CONSUMER’S AWARENESS AND PREFERENCE TOWARDS DIGITAL MARKETING IN MADURAI.

S. KALEESWARI
M.Com., M.Phil
ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATION
MANGAYERKARASI COLLEGE OF ARTS AND SCIENCE FOR WOMEN

ABSTRACT

The study is to analyse the digital marketing used by customers with respect to professionals and personals. Digital marketing means promoting the products, services or brands through one or more forms of electronic media. It differs from the traditional marketing in using the channels and techniques to analyse the company’s marketing campaigns and helps to know whether it working or not. The different forms of digital marketing used in an industry are Search Engine Optimization (SEO), social media marketing, mobile marketing, email marketing, video advertisement and flash advertisement. Search Engine Optimization (SEO) uses different form of tactics, strategies and techniques to obtain a high-ranking position in the search result page. This is to increase more number of visitors to the website.

INTRODUCTION

The study of consumer preference is an important area in marketing research. It flows from the consumer point of view. As the modern marketing concept places greater emphasis on consumer satisfaction the market should have a clear idea about consumer choices, preferences and genuine requirements.

“The consumers” whether urban (or) rural are the focal point in any marketing activity has its objective is to satisfy their needs and wants. It is essential to understand the consumer’s preference that purchases goods and services to satisfy his/her short-term and long-term needs. No marketing man would be successful without understanding the consumer.

Digital marketing

Digital marketing includes a raft of Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia
messaging service (MMS), callback and on-hold mobile ring tones, e–books, optical disks and games. Online advertising, also called online marketing or Internet advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. In other words internet marketing could be defined as:

Applying Digital technologies which form online channels (Web, e–mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behavior, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.

**Objectives**

1. To study the digital marketing.
2. To study the profile of the sample respondents.
3. To identify the consumer awareness about digital marketing.
4. To give the suggestions on the basis of findings.

**Operational definition:**

**Consumer:**

The consumer is one who consumes the goods and services produced. As such consumers play a vital role in the economic system of a nation. The consumers mentioned in this context are those men and women who prefer to buy the products and goods.

**Consumer preference:**

The term ‘consumer preference’ refers to the preference on the part of a consumer for one variety of a product in relation to other varieties of the same product available in the market. the consumer’s choice reveals consumers preference. It becomes important for every business to concentrate on consumers and preference.
Consumer awareness:

Consumers are aware of a brand that exists this is the first stage of brand acceptance of the consumers who are aware of the products or potential users of it and that they remain aware of it.

Primary data:

The primary data is the chief source for the researcher’s work. Data has been collected from the respondents in Madurai city.

Secondary data:

Secondary data is also very useful in conducting the research work. Secondary data has been collected from journals, other projects and web sites.

Limitation of the study

➢ The study confined to Madurai city only.
➢ The size of the sample is small due to shortage of time.
➢ Sample size is only 40. It does not represent the whole population in Madurai city.
➢ The results are only based on data given by respondents.

Different methods of online marketing

Online marketing which is also called internet marketing and e-marketing includes several methods and techniques which are introduced briefly as follows:

Online Advertising

The most known technique of online marketing is online advertising. In this method virtual space is used to put marketing messages on websites to attract internet users. Just similar to methods offline marketing and other types of online marketing, the major objective of online advertising is to increase sales and build brand awareness. Online advertising involves using of internet for displaying promotional messages on the computer screens and refers to "deliberate messages placed on third-party websites .search engines and directories available through Internet access". Online advertising similar to TV ads uses the element of interruption. But it
uses it in a much more creative. Contrary to TV advertisement, online advertisement do not force the recipient to pay attention to the promotional peace, but it tries to persuade or attract s/he to do so, because instead of coming in intervals it is placed along or among other non-marketing contents. The now empowered internet recipient still has the power to ignore the advertisement and it is totally up to her/him to click or not. Online advertising, sometimes called display advertising, uses different methods to display a marketing message online.

Search Engine Optimization (SEO)

Search engine optimization can be described as a cluster of strategies and techniques used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP)\(^2\). The importance of search engine optimization lies in the fact that customers most of the time use engines as a major gate to get around in the internet. So some marketing techniques have been developed to enhance the rank of intended business websites in the search engine results. The purpose of SEO strategies is to place a given website among highly listed entries returned by search engines which in its turn produces more traffic. So, "Web site owners, webmasters and online marketers want search engines to send traffic to their site. Therefore, they need to make sure that their sites are relevant and important in both the eyes of the search engines and the users."

Affiliate Marketing

Affiliate marketing is a major component of package of online marketing methods and refers to the process of gaining a commission by promoting products or services of another company. Also in this method two or more website owners can build relationship to increase mutual financial benefits. With respect to its definition, "affiliate marketing is simply defined as : A web-based marketing practice , often using automated systems or specialized software in which a business rewards their affiliate for each visitor, customer, or sale which is brought about as a result of affiliate's marketing efforts. In most cases, the reward is monetary in the form of a monthly check.

Social Media Marketing

Social media marketing, can be easily defined as" a term used to describe the process of boosting website traffic, or brand awareness, through the use of social media networking sites…most
social media marketing programs usually revolve around creating unique content that attracts attention and encourages the viewer to share it with their friends and contacts on social networks.

**FINDINGS:**

- Out of the sample respondents 90% are females.
- Out of the sample respondents 80% belong to the age group of below 30 years.
- Out of the sample respondents 75% are unmarried.
- Out of the sample respondents 55% are students.
- Out of the sample respondents 45% are professionals.
- Out of the sample respondents 65% have monthly income of the family up to 50000.
- Out of the sample respondents 45% spend money for online purchase 500 -1000.
- Out of the sample respondents 40% have frequency purchase of online shopping once in a month.
- Out of the sample respondents 55% have interest in purchase.

**Conclusion**

The study reveals that the majority of the respondents prefer purchasing at online shopping and because of the quality of products. It also brings out a fact through the consumers at online shopping and face problems like not allowing high discounts, advertisement, lack of awareness and high price as they primarily looked for while the consumers purchase online shopping.
REFERENCE:

BOOKS:


Gupta.S.P., Statistical Methods, (Chultanchand and sons, New Delhi,2007)

Website:

http://en.wikipedia.org/wiki/