

Impact of Digital Marketing Practices and Its Clients Satisfaction Towards Business Applications with Reference to Hradi Infotech, Chennai

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Abstract - The project was carried out for understanding the digital Marketing Practices of Hradi InfoTech and How Organization using the digital space to promote the business and to gather new clients. People are diverting their time to digital space so it is the strategy of the Organization that how they make their business plan in orders to gain more Clients. This research helps us in finding out the Organization unique strategy for Digital space and how it is better in order to its competitors. The project was carried out in with an objective of knowing the impact of various methods of digital marketing on the performance of the organization in terms of customer Satisfaction, towards advertising, sales, product etc. The research shows that the digital Marketing practices of the Organization are good or whether it is better formats competitors or not on the other hand, and also this comparative study to check how the digital s Marketing Practices of the Organization is better in comparison to its competitors and how Organization impacting the clients using digital space.

Index Terms - Digital Marketing, customer satisfaction, Internet Marketing.

I.INTRODUCTION

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering. Advertising is defined by Richard F. Malingier as “Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.”

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service-based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client’s products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.

The term ‘digital marketing’ was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

II. STATEMENT OF THE PROBLEM

This research study problem is to investigate the impact of digital marketing on customer satisfaction through Hradi infotech. Digital marketing plays a role in the larger problem, by achieving the clients satisfaction, giving little to no consideration the impact of Digital marketing does; frequently leading to an unclear understanding the client needs and expectations. The intent behind this study was to describe any effect that the digital marketers, who has responsibility for the creating good branding, image and fulfill the customers’ needs. A great deal of historical data shows that when marketers use the digital marketing practice successfully, they reach their objectives by provide the product and research development department with new statistics and requirements that important to develop the product and improve the brand image.

III. REVIEW OF LITERATURE

Prof. Nitin Joshi (2016) 2 Understanding Digital Marketing Strategy Digital Marketing Strategy highlight on how the digital technologies make marketing more effective because they allow for individual attention, better campaign management, and better product, marketing design, and execution. This article does not ignore the fundamental theories of marketing but emphasizes their usefulness in developing a response to the threats and opportunities created by the Internet. It is easy to understand the flow diagram for developing the marketing strategies: understand customer needs, formulate strategy, implement the strategy, and build trust with customers.

P. Sathya (2015) 3 A Study on Digital Marketing and its Impact 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 respondent's opinions are collected to get the clear picture about the present study.

Vinerean, Cetina, Dumitrescu and Tichindelean (2013) 4 did this exploratory research based on primary data using university students in Romania to explore how to engage with different types of audience on social media marketing platforms (based on their online behavioral aspects), so as to maximize the effect of online marketing strategy. A linear model was examined to find out how different predictors related to online users and social networking sites, have a positive impact on advertisement.

IV. SCOPE OF THE STUDY

Traditional marketing may have evolved over the past few decades, but the fundamental aspects remain the same. The selling techniques that we use today heavily rely on the in famous four P's of marketing: product, price, place, and promotion. In these most of company spends more amounts for promotions in the way of traditional adverting. In order to overcome this method Digital marketing is used to advertise the marketed related products or services through the Internet or an electronic device such as a mobile phone. Any

business (regardless of its size) can leverage digital marketing to reach out to their target market, connect with prospects and convert more of them into clients where using Digital marketing over traditional marketing it gives huge return on investment as well as low marketing budgets.

V. OBJECTIVES OF THE STUDY

- To Study and analyze the impact of digital marketing practices and clients satisfaction towards business applications in Hradi infotech, hennai
- To identify and analyze the existing digital marketing practices offered by Hradi infotech, hennai
- To study the client's perception towards digital marketing practices offered in the organization.
- To Measure the satisfaction of digital marketing practices towards its improvement in business applications

VI SAMPLING DESIGN

In this research, probability method is used. Probability sampling is a sampling technique in which sample from a larger population are chosen using a method based on the theory of probability. For a participant to be considered a probability sample, he/she must be selected us in a random selection. In this study simple Random sampling technique is used. Simple random sampling involves splitting subjects into mutually exclusive groups and then using simple random sampling to choose members from groups. Thus, the questionnaire was designed to collect related data that were sent by mail. Mail is the proposal platform in India, which has around 0.8 billion users, similar to WhatsApp and Face book. In addition, the "questionnaire star" is one of the useful APPS to carry the contents of the questionnaire and can be compatible with mail. It has an important function that makes the questionnaire anonymous because anonymous surveys may provide for more honest feedback. For collecting enough data, we sent almost 300 questionnaires through mail. Only 260 respondents were returned for this survey, giving a response rate of 43.6 Thus, the sample number can be accepted for this study.

