



A STUDY ON CUSTOMER PERCEPTION TO ONLINE MARKETING IN CHENNAI CITY

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Abstract:

Online marketing is spreading worldwide. Due to internet growth, firms may access new media like online communities. Technological advances have created new online retail channels. Digital marketing promotes products and services using digital platforms like the internet. Digital marketing allows people to purchase a range of products and brands anytime, anywhere. Digital marketers are giving excellent deals and discounts to get people to purchase more of their favourite goods. Digital marketing boosts online sales and brand loyalty by targeting a certain audience cost-effectively. Since digital media are simple to use, digital marketing has expanded. Social media helped most consumers use digital platforms. Digital marketing is becoming more significant than traditional advertising.

1. Introduction

The majority of India's new online shoppers are young adults with strong technical skills and a remarkable aptitude for the medium.

The proliferation of mall culture in the country in recent years has increased consumer awareness of available options and prompted more people to seek out and, eventually, buy products online. Over half of India's 100 million internet users prefer to shop online. Every year, this proportion goes up a little bit more. It seems that more and more people are becoming at ease with buying online, as the number of individuals purchasing online has grown at a faster rate than the number of people utilising the internet.

2. Online Marketing

Online marketing, commonly referred to as internet marketing or online advertising, encompasses any instrument, plan, or approach used to promote a company's name to the public. Advertisements may manifest in several ways, with some techniques emphasising nuanced messaging over explicit promotions. Online marketing, commonly referred to as Internet marketing or online advertising, encompasses any instrument, technique, or approach used to promote a company's name to the public. Advertisements may manifest in several ways, with some techniques emphasising nuanced messaging over explicit promotions.

Getting a company's name out to the public may be achieved via a variety of online marketing strategies, including internet marketing and online advertising. A number of



approaches prioritise understated messaging over overt ones, and the ads themselves may take several shapes and sizes. Getting a company's name out to the public may be achieved via a variety of online marketing strategies, including internet marketing and online advertising. A number of approaches prioritise understated messaging over overt ones, and the ads themselves may take several shapes and sizes.

3. Online Shopping Behavior

Online Purchasing Habits - The secret to deciphering why customers do or do not go into the online marketplace is to discover their pre-purchase intents. Studies that deal with the factors impacting these intents constitute one branch of study within online consumer behaviour. Research has looked at many factors that could influence this, including: trust, privacy and security concerns, vendor quality, pricing, information and service quality, system quality, perceived product quality, enjoyment of shopping, and the overall valence of the online shopping experience.

4. Customers

A consumer is the ultimate objective of businesses since they are the ones who generate demand and pay for supply. A consumer is an individual or organization that purchases goods or services from a store or

business. To draw in a wider clientele, businesses frequently compete through sales or advertising.

5. Perception

The process through which individuals convert sensory impressions into a coherent, incomplete, and unverified (or untrustworthy) information that, for the most part, is equated with reality and directs human behaviour in general.

6. Importance Of The Study

Consumer perception and reaction to internet marketing in Chennai are the study's main emphasis. The present trend requires internet organisations to focus on viral marketing's core and emergence. The Internet may increase an organization's geographic reach. Internet sales are cheaper and more efficient than conventional sales; you may reach new customers. Customer convenience may be provided with a 24/7 website. Internet communication is fast and flexible. Account histories and other data help tailor messaging to customers. An interactive marketing tool helps companies and customers have fruitful two-way interactions to fulfil acquisition and retention objectives. Internet sales marketing may be timely with specialised privileges and targeted e-coupons. The Internet provides marketers with accountability and event measurement to negotiate budget increases.



The Internet allows you to locate new distributors and suppliers globally to stay competitive. Marketers may use Internet marketing data to make judgements. When used with the correct technologies, internet marketing research can analyse data in real time. Test campaigns or items online.

7. Statement Of The Problem

Due to declining sales, increased operational expenses, and other retail space leasing considerations, retailers must discover additional methods to increase income. An online business may appeal. Sulaiman and colleagues (2008) noted that most organisations utilise the Internet to boost competitiveness and save marketing costs. Before embracing this online buying potential, retailers must understand it. No guarantee of success. A costly, time-consuming, and resource-wasting gateway site may be created.

Online sales will only occur when relevant items and services are available. This research assessed internet mobile phone sales potential. One key issue is whether internet goods sales can be predicted. How many consumers will buy online is another. However, Indian internet consumers' opinions on purchasing such things online are unknown. Thus, understanding how our consumers feel about online purchasing and what influences their selections is crucial.

