



# A STUDY ON CONSUMER OPINION REGARDING ONLINE MARKETING

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**Abstract:** Online marketing is the marketing of products and services over the Internet. The companies use it for direct selling of products and services to consumers. This study investigates customer opinions and perceptions towards various facets of online marketing. As digital channels increasingly dominate marketing strategies, understanding how consumers perceive and react to these efforts is crucial for businesses to optimize their approaches and build stronger customer relationships. This research explores customer attitudes towards different online marketing techniques, including social media advertising, email marketing, search engine marketing, and content marketing. A mixed-methods approach involving surveys and interviews was used to collect data from a diverse group of consumers. The findings reveal that while customers appreciate the convenience, personalization, and accessibility offered by online marketing, concerns about privacy, intrusive ads, and misinformation persist. Demographic factors such as age, gender, and digital literacy also influence consumer attitudes. This paper provides insights into customer preferences and offers recommendations for marketers to build more engaging, ethical, and effective online marketing campaigns.

**Key points:** Online Marketing, Consumer Opinion, Social Media, Customer relationship.

**Introduction:** The Internet has changed the usual way of shopping and buying goods and services. Speedily, it is evolving into a phenomenon that is globally accepted. Online marketing is defined as the promotion of products and services to the consumers through Internet. It includes various technologies used to reach customers online. Marketing is understanding what customers need and want. Through online marketing various companies aim to attract customers by promising superior values. Online marketing influence consumers purchasing decision and empowers the consumers to market the products which they feel are worthy of purchase along with detailed discussions on the features, quality, durability, design, review, rating and functionality of various products across industries. Since there is a huge potential consumer, it is of the out most importance to be able to understand what the consumer wants and needs

This study focus on the consumers opinion regarding online marketing. There is various tools and techniques marketing managers can use to influence consumer purchasing decision and brand perception by utilizing consumers as their marketing asset.

Definition of Marketing:

Philip Kotler defines marketing as —Marketing is about Satisfying needs and wants through an exchange process. The Chartered Institute of Marketing defines marketing as —the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Online marketing has become an essential strategy for businesses to reach and engage consumers. With many references online marketing with the rise of social media, email campaigns, search engine ads, and influencer collaborations, marketing has become more personalized, convenient, and has ability to access clear product information through review posted by consumers. Understanding consumer attitudes towards online marketing is crucial for businesses aiming to build trust, improve engagement, and develop effective digital strategies that align with audience preferences. Generally, consumer opinion on online marketing is positive. While many appreciate the convenience and relevance of targeted advertisements, others express concerns about privacy, ad fatigue, and intrusive marketing tactics are also common. As some of them feel overwhelmed by sceptical about misleading

promotions and excessive ads. Sometime the business relationship with its consumers also effect overall strategy as consumer relationship involves building trust, satisfaction, and loyalty through consistent, positive interactions, quality products or services, and excellent customer support. Maintaining a good relationship with consumers helps businesses retain customers, improve their brand reputation and gain referrals.

In the online realm, companies use tools like CRM (Customer Relationship Management) which deals with the technologies used by the business to manage the interaction with customers with the aim to build trust, improve services, long term relationship to retain them in the competitive market and drive sales growth.

CRM support consumer relationship by:

- Centralizing customer data by storing their contact information, purchase history and preferences and understanding their needs and behaviour.
- Ensures consistent and timely notifications, automate emails and interactions.
- Enable personalized marketing and efficient sales processes.
- Support loyalty programs and feedback collection
- Improve customer satisfaction by timely help and also help in identifies at risk customers and prompts proactive outreach.

In today's competitive market, effective CRM is not just a tool or technique it's a key driver of long term business success which centralized data, streamline communication, and enabling personalised interactions.

## Literature Review:

### Reviews and Ratings Influence Buying Decision

- Chevalier and Mayzlin (2006) found that online reviews and star ratings are very important when people make buying decisions. Before buying something online, many consumers read reviews. Positive reviews make them feel confident, while bad reviews can stop them from buying.

### How People Feel About Online Ads

- Ducoffe (1996) said that people like online ads when they are interesting and give useful information. But if the ads are boring, annoying, or not helpful, people don't like them. So, companies should try to make ads that are fun, clear, and not too pushy.
- Logan and others (2012) found that people like ads that feel personal or are made for them. But they also worry about how companies use their private information.

### E-mail Marketing and Consumer Trust

- Ellis-Chadwick & Doherty (2012) say that email marketing works well when the emails are relevant and sent with permission. People like receiving useful offers or updates, but if they get too many emails or ones that feel like spam, they can lose trust in the brand.

