



## A STUDY ON CUSTOMER PERCEPTION TOWARDS DIGITAL MARKETING IN MADURAI CITY

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### ABSTRACT:

Digital marketing has emerged as a transformative force in the business landscape, enabling companies to connect with consumers through online platforms such as search engines, social media, email and mobile apps. This study examines customer perceptions of digital marketing in Madurai city, focusing on their attitudes, preferences and challenges in adopting online shopping. The research aims to identify the factors that influence consumer behavior and evaluate the effectiveness of digital marketing strategies in meeting customer expectations. The findings highlight that younger, tech-savvy individuals are the primary users of digital marketing platforms, with affordability and convenience being the main drivers of online shopping. Products such as clothing and miscellaneous items are the most frequently purchased, reflecting a preference for practical and versatile options. However, concerns related to data security, trust in online transactions and the reliability of delivery services remain significant challenges. The study concludes that while digital marketing offers significant advantages in terms of accessibility and convenience, businesses must address these challenges to enhance customer satisfaction and loyalty. By improving user experience, ensuring data security and offering competitive pricing, companies can better meet the needs of their target audience. This research provides actionable insights for businesses and policymakers to optimize digital marketing strategies and foster sustainable growth in Madurai's evolving digital marketplace.

### KEYWORDS:

**DIGITAL, CUSTOMER, INTERNET, SECURITY, SERVICES.**

### 1.1 INTRODUCTION

Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile applications. It is a strategy used by businesses to promote products, services and brands by leveraging online platforms. Often referred to as online marketing, digital marketing encompasses a wide range of communication methods, including email campaigns, social media promotions, web-based advertisements and multimedia messaging. Essentially, any marketing effort that utilizes digital communication channels falls under the umbrella of digital marketing.

### 1.2 STATEMENT OF THE PROBLEM

This study aims to explore customer awareness of online marketing, which includes various commercial content formats delivered through online platforms, home delivery services and cash-on-delivery options. While the study identifies the broad scope of online marketing, it does not quantify or explain its effectiveness. The research seeks to understand consumer attitudes toward online marketing and its impact on their purchasing behavior.

### 1.3 OBJECTIVES OF THE STUDY

- To analyze the factors influencing customer

perception toward online marketing in Madurai city.

- To identify the age group that predominantly engages in online marketing.
- To determine the factors that motivate frequent online shopping among buyers.

### 1.4 SCOPE OF THE STUDY

Online marketing involves purchasing and selling products and services over the internet, eliminating the need for physical visits to retail stores. It simplifies the shopping experience by providing detailed product descriptions, images, price comparisons and other relevant information. Online marketing has transformed shopping into a convenient and enjoyable activity for consumers in Madurai city.

### 1.5 RESEARCH DESIGN

Research design serves as the blueprint for achieving objectives and addressing research questions. It outlines the methods and procedures for collecting and analyzing the necessary information. This study employs a structured approach to gather and interpret data related to online marketing in Madurai city.

**1.5.1 SAMPLE SIZE**

A sample size of 100 respondents, consisting of active digital marketing users in Madurai, will be surveyed.

**1.5.2 STUDY OF THE AREA**

The study focuses on Madurai city as the selected research area to analyze customer perceptions and trends related to digital marketing.

**1.6 DATA COLLECTION**

Data refers to factual information used for analysis. In this study, data is classified into two types: primary data and secondary data. Primary data is collected directly from respondents through questionnaire, while secondary data is obtained from existing sources such as journals, reports, magazines and websites.

**1.7 DATA ANALYSIS**

**TABLE 1**

**CLASSIFICATION OF RESPONDENTS BASED ON MONTHLY INCOME**

Monthly Income	No.of Respondents	Percentage
Below Rs.5000	48	48%
Rs.5000-10000	18	18%
Rs.10000-20000	24	24%
Above Rs. 20000	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

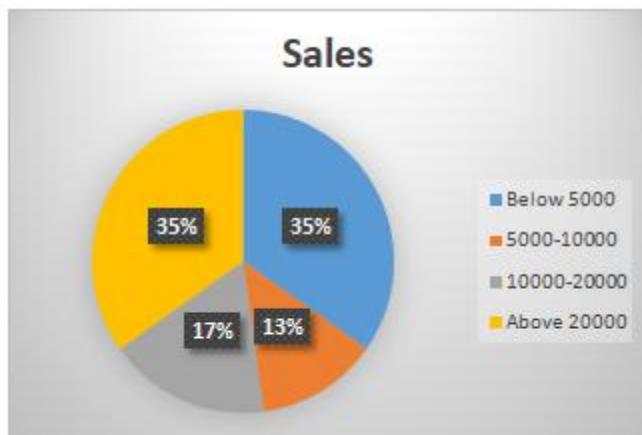
Sources: Primary data

**INFERENCE**

The table discloses that the majority of respondents (48%) have a monthly income below ₹5,000 indicating a significant portion of the sample population falls within the lower-income bracket. Respondents earning between ₹5,000 to ₹10,000 constitute 18%, while those with incomes ranging from ₹10,000 to ₹20,000 account for 24%. Only 10% of respondents have a monthly income above ₹20,000.

