A Study on Customer Perception towards Online Marketing of Water Purifier Company

Shaima Tai[1], Nisarg Shah[2]

[1]Student, B.V. Patel Institute of Management, Uka Tarsadia University, Mahuva, Bardoli, Gujarat, India,

[2]Assistant Professor, B.V.Patel Institute of Management, Uka Tarsadia University, Mahuva, Bardoli, Gujarat, India.

ABSTRACT

As customers being the center point of business, the focus on attracting and satisfying the customers had become a challenging task in the present cut-through competition. In this context the reach and satisfying customers has changed its face from personal to impersonal. Consumers are increasingly adopting electronic channels for purchasing their daily needed products. Consumer perception is the most important factor for all business entities since it helps in developing their brand awareness and perception. The research was conducted to examine the perception of customers towards online marketing of Water Purifier Company with reference to Bardoli city. The objective of the study was to study customer perception towards online marketing, to determine the most preferred tool for online marketing. Descriptive research design was used in this study and primary data were collected through structured questionnaires and 152 respondents were taken for the study. The finding shows that the majority of respondents like word of mouth while they purchase water purifiers.

KEY WORDS: Perception, Online Marketing, Water purifier.

INTRODUCTION:

Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers, the methods and techniques used for online marketing includes email, social media, display advertising, and more. The objective of marketing is to reach potential customers through the channels where they spend their time reading, searching, shopping, and socializing online.

The number of internet users is rapidly increasing across the world, and it is being used by people of all ages and backgrounds. The internet has evolved into a significant medium for communication and entertainment, and it is rapidly displacing conventional entertainment, promotional goods, and information media. Similarly, conventional marketing methods such as television, radio, newspapers, and magazines are no longer effective and are quickly becoming obsolete. Today, the majority of businesses and organizations rely on online advertisements and marketing tactics to boost their overall sales and revenue. When compared to other types of advertisement and marketing, online marketing has proven to be reliable and successful. The way consumers perceive your product and brand is called consumer perception. It's an opinion they have developed as a result of every direct and indirect contact they have had with your business.

It's not all about whether customers want you, consumers experience often involves the emotions your company evokes in them, as well as any descriptive terms they might use to describe your company. Every action your customers take is influenced by how they view your business. Positive brand perception can lead to increased brand loyalty and referrals.

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[1] Research scholar, B. V. Patel Institute of Management, Uka Tarsaednia University, Maa liba Campus, Bardoli, Gujarat, India

Corresponding Author:
Shaima Tai
Student, B.V.Patel Institute of Management,
Uka Tarsadia University, Maliba campus, Bardoli
Email: shaimasalim786@gmail.com

NEED OF THE STUDY:

It has been observed that no customer has the same attitude during the process. Consumer's tastes change often, and they rarely notice a product from a single perspective, sometimes price attracts them, and other times something else. It's extremely difficult to tell which aspect of a product the customer notices each time he decides to purchase it.

It has become much more difficult to capture the ever changing needs of customers in the age of online marketing, where consumers can see and select their utilities on their own computers and smartphone screens. When an online marketer offers a discount to increase sales, even though the product is not actually in demand by the customer, the consumer will always purchase the product only to take advantage of the deal. All of these various user interactions prompted researchers to investigate this subject further.

REVIEW OF LITERATURE:

