



ISSN: 2395-7852



International Journal of Advanced Research in Arts, Science, Engineering & Management

Volume 10, Issue 3, May 2023



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 6.551

+91 9940572462

+91 9940572462

ijarasem@gmail.com

www.ijarasem.com



A Study on Customer Satisfaction on Digital Marketing in Angle Starch and Food Pvt. Ltd

Mr. J. TAMILARASU, Ms. M. RAMYA

Assistant Professor, Department of Management Studies, Nandha Engineering College (Autonomous), Erode,
Tamil Nādu, India

MBA II-Year, Department of Management Studies, Nandha Engineering College (Autonomous), Erode,
Tamil Nādu, India.

ABSTRACT: Many businesses have embraced digital marketing technologies to interact with and fulfil their consumers' requirements and wishes. Every organisation now uses digital marketing strategies to educate customers about the products and services they are receiving and to highlight their benefits. The primary goal of the study is to evaluate how Guaranty Trust Bank Nigeria plc's customers are affected by digital marketing. Customers of Guaranty Trust Bank at three branches in Ilorin South, Kwara State, made up the study's population, which used a descriptive survey methodology. To get a representative sample of 384 respondents, the study uses infinite sample size calculation.

I. INTRODUCTION

Digital marketing and advertising refers to the promotion of businesses or goods across all conceivable digital stages. It involves much more than simply being aware of the goods or services advertised and marketed through available digital platforms, namely the internet. The goal of digital marketing is to preserve a reliable digital lifestyle. The main worldwide companies in the world, from Dominos to Google, Amazon to Apple, have one thing in common: they employ virtual advertising and marketing platforms to compete in dynamic and modest environments.

II. CONCEPTUAL FRAMWORK

It is a marketing procedure that is envisioned to draw visitors and probable customers in, rather than externally pushing a brand, product or service onto prospects in the hope of generating leads or customers.

Search Engine Optimization (SIEO) is the arrangement of moving the reflectivity of a web website or an online page in an astoundingly web search tool's regular or 1/un-paid/characteristic hunt results.

SEM is a variety of web advertising that contains the promotion of internet sites by rising their visibility in database results pages SERPs through enrichment and advertising.

SMM is the strategy for accomplishment of web site website guests or responsiveness through web-based life sites. Social media marketing showcasing programs clearly an inside on battles to make content material that destroys intrigue and brings out persers to share it over their informal organizations.

Email selling is straightforwardly advertising a blurb message to a group of people mistreatment email. In its biggest sense, each email sent to a likely or current customer can be pondered email selling.

Mobile promoting may be a multi-channel, digital endorsing strategy aimed toward reaching a target market on their Smartphone's, tablets, and/or different mobile devices, via websites, email, SMS and MMS, social media, and apps. Mobile marketing is unsettling the means individuals interact with brands.

Article Marketing- To build links for your site, enhance your website's search engine ranking and getting traffic.

- Forum Marketing- Forum is a place where people gather and discuss their problems, strategies etc. Again, a good traffic builder.
- Search Engine Marketing - This involves search engine optimization of your website design and content.
- Pay per click Advertising - This is a paid service where you pay the service provider every time your link is clicked

III. STATEMENT OF THE STUDY

Today's era of Internet has opened a gate of vast variety of opportunities for businesses. The speed and ease with which the digital media transmits information and help boost a business is amazing.



OBJECTIVES OF THE STUDY:

- To find out the satisfaction level of the customer for online marketing.
- To know the specific reasons for which purpose customers purchase in online.
- To find out the consumers satisfaction level for services provided by the online marketing
- To find out how brand ambassador can influence sales promotion

SCOPE OF THE STUDY:

- Research objective: Clearly define the research objective of the study.
- This will help you to narrow down the scope and focus on specific aspects of customer satisfaction with digital projects.
- Digital projects: Identify the types of digital projects that you want to include in the study.
- This could include websites, mobile apps, social media platforms, e-commerce platforms, or any other digital products or services.

LIMITATION OF THE STUDY:

- The study was confined to Nagpur region only which may not represent the real picture of the entire Flipkart Company.
- Data collected about satisfaction & awareness level may not represent the real picture.
- My Study is confined only 50 respondents.

RESEARCH METHODOLOGY:

Barend, J., (1978) This is becoming increasingly important to provide good quality medical care as the interpersonal distance between the doctor and patient has been increasing... Walker G. (1993) A study report on " Code of practice for the pharmaceutical Industry "This report examines that in India now the daily visit of the doctors should be twelve and four visit to each doctor in a month. Drug samples can only be provided to a doctor in response to a signed request and should not exceed four days' treatment for a single patient. In Sweden, the representatives must meet a group of doctors after obtaining an appointment from the head of the department. On an average only two such meetings per year are permitted. The promotional material is screened by the head of the department and the presentation by representative allowed, only if the product information is new and scientific.

