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RESEARCH ARTICLE

STUDIES ON THE SATISFACTION OF THE CONSUMER FOR E-MARKETING SERVICES IN KOLKATA CITY, WEST BENGAL

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ABSTRACT:

E-marketing is the practice of promoting goods and services online. It integrates the technical and artistic elements of the internet, such as development, design, advertising, and sales. Businesses that sell products and services directly to customers as well as those that conduct business with other businesses employ e-marketing. A business can use e-marketing to sell, promote, and publicize its goods, services, or brand. In this article, studies on the satisfaction of the consumer for e-marketing services in Kolkata City, West Bengal has been discussed.

KEYWORDS: Satisfaction, Consumer, E-Marketing, Kolkata.

INTRODUCTION:

E-marketing is quickly gaining popularity in all business sectors and is becoming a crucial component of any company's multi-channel marketing plan. It reaches out to customers with

promotional marketing via the internet. [1] It encompasses email marketing, search engine marketing, social media marketing, mobile advertising, and a variety of display advertising formats, including web banner advertising. Similar to other forms of advertising, e-marketing advertising typically involves a publisher as well as other possible parties, such as advertising agencies that assist in creating and distributing the advertisement copy, an advertisement server that uses technology to deliver the advertisement and collects data, and advertising affiliates that carry out independent promotional work on behalf of the advertiser. [2] These days, digital marketing serves as the primary tool to transform the impact of any small business into one that is both quantifiable and significant. Because of its immense influence, even tiny businesses are expanding their market share significantly. [3]

RESEARCH METHODOLOGY:

Research is the process of looking into issues whose answers must come from facts, either fully or partially. A research technique describes the approaches and plans for identifying, obtaining, and assessing data. It encompasses every important aspect of research, including the methods for data collection, analysis, and research design, as well as the study's overall framework.

Hypothesis:

¹**H₀**: It is hypothesized that the overall satisfaction of the consumer correlated to the E-Marketing Services in Kolkata City.

Study Area: Kolkata city.

Research Design:

A research design is the overall structure or blueprint that guides the investigation. Quantitative research involves the collection and analysis of numerical data in order to identify trends, calculate averages, evaluate correlations, and draw broad conclusions. Statistical techniques process and assess numerical data in quantitative data analysis. In this research, quantitative research design has been used.

Method of Data Collection:

Primary Data:

Primary data, typically collected directly from their source, are considered the best type of data in a study. Usually, researchers choose and tailor primary data sources specifically to meet the requirements of a particular research endeavour.

In this research, primary data has been used.

Sampling Plan and Sample Size:

With the use of a sample strategy, an auditor or researcher can examine a group by looking at just a portion of it and draw findings with a certain degree of confidence. "Simple random sampling" is a type of probability sampling in which the researcher selects a group of participants at random from a population. Using basic random sampling is one technique to guarantee that each participant has an equal chance of participating in a survey.

In this research, simple random sampling has been used.

Sample Size:

572 (Male: 286, Female: 286)

Methodology:

I have been selected the samples from the study area. After clearing the research objectives, the questionnaire sheet has been provided in favor of each respondent. Sufficient time was given in favor of the respondents. After that, the sheet was collected from each respondent to analyze and interpret the data.

Research Tools:

Structured Questionnaires (5-point Likert Scale):

A structured questionnaire offers clear instructions on how to go to the next topic and has pre-coded questions. The 5-point Likert scale uses five answer options, including a midpoint or neutral option, to assess a respondent's opinions.

5 Point Likert Scale:

[Strongly Agree (SA): 5 points; Agree (A): 4 points; Neutral (N): 3 points, Disagree (D): 2 points, Strongly Disagree (SD): 1 point]

In this research, structured questionnaire (5-point Likert Scale) has been used.

Data Analysis and Interpretation: Pie chart.