### The Role of Social Media and Online Reviews

- Kaplan and Haenlein (2010) pointed out that social media ads have a strong effect on young people. Also, when famous social media users (influencers) talk about or show a product, it can really influence what people decide to buy (De Veirman et al., 2017).
- Mangold and Faulds (2009) said that apps like Facebook and Instagram make it easy for people to share their thoughts. When someone posts a good or bad review, it can affect what others think about that brand.

### Impact of Visual Content

- Nielsen Norman Group (2018) found that people pay more attention to ads with good pictures, videos, or animations. Attractive visuals make ads stand out, and consumers are more likely to remember and interact with brands that use clear and appealing images.

### Mobile Marketing and Consumer Experience

- Smith (2017) explains that mobile marketing, which includes ads on phones and apps, is a big part of online marketing. Since many people shop and browse on their phones now, ads that are easy to see and use on mobile devices are more helpful. When ads are not annoying and fit well on phones, people are more likely to click or buy.

### Trust and Privacy in Online Marketing

- Belanger and others (2002) said that trust is very important in online shopping. If people don't trust a website or feel that their personal information is not safe, they won't buy anything—even if the ad looks good. That's why companies should always be honest and make sure customer data is protected.
- Martin and Murphy (2017) found that too much tracking can make people feel uncomfortable. Many customers worry that companies know too much about them. If people feel their privacy is not respected, they may start ignoring or blocking online Ads.

## Social Media and Influencer Marketing

- De Veirman, Cauberghe, and Hudders (2017) found that people trust influencers they follow on social media. When an influencer talks about a product, their followers are more likely to try it. But this works best when the promotion feels real and not like a paid advertisement.
- Lim and others (2020) said that young people, like those in Gen Z and the millennial age group, are more affected by social media ads than older people. They enjoy fun, creative, and interactive posts, especially short videos and engaging content.

### Objective

1. To understand and analyse consumer preference, perception, and level of satisfaction.
2. To evaluate customers awareness of different marketing platforms.

### Significance of the study

This study will help the consumers in their purchasing decisions as customer feedback and online review play the most important role in maintaining consumer behaviour. Research indicates that over 89% of consumers use online review from various buyers to evaluate the product quality and 87% user believe feedback from buyers more than influencers. Understanding these opinions help businesses build their marketing strategies to meet consumers expectations and fill the gap between consumer expectations and business strategies. This study also analyse consumer opinion to develop data-driven marketing strategies by understanding customer preferences and behaviour, companies can create targeted campaigns that reverberate with the audience, leading to increased engagement and conversion.

## RESEARCH METHODOLOGY

To understand the perspective of consumers a mixed-method approach was used for this study:

This study adopts a descriptive research design to analyse and understand the consumers opinion on online marketing with the aim of identifying consumers preferences, behaviours, and attitudes to various forms online marketing.

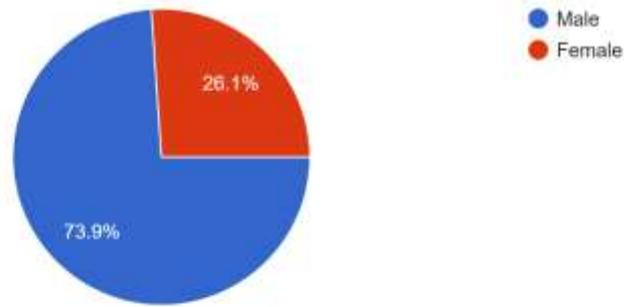
A structures survey was conducted with the sample size of 115 individuals depending on age, gender, online purchase frequency etc.

**Date Analysis:** Quantitative data were analysed using statistical tools to identify the opinion and preference of the consumers. Structured questionnaires with close-ended, open-ended and Likert scale.