IV. DATA COLLECTION

Data Collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses and evaluate outcomes.

Primary Data Source:

A Primary Data Source provides direct evidence about an object, person, or work of art. It includes Historical & Legal Documents, Eyewitness Accounts, Results of Experiments, Statistical Data, Audio and Video Recordings, etc. Using Questionnaire, which is a set of printed or written questions with a choice of answers, devised for the purpose of a survey Type equation here. or statistical study, We Collected the Data.

Secondary Data Source:

The data that was originally collected for other research are called Secondary Data Sources. We Referred to Articles, Journals & Magazines as mentioned in the Bibliography.

4.1. SIZE OF THE SAMPLE:

The sample size is 150.

V. STATISTICAL TOOLS USED

- **Simple Percentage Analysis**
Simple percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 percent) for a better understanding of collected data.

$$\text{Simple Percentage} = \frac{\text{No of Respondents}}{\text{Total No of Respondents}} \times 100$$



• **CHI-SQUARE TEST:**

A Chi-Squared Test is a statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the Null Hypothesis is true. It is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The purpose of the test is to evaluate how likely it is that the Null Hypothesis is true, given the observations.

• **Correlation:**

The process of establishing a relationship or connection between two or more things of variables quantities. The correlation coefficient is calculated by determining the covariance of the variables and dividing that number by the product of those variables' standard deviations.

Formula:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

1. ANALYSIS AND INTERPRETATION OF THE STUDY:

**TABLE NO: 1 DEMOGRAPHIC PROFILE OF RESPONDENTS:
SIMPLE PERCENTAGE ANALYSIS**

	Frequency	Percent
1 UG	47	31.3
2 PG	69	46.0
3 Diploma	17	11.3
Educational Qualification:	1	.7
Total	150	100.0

Interpretation:

From the table education qualification respondent are UG category respondent are 31.3%, PG category respondent are 46.0%, diploma category respondent is 11.3%.

Chi square test

1. ANALYSIS AND INTERPRETATION OF THE STUDY:

**TABLE NO: 1 CHI SQUARE:
Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	158.314 ^a	16	.000
Likelihood Ratio	19.981	16	.221
N of Valid Cases	150		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .01.

INTERPRETATION:

Calculate vale is higher than the table value, so null hypothesis is null hypothesis is rejected alternative hypothesis accepted. There is a significant relationship between position and employees to share ideas at work place.



Correlations			
		INCOME	REVENUE CURRENT ON A MONTHLY BASIS
INCOME	Pearson Correlation	1	.133
	Sig. (2-tailed)		.105
	N	150	150
REVENUE CURRENT ON A MONTHLY BASIS	Pearson Correlation	.133	1
	Sig. (2-tailed)	.105	
	N	150	150

CORRELATION:

1. ANALYSIS AND INTERPRETATION OF THE STUDY:

TABLE NO: 1 CORRELATION:

INTERPRETATION

From the above Pearson correlation analysis between age and social media is accepted here because the value is 1.so, null hypothesis is accepted

From the above Pearson correlation analysis between social media and age is accepted here because the value is 1.so, null hypothesis is accepted

FINDING:

- UG category respondent are 31.3%.
- below 20 category respondents are 37.3%.
- male category respondent is 46.7%.
- married category respondent is 44.7%.
- 10000 category respondents are 44.7%.
- 1 year category respondent is 48.7%.

SUGGESTION:

Understand your customer's needs: One of the key factors in customer satisfaction is meeting their needs. Take the time to understand what your customers want and what they expect from your project. This will help you to deliver a product that meets their expectations and ultimately results in higher satisfaction.

VI. CONCLUSION

The first step is to identify the project-related aspects that the consumers value the most. This might involve elements like product calibre, customer service, cost, usability, or turnaround times. Once these elements have been determined, you may collect information on how well the project has done in each of these categories.

REFERENCES

1. **Gunawan Bata Ilyas**, Abdul Razak Munir, HasminTamsah, Heriyanti Mustafa, YusriadiYusriadiJournal of Legal, Ethical and Regulatory Issues 24, 1-14, 2021
2. **LeliNirmalasari**,AlwiyahAlwiyah, Po Abas Sunarya, AropriaSaulina Panjaitan International Journal of Cyber and IT Service Management 2 (2), 139-145, 2022
3. **Moh Rois Abin**, Agus EkoSujiantoInternational Journal of Business, Economics and Education Research (IJBEER) 1 (1), 1-6, 2022
4. **WM Hasanat**, A Hoqueb, Abu Bakar A HamidInternational Conference on Business, Accounting, Finance and Economics, 2019.167-176, 2019



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



International Journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)

| Mobile No: +91-9940572462 | Whatsapp: +91-9940572462 | ijarasem@gmail.com |

www.ijarasem.com