DATA ANALYSIS, INTERPRETATION, RESULTS AND DISCUSSION:

Table 1. I am absolutely satisfied with the services provided by E-marketing:

Options	Respondents	Percentage
SA	97	16.96
A	149	26.04
N	54	9.44
D	172	30.07
SD	100	17.49
Total	572	100

Source: Primary Data, Survey

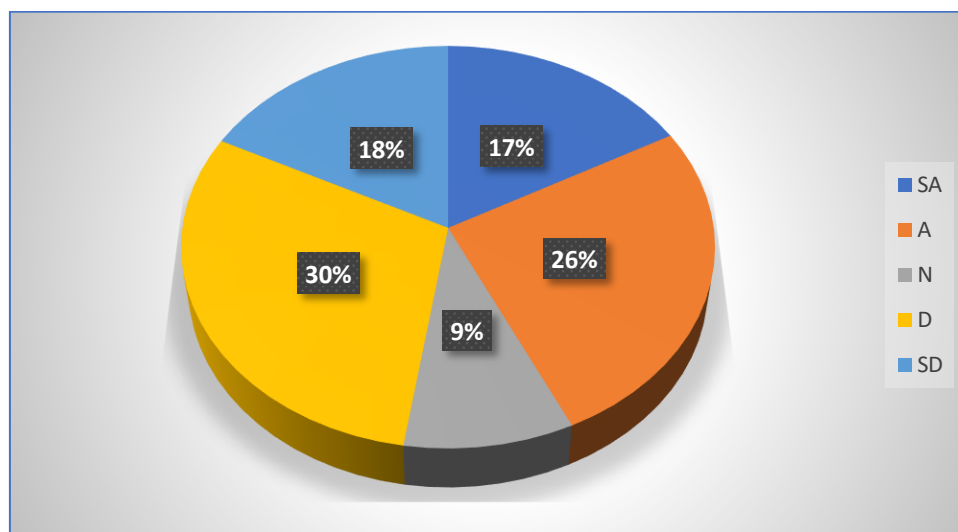


Figure 1. I am absolutely satisfied with the services provided by E-marketing

Table 2. I found the overall services of marketing is outstanding

Options	Respondents	Percentage
SA	135	23.60
A	193	33.74
N	50	8.74
D	105	18.36
SD	89	15.56
Total	572	100