VII HYPOTHESES

- From the analysis it is concluded that there is a significant relation between Gender and plan to take products and services in future
- From the analysis it is concluded that there is a significant relation between Age group and overall satisfaction levels of the customer
- From the analysis it is concluded that there is a significant relation between Promotional Method and positive Reaction on Hradi Advertisements

VII I STATISTICAL TOOLS

- Percentage analysis
- Chi square analysis
- One way ANOVA

Percentage analysis

Table 3.2.1 Showing that Age Group Wise Classification of the Respondents

S.NO	AGE GROUP	No. of respondents	Percentage
1	Below 20 years	30	12
2	20-30 years	90	35
3	31-40 Years	70	27
4	41-50 years	40	15
5	Above 50 years	30	12
	Total	260	100

Source: Primary data

From the table 3.2.1 illustrates that 35% of respondents belongs to the age group of 20-30 years, 27% of respondents belongs to the age group of 31-40 years, 15% of respondents belongs to the age group of 41-50 years, and 12% of respondents belongs to the age group of above 50 years and below 20 years

Table 3.2.2 Showing that Gender Wise Classification of the Respondents

S.NO	Gender	No of Respondents	Percentage
1	Male	140	54
2	Female	120	46
	Total	260	100

Source: Primary data

From the table 3.2.2 demonstrate that 54% of respondents are male and remaining other 46% of respondents is female

Showing Promotional Method for business Classification of the Respondents

S. NO	Promotional method for business	No. of respondents	Percentage
1	Organic Method	94	36
2	Affiliated method	70	27
3	Paid Method	96	37
	Total	260	100

Source: Primary data

From the table 3.2.3 explains 37% of respondents are using paid methods for their business 36% of respondents are using organic methods for their business 27% of respondents are using affiliated Method for their business.

Relationship between Promotional Method and positive reaction on Hradi Advertisements (Chi-Square Test)

Chi-Square Test			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	350.06	8.00	.000
Likelihood Ratio	389.31	8.00	.000
Linear-by-Linear Association	144.67	1.00	.011
N of Valid Cases		260	

There is significant relation between Promotional Method and positive Reaction on Hradi Advertisements Based on chi square analysis, it is observed from the above table 3.4.6 the table value is (0.00) lesser than the p value (0.005) and the results are significant at 5% level. Hence the null hypothesis is rejected. From the analysis it is concluded that there is a significant relation between Promotional Method and positive Reaction on Hradi Advertisements

One way Anova

Relationship between Promotional Method and positive reaction on Hradi Advertisements

Model		Sum of Square	df	Mean square	F	Sig
1	Promotional method group	152.3	4	38.08	257.8	.003
	Within group	37.67	255	.15		
	Total	182.9	259			

Shows that sig value of p=.003 which is lesser than the standards significance value of p=0.05 hence there is relationship between Promotional method and positive reaction on Hradi Advertisements

Model		Sum of Square	df	Mean square	F	Sig
1	Promotional method group	.39	2	.20	.78	.459

	Within group	64.22	257	.25		
	Total	64.62	259			

Shows that sig value of $p=.459$ which is Greater than the standards significance value of $p=0.05$ hence there is no significant difference between Gender of respondents and Hradi InfoTech services exactly meets my requirements

III FINDINGS

- From the analysis it is concluded that there is a There is significant relation between Gender and plan to take products and services in future
- From the analysis it is concluded that there is a There is significant relation between Age group and overall satisfaction levels of the customer
- From the analysis it is concluded that there is a significant relation between Promotional Method and positive Reaction on Hradi Advertisements
- From the ANOVA test sig value of $p=.003$ which is lesser than the standards significance value of $p=0.05$ hence there is relationship between Promotional method and positive reaction on Hradi Advertisements
- From the ANOVA test sig value of $p=.459$ which is Greater than the standards significance value of $p=0.05$ hence there is no significant difference between Gender of respondents and Hradi InfoTech services exactly meets my requirements

IX SUGGESTIONS

1. From the comparison Between Age group and customer satisfaction Organization to target specific age groups for training and specific age groups for services/products for better improvements
2. Based on Advertisements on social media Organization need to give more importance on paid Advertisements to show difference between organic and paid to clients for better understanding
3. Organization need to improve some contents in webpage instead more images to know about products/services for better understandings to the clients

4. Organization need to respond to clients questions in particular time without any time delay to make good relationship with clients

X CONCLUSION

This research entitled “Impact of Digital Marketing Practices and its client’s satisfaction towards business applications with reference to Hradi InfoTech, Chennai.” In this research, the main objective is to study and analyze the impact of digital marketing practices and client’s satisfaction towards business applications and other objective factors like clients perception, existing digital marketing practices. Based on findings Researcher given some suggestions to improve Digital Marketing Practices by these study Organization need to improve some promotional and offers to gather new clients. on seeing Organization support regarding products/services Organization need to implement new support team for product related questions to clients for better conversation Rate. From this research Organization need to implement some AI technology to communicate with existing clients for better improvement and long-term retention of clients. Introducing new digital polices regarding products makes clients better understanding and usage of the products. Finally, researcher concludes Organization need to give separate digital marketing practices for both services and products for increasing sales in both areas to increases the Organization profit and productivity.

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