Dr. M.Aravind, Dr. T.T.Uma Maheshwara Rao (2014) it consists of A study on Consumer's perception on Online Marketing with regard to Narsaraopet Mandal. The objectives of this research were to find out the category of products that customers prefer for online marketing, to examine the impact of coupons/discounts offered by marketers on the online purchasing behavior of customers, to examine whether the demographic factor possess its impact on the online buying behavior, to identify the basic factors that customers feel necessary to trust the online marketer and to understand the problems faced online marketing if any. The data were collected from 250 respondents using a structured questionnaire. The conclusion of this research paper was that respondents expressed their opposition to online shopping for certain categories of products like furniture, groceries and high valued electronic products which they felt comfortable with physical tough and practical viewing of these products. Though the online shopping is not on par with offline marketing but the scenario has changed with positive orientation to shop online for which the marketers have to take the advantage of the internet to impress the customers and reap fruits in growing the online business. **Khushboo Makwana, Khushboo Dattani, Himanshu Badlani (2014)** consist of the study of a Customer Perception towards online shopping. An exploratory study. The objective of this research was to compare the perception of customers towards online shopping among male and female management students pursuing graduation. The sample technique used by the researcher was Convenience sampling technique and 100 respondents were taken. The test applied to analyze the data was T-test. The conclusion of this research paper was that online shopping can be very convenient and beneficial. There are also some potential problems that can arise and respondents have perceived online shopping in a positive manner. **K.R. Mahalaxmi P and Ranjith (2016)** consists of a study on customer perception towards digital marketing in Trichy. The objective of this research paper was to know the awareness about digital marketing among customers and its impact on customers' purchase decisions. The sample technique used by the researcher was a convenient sampling technique and 180 respondents were taken. The test applied to analyze the data were simple percentage analysis, Chi-square, ANOVA and correlation and regression analysis. The conclusion of this research paper was that the awareness about digital channels among customers and its impact on their purchase decision and from the study it is known that customers are aware about digital channels, customers use digital channels to buy goods at the price range 5000 to 10000 and customers are satisfied with the purchase of the products as it convenient to use and fulfills information search at ease. **Charita Jashi (2017)** it consist the study of Impact of Social Media Marketing on Online Customer Behavior. The objective of this research was to understand application and activities of social media that influence purchase intention of Georgian online customers. The data were collected through questionnaire and focus group and 500 respondents were taken. The test applied to analyze the data was Mean. The conclusion of this research paper was that customers are increasingly turning to social media not only to share valuable information, but also to buy product in the online shop. **Dr. K Murugan (2019)** it consist a study on Customer perception towards Online Marketing in Chengalpattu town. The objectives of this research paper was to know the effect of e-marketplace on clients buying patterns and how their protection and privations worries approximately online marketing affects their online buying behavior. It was a primary data and 100 respondents were taken. The

conclusion of this research paper was that e-commerce is being used in many corporations due to the dramatic development of technology and competitive advantages of web selling.

RESEARCH OBJECTIVES:

● To study the customer perception towards online marketing.
● To determine the most preferred tool of online marketing.
● To study the demographic factors that affect customer perception towards online buying behavior of Water Purifier Company.
● To study the preference of customers for online marketing by water purifier companies.
● To study the attitude of people towards online marketing.

RESEARCH METHODOLOGY:

Descriptive research design was used to know the customer perception towards online marketing of water Purifier Company. The study has been conducted in the Bardoli city. Primary data were collected through a structured questionnaire by convenience sampling technique and 152 respondents were used for the study. Data analysis was done by frequency test, Chi-square, Cross tabulation, Mean, and Mann Whitney Test by using SPSS software.

RESULT AND DISCUSSION:

Table 1
Frequency of Age

		Frequency	Percent	Valid %	Cumulative %
Valid	18-21	25	16.4	16.4	16.4
	21-30	59	38.8	38.8	55.3
	31-40	26	17.1	17.1	72.4
	41-50	34	22.4	22.4	94.7
	Above 50	8	5.3	5.3	100.0
	Total	152	100.0	100.0	

Interpretation

The above table states that 16.4% of respondents were in the age group of 18-21, 38.8% were in 21-30, 17.1% were in 31-40, 22.4% were in 41-50 and only 5.3% were above age of 50. Hence by response it is clear that majority of respondents are youth between the age group of 21-30.

