Total	120	100.0
Types of customers	Student	17	14.2
	Professional	21	17.5
	Salaried	51	42.5

Business	15	12.5
House wife	14	11.7
Retired	2	1.7
Total	120	100.0

Source: Primary Data

Inference: The above table 1 shows the gender respondents were collected equally. Majority of 43 percent of respondents belongs to 21-30 years old. Majority of 43 percent of respondents were belong to salary is the source of income.

Table -2:Awareness towards buying the products through Internet

		No of Respondents	Percentage
Awareness	Yes	116	96.7
	No	4	3.3
	Total	120	100.0

Source: Primary Data

Inference: The above table 2 shows Majority of 97 percent of respondents having awareness towards buying the products through Internet.

Table 3: Usage of Internet

Usage of Internet	No of Respondents	Percentage
Frequently (More than 12 times in a month)	42	35.0
Occasionally (Less than 12 times in a month)	29	24.2
I have used the internet only a few times	43	35.8
Rarely	6	5.0
Total	120	100.0

Source: Primary Data

Inference: The above table 1 shows that Majority of 35.8 percent of respondents used internet few times.

Table 4: Level of satisfaction towards the instructions displayed in the web

Level of satisfaction	No of Respondents	Percentage
Highly Satisfied	42	35.0
Satisfied	58	48.3

Neutral	7	5.8
Dissatisfied	10	8.3
Highly Dissatisfied	3	2.5
Total	120	100.0

Source: Primary Data

Inference: The above table 1 shows that Majority of 49 percent of respondents were satisfied towards the instructions displayed in the web.

Table -5: Level of Satisfaction towards the site enables the visitors to acquire the required information

Level of satisfaction	No of Respondents	Percentage
Highly Satisfied	27	22.5
Satisfied	77	64.2
Neutral	10	8.3
Dissatisfied	6	5.0
Highly Dissatisfied	0	0
Total	120	100.0

Source: Primary Data

Inference: The above table 1 shows Majority of 64.2 percent of respondents were satisfied towards the site enables the visitors to acquire the required information.

Hypothesis Framed

H0: There is no Association between gender and Level of satisfaction towards the instructions displayed in the web.

H1: There is an Association between gender and Level of satisfaction towards the instructions displayed in the web.

Table 6: Association between gender and Level of satisfaction towards the instructions displayed in the web

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.306[a]	4	.003
Likelihood Ratio	17.745	4	.001

Linear-by-Linear Association	.034	1	.853
N of Valid Cases	120		

Source: Computed Data

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.50.

Inference: The above table 6, we conclude that there is an Association between gender and Level of satisfaction towards the instructions displayed in the web. Since the calculated value (Pearson Chi – square value) of 16.306 is more than the table value of 9.488; we reject the null hypothesis at a 0.05 significance level.

Hypothesis Framed

H0: There is no Association between Age and Level of satisfaction towards the instructions displayed in the web.

H2: There is an Association between Age and Level of satisfaction towards the instructions displayed in the web.

Table 7: Age and Level of satisfaction towards the instructions displayed in the web

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	44.296[a]	16	.000
Likelihood Ratio	51.288	16	.000
Linear-by-Linear Association	5.457	1	.019
N of Valid Cases	120		

Source: Computed Data

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .23.

Inference: The above table 7, we conclude that there is an Association between age and Level of satisfaction towards the instructions displayed in the web. Since the calculated value (Pearson Chi – square value) of 44.296 is more than the table value of 26.296; we reject the null hypothesis at a 0.05 significance level.

Hypothesis Framed

H0: There is no Association between Type of customer and Level of satisfaction towards the instructions displayed in the web.

H3: There is an Association between Type of customer and Level of satisfaction towards the instructions displayed in the web.

Table 8: Type of customer and Level of satisfaction towards

the instructions displayed in the web

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	40.240[a]	20	.005
Likelihood Ratio	40.042	20	.005
Linear-by-Linear Association	3.823	1	.051
N of Valid Cases	120		

Source: Computed Data

a. 21 cells (70.0%) have expected count less than 5. The minimum expected count is .05.

Inference: The above table 8 shows, we conclude that there is an Association between types of customer and Level of satisfaction towards the instructions displayed in the web. Since the calculated value (Pearson Chi – square value) of 40.240 is more than the table value of 31.410; we reject the null hypothesis at a 0.05 significance level.

Hypothesis Framed

H0: There is no Association between customer types and Level of Satisfaction towards the site enables the visitors to acquire the required information.

H4: There is an Association between customer types and Level of Satisfaction towards the site enables the visitors to acquire the required information.

Table 9: Type of customer and Level of Satisfaction towards the site enables the visitors to acquire the required information

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	38.432[a]	15	.001
Likelihood Ratio	39.709	15	.001
Linear-by-Linear Association	.579	1	.447
N of Valid Cases	120		

Source: Computed Data

a. 18 cells (75.0%) have expected count less than 5. The minimum expected count is .10.

Inference: The above table 9 shows, we conclude that there is an Association between types of customer and Level of satisfaction towards the site enables the visitors to acquire the required information displayed in the web. Since the calculated value (Pearson Chi – square value) of 38.432 is more than the table value of 24.996; we reject the null hypothesis at a 0.05 significance level.

V. Conclusion

The internet has become an important for all individuals, companies and etc. The study was conducted to know the satisfaction level about digital marketing advertisement towards consumer goods. And from the study it is known that customers are aware about digital advertisement towards buying the products through Internet. The researcher identified there is an Association between gender, age, types of customers and Level of satisfaction towards the instructions displayed in the web.

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