

A Study On Customer Engagement On Online Marketing

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Abstract:

The main aim of this study is to identify the factors influencing online marketing and its impact on customer engagement. The researcher used to t test and analysis of variance test to find the result. The result shows that among the all factors exclusive products available in the online marketing and website design attracts the customers more and it leads to customer engagement in the online marketing.

Keywords: Customer Engagement, Online Marketing, Website Design

INTRODUCTION

Online marketing empowers the consumers to market the products which they feel are worthy of purchase along with detailed discussions on the features, quality, durability, design and functionality of various products across industries. Marketing managers are increasingly making use of online marketing due to various reasons including; eliminating geographical constraint, ease of accessibility, consolidation of large volume of information into a compact online website, high margin for customization and intensity of reach to potential and actual consumers around the globe.

Online marketing encompasses all marketing efforts that use an electronic device or internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. Online marketing is defined by use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From website to business's online branding assets - digital advertising, email marketing, online brochures, and beyond -- there's spectrum of tactics falling under the umbrella of "online marketing.

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio. Canon iMage Gateway helps consumers share their digital photos with friends online. L'Oréal's brand Lancôme uses email newsletters to keep in touch with customers and hence tries to strengthen customer brand loyalty. Magazine publishers can activate and drive their customers into Internet with e-mails and SMS messages to improve re-subscription rate (Merisavo et al., 2004).

Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company's product or services. According to Nielsen, internet users continue to spend more time with social media sites than any other type. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities.

REVIEW OF LITERATURE

Sathya (2015) A Study on Digital Marketing and its Impact. International Journal of Science and Research (IJSR) ISSN (Online): 2319-7064 Index Copernicus Value (2015): 78.96 Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to get the clear picture about the present study

MadhuBala (2018) A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering Vol. 8 Issue 10, October 2018. The paper is based on extant literature and internet sources. The various articles, researches, reports, newspapers, magazines, various websites and the information on internet have been studied. We experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find

the best deal form the sellers around India as compared to traditional or conventional methods. It is demonstrated that we all are connected through whatsapp and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Awareness of consumer's motives is important because it provides a deeper understanding of what influences users to create content about a brand or store. Digital marketing is cost effective and having a great commercial impact on the business. Based on this study, it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful.

Kishor Kumar (2019) A Study Of The Growth Of Digital Marketing In Indian Scenario. Pramana Research Journal. Digital marketing is expanding in India with rapid pace. Several Indian companies are using digital marketing for competitive lead. Most part as decisive role is played by internet in digital marketing. Widespread incorporation of the internet for both business and private use has generated many new channels for advertising and marketing activities. This article mainly focuses on the growth of digital marketing in the present scenario. The study undertaken intends to discover the phenomenon related to the inclination in digital marketing. Hence three entities namely Consumers, Company and Third Party Agency were taken into contention. Results of this study reveal that all entities agree regarding mandatory internet awareness for the growth in digital marketing in this study

ManasRanjanTripathy (2020) Effectiveness of Digital Marketing: An Organizational Perspective. National Conference on Industry 4.0(NCI-4.0) Faculty Of Engineering and Computing Sciences(FOECS), TeerthankerMahaveer University, Moradabad. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented.

Kim Edward S. Santos (2020) Online Marketing: Benefits and Difficulties to online Business Sellers. International Journal of Advanced Engineering Research and Science (IJAERS) [Vol-7, Issue-3, Mar- 2020]. This paper used descriptive method. A total of 57 online business sellers (31 product-based, 17 service-based, and 9 combinations of both) were surveyed using a likert-scale response questionnaire. The gathered data were analyzed through statistical tools such as mean, weighted mean, t-test, correlation and analysis of variance test. Based on the findings of the study, the researcher concluded that online marketing has its benefits and difficulties to the online business sellers. Its benefits are they do not need to setup online stores since social media can serve as their platform in marketing, can easily reach customers using internet access, and they can have two-way conversation at their own pace. Its However, its difficulties are some customers still prefer to see and check personally the products or services and they are also hesitant in terms of paying transactions.

The literature survey reveals that there are few internationally acclaimed studies available in online marketing. but they are confined with Customer Engagement. So in this study, we are attempting to the study the engagement of customer on online marketing.