Table 2
How user friendly is Online Marketing

		Frequency	Percent	Valid %	Cumulative %
Valid	Not at all user-friendly	20	13.2	13.2	13.2
	Moderately user-friendly	82	53.9	53.9	67.1
	Very user-friendly	50	32.9	32.9	100.0
	Total	152	100.0	100.0	

Interpretation

It is observed that 13.2% of respondents think that online marketing is not at all user-friendly, 53.9% of respondents believe that it is moderately user-friendly and 32.9% of respondents think that it is very user-friendly. Hence most of the respondents is of opinion that it is moderately user-friendly.

Table 3
Customers liking the adoption of online marketing platform for promotion of products and services by different marketers.

		Frequency	Percent	Valid %	Cumulative %
Valid	Yes	132	86.8	86.8	86.8
	No	20	13.2	13.2	100.0
	Total	152	100.0	100.0	

Interpretation

It is observed that 86.8% of respondents like the adoption online marketing platform for promotion of products and services, whereas 13.2% of respondents does not like. Hence it clearly shows the attitude of customers towards online marketing.

Table 4
Consumer agrees to purchase water purifier via online platform

		Frequency	Percent	Valid %	Cumulative %
Valid	Yes	101	66.4	66.4	66.4
	No	51	33.6	33.6	100.0
	Total	152	100.0	100.0	

Interpretation

It is observed that 66.4% of respondents agree to purchase water purifiers via online platforms and 33.6% of respondents don't agree to purchase through online platforms. Hence this shows the customer preference for online marketing by Water Purifier Company.

Table 5
Cross tabulation between online marketing tool preference and the age group.

Count							
		Age (Years)					Total
		18-21	21-30	31-40	41-50	Above 50	
Which Online Marketing tool you prefer most?	Social Media Marketing	22	50	20	22	4	118
	Content Marketing	1	4	3	0	1	9
	Influence Marketing	0	1	2	3	0	6
	Mobile Phone Marketing	0	3	1	9	2	14
	Email Marketing	1	0	0	0	0	1
	Companies own website	1	1	0	0	1	3
Total		25	59	26	34	8	152

Interpretation

From the above table it is interpreted that total of 25 respondents are between the age group of 18-21 and among them 22 respondents prefer social media marketing toll the most, 1 respondent prefer content marketing, 1 prefer email marketing and 1 again prefer companies own website. The age group 21-30 have total 59 respondents in which 50 prefer social media marketing , 4 prefer content marketing, 1 prefer influence marketing, 3 prefer mobile phone marketing. The age group 31-40 have total 26 respondents among which 20 prefer social media marketing, 3 prefer content marketing, 2 prefer influence marketing and 1 prefer mobile phone marketing. On the other hand the age group of 41-50 in that total 34 respondents are there from which 22 prefer social media marketing tool the most, 3 prefer influence marketing, 9 prefer mobile phone marketing. And at last the respondents who are above the age of 50 in which total 8 respondents are there among which 4 prefer the social media marketing ,1 prefer content marketing, 2 prefer mobile phone marketing and only one respondents prefer companies own website. Therefor it is clear that most of the customer prefer social media marketing tool the most.

Table 6
Mann Whitney Test

Ranks					
	Gender	N	Mean Rank	Sum of Ranks	Asymp. Sig(2-tailed)
Broadcasting Media	Male	90	78.75	7087.50	.431
	Female	62	73.23	4540.50	
	Total	152			
Word of Mouth	Male	90	78.31	7048.00	.522
	Female	62	73.87	4580.00	
	Total	152			
Mobile Marketing	Male	90	76.18	6856.50	.911
	Female	62	76.96	4771.50	
	Total	152			
Traditional shops	Male	90	80.39	7235.00	.173
	Female	62	70.85	4393.00	
	Total	152			
Large Pop-up ads (cover entire screen)	Male	90	79.57	7161.00	.286
	Female	62	72.05	4467.00	
	Total	152			
Small Pop-up ads (covers a small part of the screen e.g. like on YouTube video)	Male	90	82.02	7381.50	.051
	Female	62	68.49	4246.50	
	Total	152			