### Questionnaire

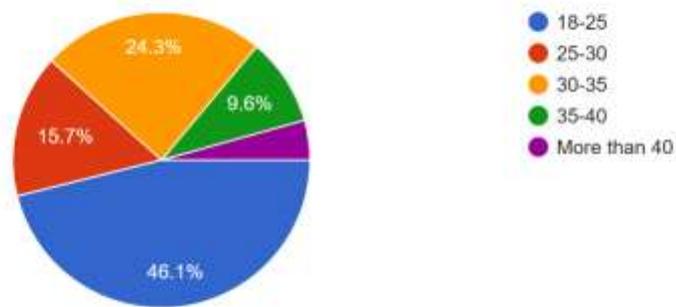
### Gender

115 responses



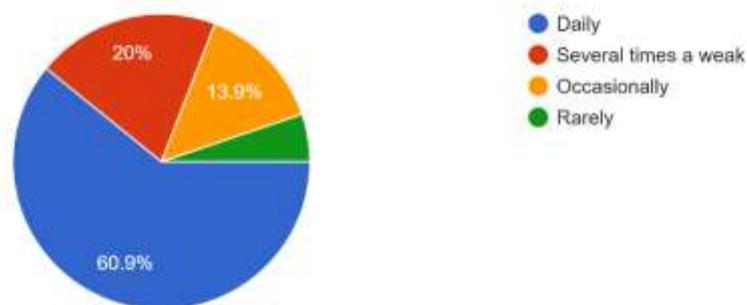
### Age

115 responses



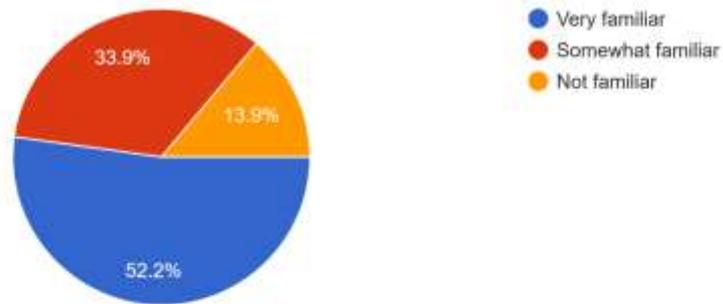
### How often do you use internet?

115 responses



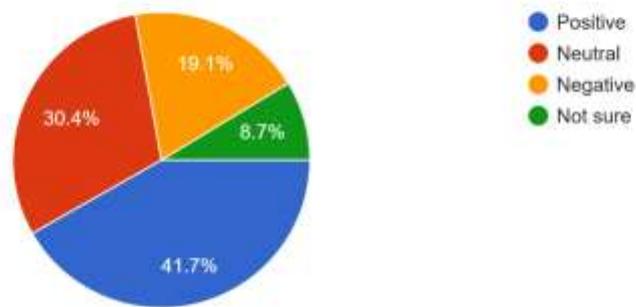
How familiar are you with online marketing strategies (eg., email ads, social media ads)?

115 responses



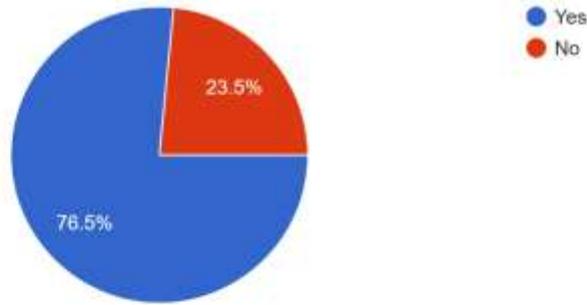
What is the overall opinion of online marketing?

115 responses



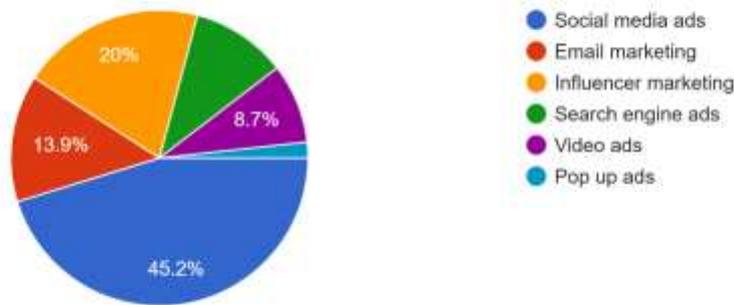
### Have you ever made a purchase because of an online advertisement?

115 responses



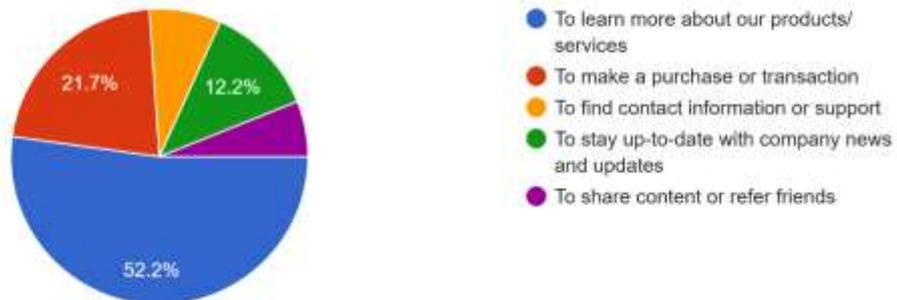
### Which form of online marketing do you find most effective?

115 responses



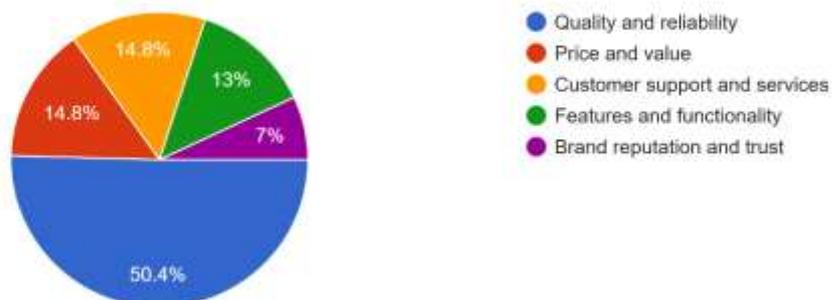
### What is your main goal for using the product/website?

