



# A Study On Consumer Perception About Digital Marketing

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## Abstract

Consumer perception about digital marketing is one of the emerging areas in Marketing. To learn how consumer perceive online purchasing environments. Following a comprehensive assessment of the literature on categorizations of online shopping environments, this research proposes and examines a gestalt model of consumer perceptions of online shopping environments. It examines the topical research advancements during the previous decade. The growing popularity of the Internet has prompted businesses to prioritize online marketing as a key strategy. The integration of information technology tools, especially internet and digital marketing, is a key factor in expanding marketing activities across sectors. This article examines customer perceptions of digital marketing, including their understanding of online purchasing platforms and their level of expertise, attitudes, and confidence while making purchases online. Understanding consumer perception and decision-making aspects is vital for digital marketing, given its fast expansion.

**Keywords:** perception, digital marketing, learn, decision-making.

## Introduction

Digital marketing has transformed consumer shopping by making it easier and more effective to buy items and services online. Digital marketing has become a crucial element of the global retail environment, thanks to advancements in digital technology and internet connectivity. Understanding customer perception and awareness of digital marketing is vital as it grows in popularity.

This research demonstrates that the (Bhattacharya et al., 2024) demand for timely information has resulted in the emergence of linked networks, such as the Internet or the World Wide Web. According to Internet World Statistics, the number of web users has expanded by 1,167% since 2000, resulting in the development of internet-based corporate activities. The internet creates a "new environment for unethical behavior," and violating ethical rules is harmful to consumer relations. Undisclosed consumer tracking, fraudulent tactics, manipulation of information, delayed delivery, the sale of faulty merchandise, and poor customer support were all common practices among online merchants.

This study (Tanhaei et al., 2024) seeks to investigate the influence of social media marketing, word-of-mouth, and pricing perception on consumer behavioral intentions via perceived engagement. This study is quantitative in nature, with a questionnaire serving as the survey technique and data collection tool. The random sampling method was straightforward, while the structural equation approach relied on Lisrel software. However, the correlation between perceived price and perceived interaction was not significant. Furthermore, the association between perceived interaction and consumer behavioral intentions was favorably significant.

This (Rath, Narayan, 2024) finding identifies an area suitable for intervention and strategic investment to increase digital literacy and adoption across previously neglected sectors. In summarizing these findings, our research has important implications for policymakers, industry stakeholders, and entrepreneurial support groups entrusted with cultivating a favorable ecosystem for digital innovation and entrepreneurship in Punjab. By addressing identified impediments and enabling targeted capacity-building activities, stakeholders may enable small businesses to capitalize on the transformative potential of online marketing, promoting inclusive economic growth and competitiveness in the digital era.

(Saikrishnan, D2023) Considering the increasing rise of e-commerce, it is critical to understand how customers view this way of buying and the variables that impact their purchasing decisions. The article examines current literature and research to get insight into customer attitudes of e-commerce and their level of awareness about its advantages and threats. It also investigates how numerous characteristics, such as trust, security, convenience, and product quality, influence customer views regarding online purchasing. Understanding customer perceptions and knowledge allows firms to better customize their e-commerce operations to match consumer expectations, build trust, and create great purchasing experiences in the digital marketplace.

The increasing use of the Internet in Chengalpattu metropolitan offers a variety of chances for online shopping from both a consumer and a provider perspective. This research aims to examine the impact of e-marketplaces on client purchasing behaviors, as well as how concerns about security and privacy impact online purchasing behavior. They have a (Murugan, K. 2019) look at will also include the many important inputs to equip businesses for making internet marketing more profitable and secure by adding value to the existing offers.

## Review of Literature

Bhattacharya et al. (2024) investigate the alignment of e-tailers' sales and marketing strategies. Firstly, analyzing different customer segments (demographic, geographic, behavioral, and psychographic or any combination) with their diverse information needs, and secondly, the consumer perception of online retailers' questionable marketing practices involving deception and unfair sales practices, such as promoting dangerous and malfunctioning products, price discrimination, only selling high-profit margin products, and offensive advertising is a pro.

(Siswadi, Siswadi, et al. 2023) described how the electric vehicle (EV) industry is quickly increasing, emphasizing the need of improved consumer perceived value in fostering loyalty and competitive difference. This study looks at how experience management technologies may help enhance customer experience management in the EV industry, with a focus on sustainable business practices and environmental sustainability. The study investigates present customer experience management approaches, the roles of these tools, and their usefulness in improving management capabilities in terms of customer perceived value. The findings indicate that these methods can improve consumer happiness and loyalty by addressing important perceived value factors such as price perception, quality perception, and brand image. Furthermore, improving customer experience management may encourage sustainable consumer behavior by making eco-friendly EVs more desirable, hence helping environmental sustainability. This study seeks to close the gap between customer perceived value theory and its actual implementation in the EV market. It provides information for manufacturers and marketers that want to develop more engaging and sustainable consumer experiences.

Furthermore, increased individual usage became a major contribution to the growth of online purchasing. There have been very few research on the influence of internet shopping on consumer behaviour. Previous studies have focused more on the marketers' point of view, as investigated by (Murugan, K. 2019), such as how to develop a more efficient marketing channel online rather to traditional offline channels.