Source: Primary Data, Survey

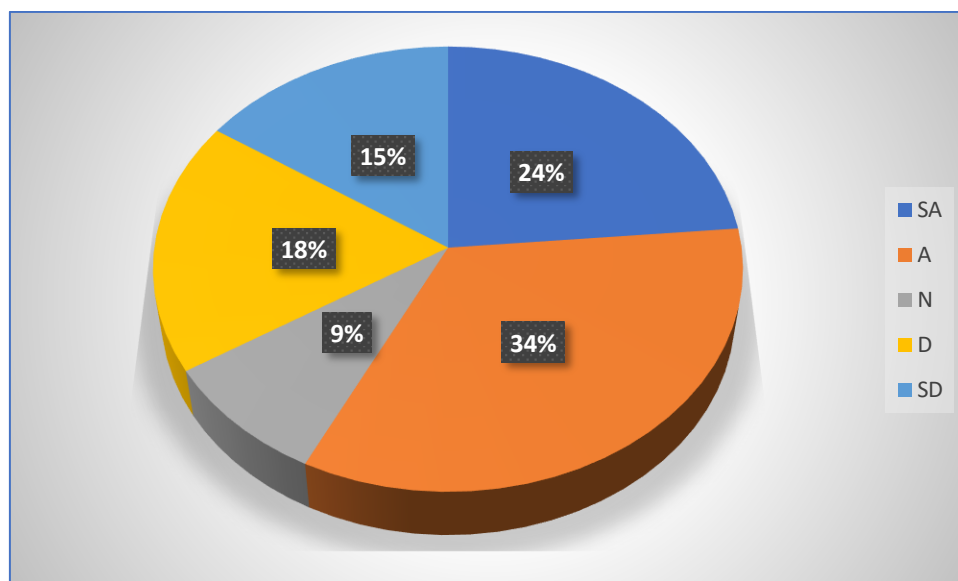


Figure 2. I found the overall services of marketing is outstanding

Table 3. The quality of services provided has met my expectations

Options	Respondents	Percentage
SA	125	21.85
A	178	31.11

N	76	13.29
D	148	25.87
SD	45	7.87
Total	572	100

Source: Primary Data, Survey

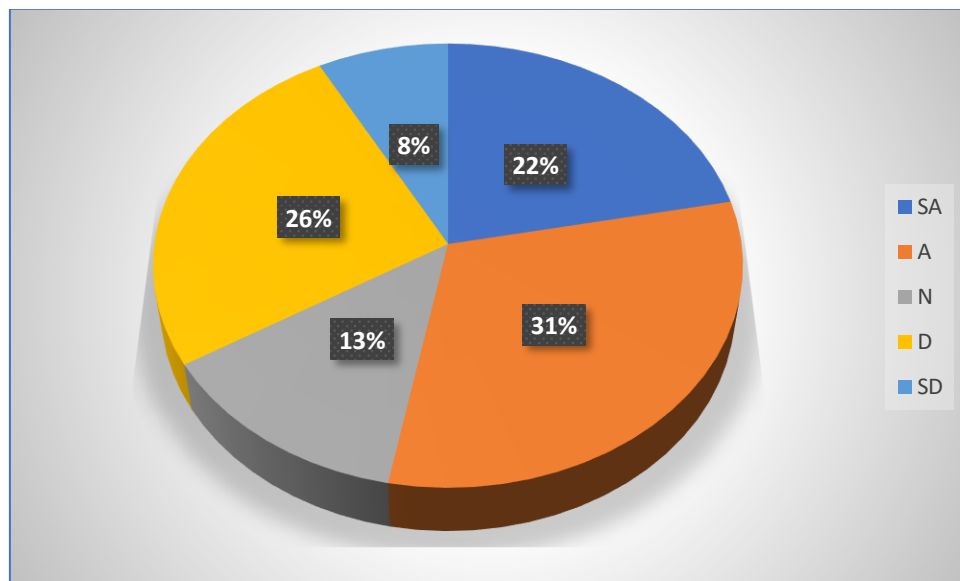


Figure 3. The quality of services provided has met my expectations

Table 4. I prefer to keep regular contact with E-marketing services

Options	Respondents	Percentage
SA	79	13.81
A	133	23.25
N	59	10.31
D	183	31.99
SD	118	20.63
Total	572	100