Adverts that play before a video starts	Male	90	79.13	7121.50	.360
	Female	62	72.69	4506.50	
	Total	152			
Ads that appear along the side of website	Male	90	76.67	6900.00	.954
	Female	62	76.26	4728.00	
	Total	152			
Simple text ads	Male	90	77.37	6963.50	.761
	Female	62	75.23	4664.50	
	Total	152			
Video adverts (E.g. a trailer for a game or movie)	Male	90	78.82	7093.50	.421
	Female	62	73.14	4534.50	
	Total	152			
Text ads on various sites	Male	90	74.86	6737.00	.586
	Female	62	78.89	4891.00	
	Total	152			
Display ads on social media	Male	90	74.85	6736.50	.560
	Female	62	78.90	4891.50	
	Total	152			
Email ads regularly given by company	Male	90	79.25	7132.50	.336
	Female	62	72.51	4495.50	
	Total	152			

Interpretation

From the above table it is observed that the P-value is more than significant value which is 0.05. So null hypothesis is retained among all the categories. Therefore all the types of online ads does not differ significantly with the gender.

HO: Under the null hypothesis HO, the distribution of both population is equal.

H1: Under the null hypothesis H1, is that the distribution are not equal

Table 7
Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Online advertising influences my perception	152	1	5	3.59	1.153
Frequent Online Ads irritate me.	152	1	5	3.58	1.449

Online advertisement has become increasingly invasive	152	1	5	3.39	1.042
Online marketing is useful and informative	152	1	5	3.68	1.077
Customer Reviews changes my perception	152	1	5	3.69	1.099
More information through Online Marketing	152	1	5	3.76	.956
I can compare more products through Online Marketing	152	1	5	3.72	1.105
I use online advertising as medium for buying products on internet	152	1	5	3.64	1.052
Online Marketing is eye catching	152	1	5	3.79	1.046
Online Marketing provide all information of product in detail	152	1	5	3.64	1.064
Frequent Online Marketing irritates me	152	1	5	3.49	1.276
Online Marketing have less credibility	152	1	5	3.06	1.230
I find advertisement more informative then advertisement in other media	152	1	5	3.44	.982
I found that Online Marketing is appealing more than other medium of advertisement	152	1	5	3.56	1.028
Valid N (list wise)	152				

Interpretation

From the above table it is observed that majority of respondents agree that online advertising influences their perception, frequent online ads irritates them, online marketing is useful and informative, customer reviews change their perception, they get more information and compare more products through online marketing. Whereas majority of respondents disagree that online marketing has become increasingly invasive and it have less credibility. Also majority of respondents find online marketing appealing more than other medium of advertising.

FINDINGS:

● Out of 152 respondents 118 respondents prefer the social media marketing the most.
● Majority of respondents like word of mouth while they purchase a water purifier.
● 115 respondents prefer to purchase water purifier through online platform
● 25 respondents are not at all aware of online marketing of water purifiers and 42 are neutral.

- 82 respondents feel that online marketing is moderately user friendly.
- 132 respondents like adoption of online marketing platforms for promotion of products and services by different marketers.
- 101 respondents agree to purchase a water purifier via an online platform.

CONCLUSION:

The study concluded that the majority of the respondents like the display ads on the social media and also most of the respondents prefer the social media marketing the most. The majority of the respondents are neutral about the awareness of online marketing of Water Purifier Company. Also, majority of respondents agree to purchase the water purifier via online platform. The consumer agree that online ads influences their perception which signifies effectiveness of online ads.

The research findings also imply that marketers should include online advertisement in their advertising media mix as online advertising promotes online purchasing or online shopping of the consumers. Also, with reference to water purifier products majority of respondents are willing to purchase it through online platform and mainly the social media therefore they should focus more on this.

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