Customers face several challenges when selecting internet marketing, which creates a tiny value but consumes a large amount of the family budget. The research team must evaluate how buyers respond to online marketing purchases. Chennai is a major industrial centre and a mix of rural and urban residents, therefore the study project aims to answer concerns about the city.

- ❖ What is Chennai's level of awareness regarding online marketing?
- ❖ what are the key factors affecting how customers view viral marketing?
- ❖ What are the main concerns of consumers that prevent them from shopping online?
- ❖ What security issues and risks are present in Chennai city's online marketing?

The current study is an effort to examine these elements in order to collect additional data for a study on the development of consumer perception and reaction to online marketing, with a focus on Chennai city.

8. Objectives Of The Study

The study's goal is to examine how consumers' perceptions and reactions to online marketing have changed over time, with a focus on Chennai. The research project's goals are as follows: 1. To examine Chennai city's consumers' attitudes regarding online marketing. 2. To analyse the perception of the customers towards online marketing in Chennai city. 3. To determine the risks and



security issues with Chennai city's online marketing. 4. To provide appropriate recommendations for assessing Chennai's online marketing

9. Review of Literature

Gupta Bhuwan and Agarwal Nisha (2013) in their article entitled "Consumer Perceptions and Behaviour: A Study with Special Reference to Car Owners in Alwar District (Rajasthan)". Indian consumption altered recently. Consumers now drive the market. Marketing is shifting from products to needs. There are several consumer options. The passenger car industry follows suit. Market communication must succeed to reach target audiences. We must study vehicle owners' consumer perspectives and conduct to guide marketing. Automotive sales are rising in Rajasthan's Alwar district. This study noted this. Twenty-two car owners were interviewed according to a comfortable timetable.

Researchers selected participants using basic random sampling. Our universe is tiny, thus we studied respondents who owned all passenger car classifications. The paper suggests features manufacturers should focus to attract consumers. This study concludes that car marketing depends on consumer behaviour and needs further investigation.

Sabrina Helm, (2010) According to "Viral Marketing - Establishing Customer Relationships by 'Word-of-mouse,'" new online marketplace entrants must swiftly

increase client acquisition. One approach to this objective is "viral marketing"; the phrase seems suitable because internet firms grow by word of mouth. This article discusses the pros and pitfalls of internet word-of-mouth in consumer settings and viral marketing basics.

Fazal ur Rehman, et al, (2014) The impact of advertisements and some rural region variables on consumer purchasing behaviour was investigated in this research. Data on rural regions, the impact of advertisements, and variables influencing customers' purchasing behaviour were gathered by questionnaires in this research. Advertising influences consumer behaviour in a positive and statistically significant way, while variables specific to rural regions influence consumer behaviour in a negative and statistically significant way, according to the study's conclusions. Additionally, elements of rural regions are adversely connected with customers' purchasing behaviour, whereas advertising is favourably correlated, according to the correlation data.

Ananda Kumar. A and Babu S. (2014) The article "Factors Influencing Consumer Buying Behaviour with Special Reference to Dairy Products in Pondicherry State" examines the purchasing habits of consumers. Gaining insight into customer preferences and goals enhances organisational efficiency. With so many vendors offering essentially the same products, consumers in today's market have a



lot of leeway to choose how and what to buy. The descriptive study employs the methods of weighted average and percentage. This study aimed to analyse the purchasing patterns of dairy products among residents of Pondicherry. The survey variables form the basis of these parameters. Although factors such as packaging, price, availability, ingredients, product popularity, quality, flavour, etc. do influence the selection of a brand from the list of considerations, these factors may not necessarily be the most important and basic ones. Marketers may use the data to create ads that are more appealing to consumers. Furthermore, it has the potential to enhance their advertising.

10.1 Customer Perception towards Payment risks in the Online Marketing The table below displays the opinions of customers regarding the security and payment issues of online marketing purchases.

Table 1**Customer Perception towards Payment risks in the Online Marketing**

S. No.	Variables	Mean	Std. Error	S.D	C.V
1.	Payment procedure is secured	4.02	0.03	0.80	0.64
2.	Payment procedure is inconvenient	3.85	0.04	1.01	1.02
3.	Before paying, it is preferable to verify security.	4.11	0.05	1.17	1.37
4.	When I use my credit card and net banking to make payments, I feel safe.	4.00	0.06	1.35	1.83
5.	Risk in monetary transactions	3.98	0.05	1.10	1.20
6.	Money deducted without purchase of goods	4.04	0.05	1.30	1.70
7.	A waste of funds.	2.33	0.04	0.92	0.84

Source: Primary data

As can be seen from Table 1, the respondents'

payment problems in Chennai city are characterized by the following: the highest average acceptance score for Before paying, it is preferable to verify security (4.11), money deducted without purchase of goods (4.04), payment procedure being secure (4.02), When I use my credit card and net banking to make payments, I feel safe. (4.00), payment procedure being convenient (3.85), risk in the payment of monetary transactions (3.98), and the lowest average acceptance for a waste of funds. (2.33).