**CHART 1**

**CLASSIFICATION OF RESPONDENTS BASED ON MONTHLY INCOME**



**TABLE 2**

**CLASSIFICATION OF RESPONDENTS BASED ON MARITAL STATUS**

Marital Status	No.of Respondents	Percentage
Married	22	22%
Unmarried	78	78%
<b>Total</b>	<b>100</b>	<b>100%</b>

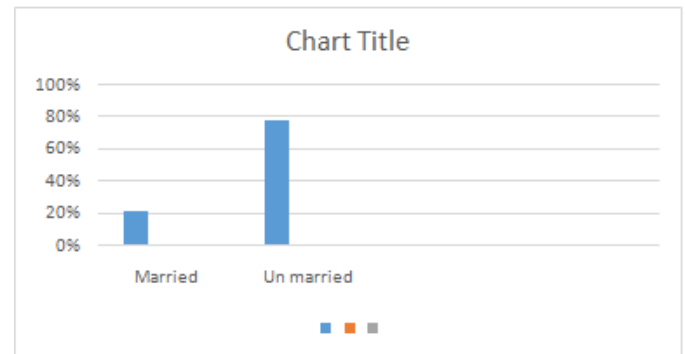
Sources: Primary data

**INFERENCE**

The table indicates that the majority of respondents (78%) are unmarried, while 22% are married. This suggests that the sample population is predominantly composed of younger, unmarried individuals. The high percentage of unmarried respondents may reflect their greater engagement with the subject of study such as digital marketing or online shopping, which often appeals to younger demographics. Understanding the marital status of respondents is essential for tailoring marketing strategies and communication approaches to align with the preferences and behaviors of the dominant group.

**CHART 2**

**CLASSIFICATION OF RESPONDENTS BASED ON MARITAL STATUS**



**TABLE 3**

**PRODUCT PREFERENCE OF RESPONDENTS ON ONLINE PURCHASES**

Product Purchase	No.of Respondents	Percentage
Cosmetics	18	18%
Books	6	6%
Cloths	34	34%
Others	42	42%
<b>Total</b>	<b>100</b>	<b>100%</b>

Sources: Primary data

**INFERENCE**

The table highlights the preferences of respondents regarding products purchased online. Out of 100 respondents, 42% purchase "other" products making it the most popular category. Clothes are the second most

preferred with 34% of respondents purchasing them online. Cosmetics account for 18% while books represent the smallest share at 6%. This distribution indicates a strong preference for clothing and miscellaneous products, reflecting broader trends in online shopping behavior. Understanding these preferences can help businesses tailor their product offerings and marketing strategies to better meet consumer demands.

CHART 3



1.8 FINDINGS AND SUGGESTIONS

1.8.1 FINDINGS

1. Income Distribution: A significant portion of respondents (48%) have a monthly income below ₹5,000 indicating that the majority of the sample population belongs to the lower-income bracket.

2. Marital Status: The majority of respondents (78%) are unmarried, highlighting that younger, unmarried individuals are more engaged with digital marketing and online shopping.

3. Product Preferences: The most popular category for online purchases is "other" products (42%) followed by clothes (34%). Cosmetics (18%) and books (6%) have a smaller share indicating a preference for versatile and every day-use items.

1.8.2 SUGGESTIONS

Affordable Pricing Strategies: Businesses should focus on offering cost-effective products and discounts to cater to the lower-income demographic, which forms a significant portion of the sample.

Targeted Marketing Campaigns: Since the majority of respondents are unmarried and younger, marketing campaigns should be tailored to appeal to this demographic, emphasizing trends, convenience and affordability.

Diversify Product Offerings: Given the preference for "other" products and clothing, businesses should expand

their product range in these categories to attract more customers.

Enhance User Experience: Improving the online shopping experience through user-friendly interfaces, secure payment options, and reliable customer service can boost customer satisfaction and loyalty.

CONCLUSION

The study offers valuable insights into customer perceptions and behaviors regarding digital marketing and online shopping in Madurai city. Findings indicate that a significant portion of respondents are younger, unmarried individuals with lower incomes showing a preference for affordable and practical products like clothing and miscellaneous items. The research emphasizes the importance of affordability, convenience and product variety in driving online shopping behavior. It also highlights the need for businesses to tailor marketing strategies to meet the preferences and financial capabilities of their target audience. Addressing concerns related to trust, security and user experience can further enhance customer satisfaction and loyalty. Digital marketing has revolutionized shopping by offering convenience and accessibility. To sustain growth in a competitive market, businesses must focus on understanding customer needs, improving service quality and leveraging data-driven insights. By doing so, they can effectively meet evolving consumer demands and ensure long-term success in the digital marketplace.

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