This article (Chakravarthy et al., 2017) depicts the digital age as one full of new difficulties and possibilities for marketers. The next generation of marketing is all about relevance, interactivity, and connections. Digital marketing refers to the use of electronic media by marketers to promote their products or services. The primary goal of digital marketing is to acquire customers and promote the product via digital media. This article focuses on the customer's view of digital marketing. The consumer's perspective of online purchasing differs from person to person, and this perception is constrained to some extent by the availability of adequate connectivity and exposure to digital shopping.

Customer impression is also influenced by human traits. According to the report, young people are more likely to purchase online. With the advancement of technology and globalization, the future will see the digital word permanently associated with marketing, and this instrument will be the most widely used since every house and individual will be connected to digital media in some manner. Internet banking is getting more popular due to its convenience and flexibility. This article (Singhal, Divya, and Vp Padhmanabhan,

2008) investigates the primary elements influencing online banking based on respondents' perceptions of various internet apps. It also gives a framework for the elements used to evaluate online banking perception.

The findings (Haur, Foong Chee, et al., 2010) revealed that employing customer perception as a marketing platform allows internet businesses to operate at a cheaper cost. As a result, this online firm needs government assistance in order to deliver appropriate business courses and comply with the law. The study's implications would provide a more comprehensive view of the corporate environment. Although internet businesses are often in their infancy, given the opportunity to learn the foundations of business and with correct supervision, they will have a future and may expect to grow to the next level.

Factors such as what influences people's willingness and unwillingness to use internet services are also investigated. The findings of this (Ghoury et al., 2017) study revealed a thoroughly integrated framework that policymakers and corporate companies may use to understand the dynamic interactions between aspects of perceived risk, user trustworthiness, usefulness, familiarity, and confidence. This study also looked at how pricing perception and internet security may be used to better understand customer perceptions. Online buying has altered customer behavior, particularly in Indonesia, where online purchasing continues to grow. For this reason, the question is how customer perceptions are connected to online purchasing in Indonesia as indicated by (Nikhashem, Seyed Rajab, et al., 2011).

This article (Bailusy, Muhsin N., et al., 2022) found that impulse buy orientation, past online purchasing experience, and online trust had a beneficial influence on consumer purchase intention. Males are reported to have higher intention to purchase online than females. The findings have ramifications for web shops, advertising directors, web advertisers, online merchants, and web customers in Pakistan. Pakistani internet shoppers frequently seek out special discounts and exceptional value prices over brand or quality. Online merchants may concentrate on the impulse buy tendency of Pakistani consumers, while also focusing on increasing online trust. The study (Vanitha, K., & M. Prakash, 2017) was conducted during a period of heavy discounting, and companies can try to increase the frequency of providing more discounts in order to increase the volume of trade and thus the company's customer base. The firms must maintain everything on your website up to date. If they have a blog, it should be updated on a regular basis, featuring new and popular products and replacing them when new items are discovered.

(Arilaha et al., 2021) analyzed the respondents' profiles based on gender, age, shopping frequency, employment, purchased item price, and province. In general, the majority of respondents were women between the ages of 15 and 24, with an average shopping frequency of three times. This study (Kumar, M. S. et al., 2022) was restricted to respondents with experience and expertise in purchasing organic food items in Coimbatore because it summarizes the consumer's primary actions in terms of actual usage, historical consumption, information search, and knowledge gained from their experiences. Attitude is the tendency to react positively or adversely to someone, a situation, or an event. Vermeir et al. (2014)<sup>15</sup> found that there is a favorable association between organic food shopping intentions and actual purchases. Consumer belief and the benefits gained from it have had a positive impact on attitudes toward purchasing organic foods.

According to the findings of the research, there is a substantial relationship between direct major affects on purchasing attitude and intention. (Marathe, D. A., & G. Gawade, 2020) highlighted that Amazon provides its consumers with the greatest pricing, high-quality items, and a fully hassle-free shopping experience. Barriers to online purchasing include the inability to touch and sample things, the dread of defective products, the inability to negotiate, and the possibility of financial data breaches.

### Research Gap

The main gap noted in this article is that few studies have been published on organic goods and energy-consuming products. Healthy competition between online and conventional shopping has ushered in a new era in which customers may pick the shopping media that best suits their needs. Some of the most significant distinctions between the two shopping mediums include how product information is collected, risk perception, and customer access to comparable sorts of items. Supervisors will undoubtedly want consumer views on online shopping, security, self-efficacy, usefulness, simplicity of use, dependability, site design, trustworthiness, personalization and responsiveness, buy intention, and customer happiness.

### Conclusion

The primary goal of this review-based study is to investigate the causal link between quality, brand orientation, impulsive buy orientation, previous online purchase experience, and online trust among consumers. This study highlights the findings on the beneficial impact of e-service quality website design, quality, brand, responsiveness, dependability, trust, and customization on consumer perception, as well as making recommendations for future research. Our respondents are students who are active shoppers, therefore the study presents new evidence that incomes do not impact how much online purchases people make. According to the findings of the analysis, women outspend men in terms of buying, and Generation Z dominates digital marketing.

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