

**User's Perception And Effectiveness Of Digital Marketing In Coimbatore City
-A Structural Equation Modelling****Dr.K.Gowri**

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Abstract

Digital marketing is the activity of promoting all the goods and services using various digital technologies such as mobile phones, laptops and other digital medium. It makes the business people to be sophisticated with their promotion by just utilising the simple devices for its utmost growth and access. This study has mainly focussed on the professionals who are using digital marketing as the source of promoting their business sales. This enlightens the interest and strengths of professionals on various impacts like flexibility, cost-effectiveness, convenience, instant response and more. Since it is very important to know about the start-ups preferences in this revolutionised world, the perception has also included in this short section. The sample was drawn by using convenient random sampling method. The present study was conducted with the collection of questionnaires from various respondents who are using this digital marketing as a tool. Questionnaires have been entrusted to 150 respondents for data collection in Coimbatore city but only 144 questionnaires were found complete for extracting information. The regression coefficient of the exogenous variables and also it is concluded that the critical ratio of the entire manifest variables are above the table value 2.962 and it is significant at 1 percent level for measuring the users' perception and effectiveness towards digital marketing in Coimbatore city.

Key Words : *Digital marketing, user's perception and effectiveness.*

Introduction

Digital marketing is the activity of promoting all the goods and services using various digital technologies such as mobile phones, laptops and other digital medium. It makes the business people to be sophisticated with their promotion by just utilising the simple devices for its utmost growth and access. This digital marketing involves high advanced technologies such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), email marketing, YouTube marketing, Content Marketing and more. This is one of the most effective sources because 24/7 services are available in this digitalising era which makes the customers to feel very excited and satisfied. And this digital marketing is one of the best platforms to know the feedback of customers without undergoing any big risks. Since it has lot of positive and negative feedbacks "Digital Marketing" became the trendy promotional source.

Due to this high implementation of the digital era, many small scale businesses have stepped into this "Digitalised World". This study has made to analyse the perception and effectiveness towards digital marketing in Coimbatore city.

Review of Literature

Ind and Rioldino (2001)¹ in their study entitled "Branding on the Web: A real revolution?" which states that the marketing implications and opportunities of the 'interactive revolution', with particular emphasis on e-commerce and online advertising, the effect that this may have on the practice and theory of brand management has to date gone unexplored. To contribute to a better understanding, a series of one-to-one qualitative interviews was undertaken with companies in the UK and Italy, including traditional companies, dot.coms and brand consultancies. In this paper, differences in corporate attitudes to the Web are discussed and conclusions as to the way in which branding practice

and theory are affected by the new technology are drawn. Finally, an updated model of brand management is suggested.

Khan et al (2016)² made a study on the topic “E-Marketing A Boon For Smes Of Oman”, which reveals that Small & Medium Enterprises (SMEs) do play a major and important role in today’s world economy, and they are recognized as one of the main contributors to economic, development and employment growth¹. This paper addresses the role of E-Marketing and usage for achieving SMEs capabilities among SMEs in Oman. The finding shows the E-Marketed SMEs network is higher with a mean 3.47. The study also found that there is a correlation between SMEs performance with E-Marketed SMEs network, and E- commerce competency. This research contributes to both academic research and SMEs management practice as it provides comprehensive impact of how EMarketing can be a boon for SMEs performance at least in case of SMEs in an economy like Oman.

Kaur and singh (2017)³ made an empirical study which entitled “Internet Marketing : The New Era of Innovation In E-Commerce”, in the study the researchers have discussed that internet marketing is a new philosophy and interesting topic especially for researchers in the marketing field. In modern business practice which involved marketing of goods, services and information with using internet and other electronic means. This paper introduces a new approach concerning Internet marketing in electronic commerce; showing how advertisers need this innovation to be successful. E-marketing does not consists only use to promote marketing over internet but also helps in marketing through e-mail and wireless media. This paper discussed about the top motivator factors of shopping online. The present development would be a valuable for researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. This paper is a secondary research regarding how E-commerce gradually forms part of our daily lives. It concerns different aspect of advertising in terms of electronic commerce.