Intend of the Study

- To identify the factors are influencing customers on online Marketing.
- To analyses the relationship between online marketing and customer engagement

Statement of Hypotheses

- There is no significant difference among the factors is influencing customers on online Marketing.
- There is no significant relationship between online marketing and customer engagement in the study area

Methodology

Nature of the study

The study is spotlighted to identify the factors are influencing customers on online Marketing in Chennai city.

Data sources

The study used secondary & primary data.

Sample

The primary information collected from the customers using online marketing in Chennai City. Overall, 540 questionnaires distributed to customers using online marketing in Chennai city. Out of 540 questionnaires, 515 questionnaires were filled by the customers and returned. The scrutiny process of questionnaires, 15 questionnaires were disallowed due to inadequate details provided by the customers. Finally, 500 questionnaires were used for the final study.

Instrumentation

Method of Analysis

The collected data key in excel sheets and then transferred to SPSS software version 21. The one-sample t-test, Analysis of variance.

Data Analysis and Discussion

Null Hypothesis

There is no significant difference among the factors is influencing customers on online Marketing.

Table-1 One-sample t-test for the factors influencing customers on online marketing

	N	Mean	Std. Deviation	Std. Error Mean	T value-Lower	Significance-Lower
Website Design	500	3.5700	1.28234	.05735	9.939	.000
Economic Factors	500	3.5340	1.06542	.04765	11.207	.000
Availability of Products	500	3.3220	1.23668	.05531	5.822	.000
Customer satisfaction	500	3.3260	1.30504	.05836	5.586	.000
Word of Mouth	500	3.3940	1.22055	.05458	7.218	.000
Delivery	500	3.3660	1.21284	.05424	6.748	.000
Security	500	3.5320	1.10789	.04955	10.737	.000
Exclusive products	500	3.3600	1.18372	.05294	6.800	.000

Source – Computed data

From the above table it can be found that the mean values range from 3.32 to 3.57 with the respective standard deviation and standard error. The t values 9.939, 11.207, 5.822, 5.586, 7.218, 6.748, 10.737, 6.800, 8.736 are statistically significant at the 5 % level. Therefore, it can be concluded, the above eight factors are influencing customers on online marketing.

Table 2 ANOVA test for Customer engagement on factors influencing online marketing in Chennai city

		Sum of Squares	df	Mean Square	F	Sig.
Website Design	Between Groups	327.287	3	109.096	315.127	.000
	Within Groups	171.713	496	.346		
	Total	499.000	499			
Economic Factors	Between Groups	188.476	3	62.825	100.351	.000
	Within Groups	310.524	496	.626		
	Total	499.000	499			
Availability of Products	Between Groups	82.992	3	27.664	32.983	.000
	Within Groups	416.008	496	.839		

	Total	499.000	499			
Customer satisfaction	Between Groups	73.616	3	24.539	28.612	.000
	Within Groups	425.384	496	.858		
	Total	499.000	499			
Word of Mouth	Between Groups	54.592	3	18.197	20.310	.000
	Within Groups	444.408	496	.896		
	Total	499.000	499			
Delivery	Between Groups	25.627	3	8.542	8.951	.000
	Within Groups	473.373	496	.954		
	Total	499.000	499			
Security	Between Groups	7.977	3	2.659	2.686	.046
	Within Groups	491.023	496	.990		
	Total	499.000	499			
Exclusive products	Between Groups	68.490	3	22.830	26.303	.000
	Within Groups	430.510	496	.868		
	Total	499.000	499			

Source – Computed data

It was presented in the above table Website Design ($F=315.127$, $P=.000$) Economic Factors ($F=100.351$, $P=.000$), Availability of Products ($F=32.983$, $P=.000$), Customer satisfaction ($F=28.612$, $P=.000$), Word of Mouth ($F=20.310$, $P=.000$), Delivery ($F=8.951$, $P=.000$) Security ($F=2.686$, $P=.000$), Exclusive products ($F=26.303$, $P=.000$) are statistically significant at 5% level. This leads to the mean comparison of employee engagement of customer's perception. It is found that the website design and exclusive products attracts the customers more to be engaged in the online marketing.

Conclusions

The study focused on online marketing and its impact on customer engagement. The various factors are influencing customers into online marketing whereas, website design, economic factors, availability of products, customer satisfaction, word of mouth, delivery, security and exclusive products. Among the all factors exclusive products available in the online marketing and website design attracts the customers more and it leads to customer engagement in the online marketing.

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