10.2 Customer Problems towards Privacy Policy in Online Marketing

The table below shows how customers feel about the privacy policy used in online marketing.

Table 2**Customer Problems towards Privacy Policy in Online Marketing**

S. No.	Variables	Mean	Std. Error	S.D	C.V
1.	Personal data is not secure.	3.11	0.06	1.36	1.86
2.	Customer information for statistical purposes without permission.	3.72	0.06	1.48	2.20
3.	sending commercial emails to their email addresses without their consent.	3.31	0.05	1.19	1.47
4.	Customers' information is sent to marketing firms by online marketers.	2.38	0.04	1.03	1.01
5.	Risk of internet hackers	3.48	0.05	1.26	1.59

Source: Primary data

Regarding the respondents' concerns about privacy policies in online marketing in Chennai city, Table 2 above demonstrates the highest average acceptance score for Customer



information for statistical purposes without permission (3.72), followed by risk of internet hackers (3.48), sending commercials to their email addresses without their consent. (3.31), Personal data is not secure (3.11), and Customers' information is sent to marketing firms by online marketers (2.38).

10.3 The Factors Affecting the Online Marketing

The main factors influencing online marketing are warranty and claims, payment security, product refunds, and security measures that do not guarantee the safety of personal data. The table below lists the different factors influencing the respondents' online marketing in Chennai city.

Table 3

Factors Affecting the Online Marketing

S. N o.	Variables	M e a n	Std Err or	S . D	C . V
1	Payment security.	4 . 3 8	0. 04	0 . 9 6	0 . 9 2
2	Online marketing products are not very trustworthy.	4 . 1 2	0. 04	0 . 9 4	0 . 9 9
3	High expenses in the delivery cost	3 . 4 9	0. 06	1 . 5 4	2 . 3 8
4	Hidden Value	2	0.	1	1

1	Added Tax/ Customs duty	7 . 3	05	1 . 8	3 . 8
5	Refund products	4 . 2 1	0. 04	1 . 5	1 . 0
6	Warranty and Claims	4 . 4 3	0. 04	0 . 9 6	0 . 9 2
7	Too slow of a delivery	3 . 5 6	0. 06	1 . 2 9	2 . 2 9
8	Net banking and credit/debit card services	3 . 3 0	0. 07	1 . 5 9	2 . 5 3
9	The safety of personal data is not guaranteed by security measures	4 . 1 4	0. 04	1 . 0 3	1 . 0 6

Source: Primary data

The key factors influencing online marketing in Chennai city are as follows: guarantee and claims have the highest score (4.43) in Table 5 point 3 above, followed by Payment security (4.38), refund products (4.21), The safety of personal data is not guaranteed by security measures (4.14), Online marketing products are not very trustworthy. (4.12), and too slow of a delivery. (3.56). Net banking and credit/debit card services (3.30), high delivery



costs (3.49), and the lowest mean score for hidden value added tax/customs duty (2.73) are the variables influencing online marketing in Chennai city.

10.4 Customer Problems relating to Online Purchases

The main issues raised by respondents in Chennai city are that consumers find it difficult to verify the dependability of the products offered and that marketing cannot fully trust them. The customer is also having trouble with the product sold in online marketing. Table 4 below lists all of the issues that arise when making purchases online.

Table 4

Customer Problems relating to Online Purchases

S. N o	Variables	M e a n	St d. Er r o r	S . D	C . V
1	Online marketing makes more claims than it can actually fulfill	3 . 6 6	0. 04 6	1 . 1 3 8	1 . 1 9 9
2	Marketing can't rely on them entirely	3 . 9 6	0. 04 5	1 . 1 2 1	1 . 1 3 3

3	Marketing does not always act as an official spokesperson for the products they sell	4 . 0 9	0. 3	1 . 2 9	1 . 6 6
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4	Consumers find it difficult to confirm the reliability of the provided products	3 . 9 7	0. 05 2	1 . 2 8	1 . 6 4
5	potential for credit card information to be stolen	3 . 9 6	0. 04 6	1 . 1 3	1 . 2 8
6	Product has no real value for paid amount	3 . 9 3	0. 05 4	1 . 3 3	1 . 7 8
7	They keep customers' money and do not send the agreed product	3 . 4 4	0. 05 3	1 . 3 0	1 . 6 8
8	It is difficult to change a defective product with a new one	3 . 2 5	0. 06 4	1 . 5 7	1 . 4 7
9	There is no guarantee on the product	4 . 1 7	0. 04 5	1 . 1 0	1 . 2 0