115 responses



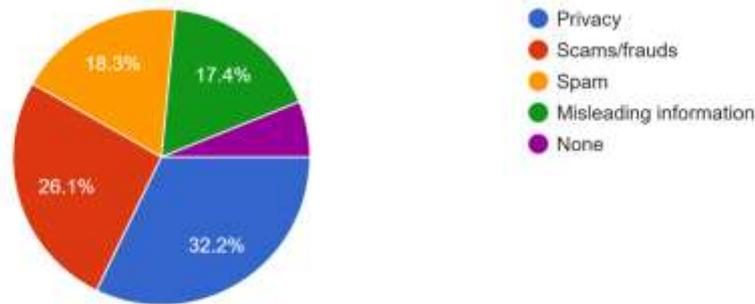
### What is your greatest concern about product/brand?

115 responses



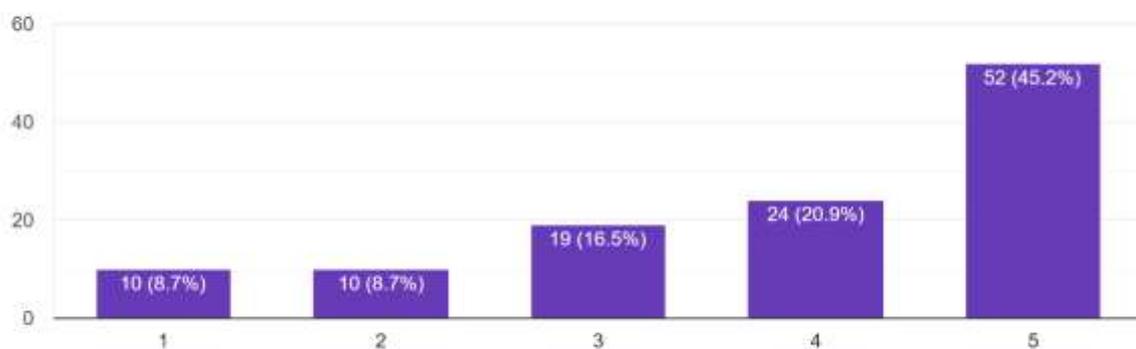
### What concern do you have about online marketing?

115 responses



### How engaging do you find our social media content for online purchasing

115 responses



## Result and Discussion

A survey was done with 115 people to understand their opinion about online marketing. The response chart shows that about 40% people had a positive opinion. They said online marketing is easy, saves time, and gives good offers. Around 30% people had a neutral opinion. They felt that online marketing has both good and bad sides. About 20% had a negative opinion, and about 10% of them are not sure because of privacy, fake ads, and too many promotions.

This shows that most consumers (about 75%) either like online marketing or do not mind it. Only a small group dislike it. It means online marketing is mostly successful, but companies should still work on building trust and protecting customer privacy to make it better for everyone.

## Implications

The implications of online marketing on consumer opinion can be quite significant, and they the shift in both positive and negative depending on how marketing is conducted

Some positive implications are:

- Transparent and well-executed marketing can build strong trust of the consumers.
- Interactive and active marketing makes consumers feel more valued and understood, enhancing their opinion of the brand.
- Consistent and consumer-focused online communication can boost consumers loyalty and satisfaction.
- Consumers appreciate having instant access to detailed product info, comparisons, review, leading to positive sentiment about online shopping experiences.

Some negative implications are:

- Aggressive data collection, and targeted ads can make consumers suspicious and wary of brands.
- Excessive online ads can leads to negative brand perception and consumers disengagement.
- Too many choices, and constantly promotions can overwhelm consumers, leading to frustration and negative opinions.

Recent trends:

- Consumers increasingly reward brands that demonstrate authenticity, ethical practices, and personalized communication.

- Negative opinions spread quickly on social media, so one bad marketing move can cause rapid reputation damage.

## Conclusion

The findings of this research highlight that consumer opinion toward online marketing is shaped largely by factors such as trust, personalization, convenience, and privacy concerns.

The findings of this research highlight that consumer opinion toward online marketing is shaped largely by factors such as trust, personalization, convenience, and privacy concerns. Younger demographics tend to be more receptive to online marketing efforts, whereas older consumers express greater concern over privacy issues. While many consumers appreciate the ease and tailored experiences offered by online marketing, skepticism remains regarding data security and the authenticity of promotions. Overall, the study suggests that for online marketing to be truly effective, businesses must focus on building trust, ensuring transparency, and delivering genuine value to consumers. Future research could explore evolving consumer attitudes as technology and digital marketing strategies continue to advance.

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