Source: Primary Data, Survey

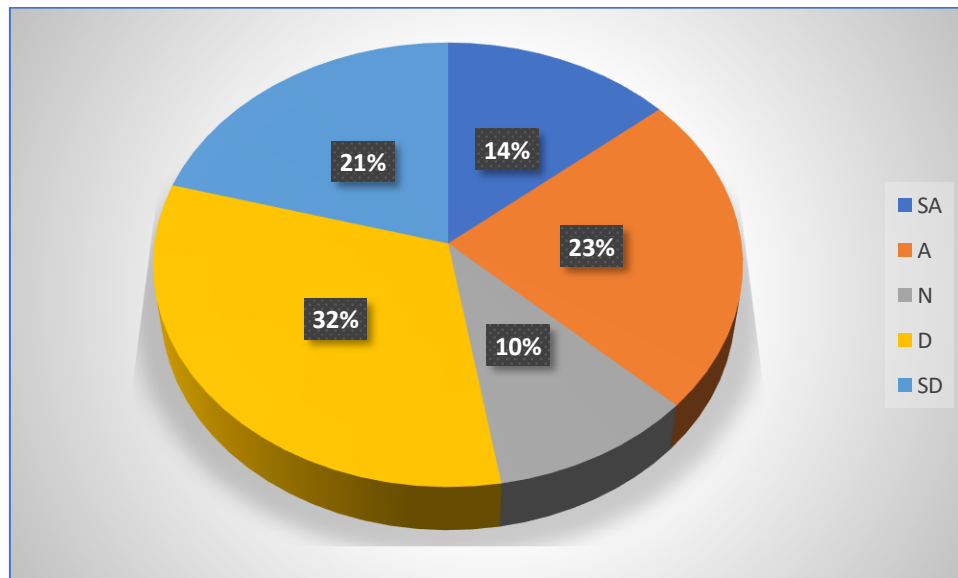


Figure 4. I prefer to keep regular contact with E-marketing services

Table 5. I like to recommend the E-marketing services to others

Options	Respondents	Percentage
SA	109	19.05
A	148	25.87
N	83	14.51
D	118	20.63
SD	114	19.93
Total	572	100

Source: Primary Data, Survey

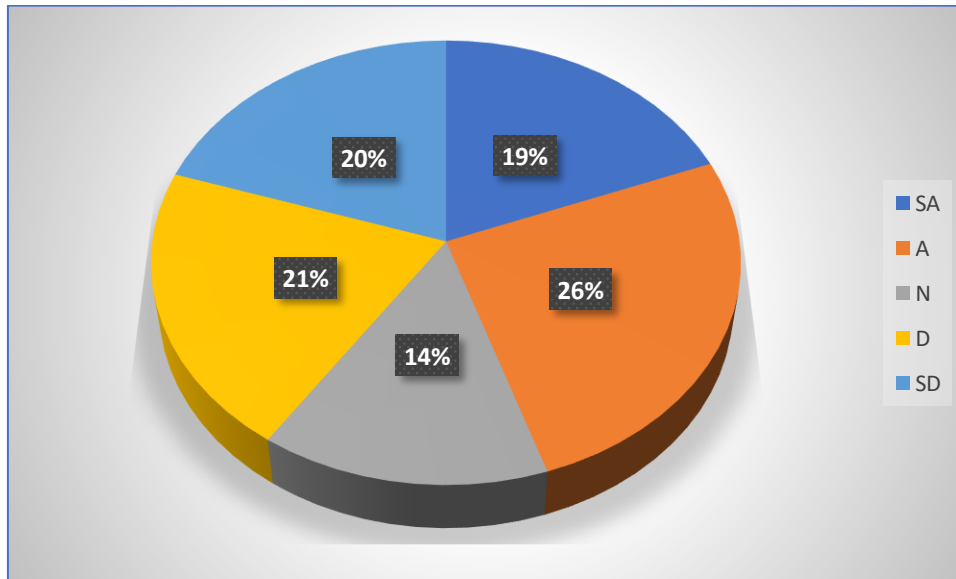


Figure 5. I like to recommend the E-marketing services to others

Testing of Hypothesis:

So, from the above data it was stated that “¹H₀: It is hypothesized that the overall satisfaction of the consumer correlated to the E-Marketing Services in Kolkata City” has been accepted.

CONCLUSION:

Electronic marketing activities have also contributed to the emergence of new products, jobs, and services that displayed differentiation and selection factors. This has opened up opportunities for small and intermediate organizations to be present in the local, regional, and international markets and given consumers more space to choose among the products. E-marketing has made products, goods, and services in the industry available to the largest number of individuals and companies. [4] E-marketing has also assisted in the development of more complex outputs that satisfy a range of needs and desires. It has also improved the company's image and created client communication channels. Finally, it has raised consumer awareness and monitored the sales process, steps, and results, which affect the main goal. Before entering the realm of social media marketing, a corporation must conduct extensive research on social media practices. To thrive in the realm of social media marketing, a company needs to understand the fundamentals and strategies of using social media as a useful tool. [5] A company's or organization's primary objectives are to engage customers, safeguard the company's reputation, offer high-quality goods and services to clients, and meet their needs.

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