Source: Primary data



Table 4 above makes it clear that the product sold through online marketing has the highest average acceptance score for There is no guarantee on the product(4.17), followed by Marketing does not always act as an official spokesperson for the products they sell (4.09), consumers finding it difficult to confirm the reliability of the provided products (3.97), marketing not being able to fully trust them (3.96), potential for credit card information to be stolen (3.96), the product having no real value for the amount paid (3.93), Online marketing makes more claims than it can actually fulfil (3.66), keeping customers' money and failing to deliver the agreed-upon product (3.44), and the lowest average acceptance score for it being difficult to replace a defective product with a new one (3.25).

11. Findings

- ❖ The majority of the participants fall into two age groups: those between the ages of 20 and 30 and those between the ages of 31 and 40 (44.67 percent).
- ❖ Two hundred people filled out the survey; men made up 60% and females 40%. ❖ The marital status of the respondents indicates that 62% of them are married and 38% are single.
- ❖ The response literacy rate is as follows: 54.17% with a postgraduate degree, followed by 29.50% with a graduate or certificate.
- ❖ A total of 30.67 percent of the respondents

- work as private sector employees. ❖ Nearly half of the people who took the survey had a monthly salary of 40,001 to 60,000 rupees, with 27.50 percent earning more than that.
- ❖ Eight percent of respondents earn less than Rs.20,000 per month, while seventeen percent earn between twenty thousand and forty thousand rupees per month.
- ❖ A large majority of the respondents (56.67%) have a family size of one to three people, while 23% have a family size of six or more members and 20.33% have four to six members. ❖ The majority of respondents (53.83%) identify as belonging to a nuclear family, while 46.17% identify as having a joint family.
- ❖ Chennai residents' payment difficulties are best when they evaluate security before paying (4.11), deduct money without purchasing items (4.04), and pay securely (4.02). (4.00), convenience (3.85), payment risk (3.98), and lowest average money waste acceptability. (2.33). ❖ According to Chennai respondents' privacy concerns in online marketing, Table 2 shows the highest average acceptance score for using customer information for statistical purposes without permission (3.72), followed by internet hackers sending commercials to their email addresses without consent (3.48). Online marketers provide clients' data to marketing companies (2.38), which is unsafe (3.11).
- ❖ Guarantee and claims score the highest



(4.43) in Table 5 point 3, followed by payment security (4.38), refund goods (4.21), personal data protection is not guaranteed (4.14), and online marketing products are untrustworthy. (4.12), slow delivery (3.56). Net banking and credit/debit card services (3.30), high shipping prices (3.49), and the lowest disguised VAT/customs tax score (2.73), harm Chennai online marketing.

❖ Online marketing items have the greatest average acceptability score (Table 4). There is no guarantee on the product (4.17), Marketing does not always act as an official spokesperson for the products they sell (4.09), consumers have trouble confirming the product's reliability (3.97), marketing cannot fully trust them (3.96), and credit card information is stolen.

12. Suggestions

- ❖ The study indicated that website security layout affects online markets more. Online marketers launch their sites as secure, navigable, and organised as possible.
- ❖ According to the research, buyers want quality and fast delivery.
- ❖ Online marketers must value safety, privacy, utility, and familiarity.
- ❖ Protect online shoppers and transactions.
- ❖ Online marketing companies should emphasise secure, time-saving product and service information while designing their product strategy.
- ❖ Online marketing requires awareness,

convenience, accessibility, breadth, attractiveness, experience, and clarity, according to studies.

❖ Internet usage includes buying products and researching them utilising new technology.

13. Conclusion

Growing online purchasing using www. Online marketers may get an advantage by understanding consumers' perceptions and responses, improving online purchasing criteria, and accentuating them. Marketing online is affecting shopping behaviour. Marketing online helps customers compare costs and features before buying. Marketers must understand consumer impression of internet marketing. Many companies promote online shopping. Internet marketers may learn about consumer marketing perspectives from this research. The survey helps the organisation learn client views on online product/service marketing. Perception research may assist organisations understand customer requirements and match marketing efforts. The research says they favour online shopping. This research may demonstrate consumers that online marketing is important in the information era.

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