Statement of the Problem

In this current scenario, many people are stepping into the cashless transactions on expecting various drastic positive changes. Hence, to fulfill the satisfaction of the market kings all business people also are in a necessary to accept the changes by promoting their products and services through online. In some cases Digital marketing is the key factor among various sellers to hike their sales without any higher investments and risks. But in India, both small scale buyers and sellers are in lack of such high efficient knowledge on this Digital marketing. In the view of this high growth on digital marketing, this study has been made at studying the perception and the effectiveness among various professional who are using this digital market.

Scope of the Study

This study has mainly focussed on the professionals who are using digital marketing as the source of promoting their business sales. This enlightens the interest and strengths of professionals on various impacts like flexibility, cost-effectiveness, convenience, instant response and more. Since it is very important to know about the start-ups preferences in this revolutionised world, the perception has also included in this short section.

Objectives of the Study

To analyse the user’s perception and effectiveness of digital marketing in Coimbatore city by applying structural Equation Modelling.

Research Methodology

Methodology presents that how the research study should be undertaken. The present research is based on survey method and generally a pure and simplified framework and certain plan for a study that will guide the collection and analysis of data where the information required.

Sources of data

Data sources consisted of both primary and secondary data. A questionnaire was used to conduct the whole survey. To control the response bias and to increase the reliability of the data, a structured pattern of question was also used in the questionnaire. The question was asked directly to the respondents to get the best and reliable primary data. The secondary data were collected from various reputed journals and magazines and websites.

Sampling method

The sample was drawn by using convenient random sampling method. The present study was conducted with the collection of questionnaires from various respondents who are using this digital marketing as a tool. Questionnaires have been entrusted to 150 respondents for data collection in Coimbatore city but only 144 questionnaires were found complete for extracting information. The non responses and errors have been excluded.

Structural Equation Model (SEM)

Structural equation modeling (SEM) is a statistical technique for testing and estimating causal relations using the combination of statistical data and qualitative causal assumptions. The structural equation model (SEM) consists of graphical display, which has boxes and arrows. Boxes represent observed data and the arrows represent assumed causation. Within the model, a variable that receives a one-way directional influence from some other variable in the system is termed as “endogenous” or dependent variable. A variable that does not receive a directional influence from any other variable in the system is termed as “exogenous” or independent variable.

Analysis of The Users' Perception And Effectiveness Towards Digital Marketing Research Model and Hypothesis

The research hypotheses have been defined on the basis of the users' perception and effectiveness towards digital marketing in Coimbatore city. The following figure is a graphic presentation of the developed hypothetical model. On the basis of above presented model, the following hypotheses have been proposed.

Hypothesis Of The Study

“The Perception and Effectiveness variables are positively correlated with the services of digital marketing in Coimbatore city”.

CHART NO.1 RESEARCH MODEL SPECIFICATION

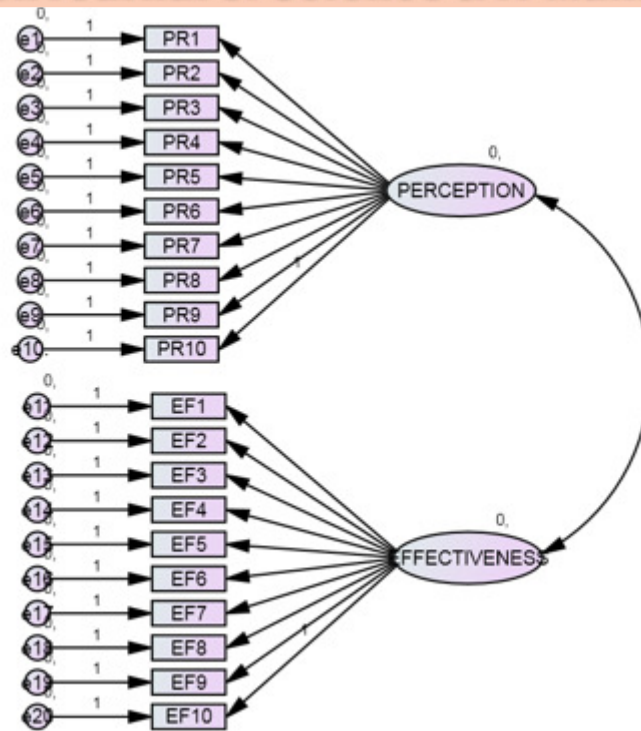


Table no .1
Variables Specification
Measuring Users' Perception and Effectiveness Towards Digital Marketing
Manifest and Latent Variables for SEM

Manifest Variables		Latent variable
Creating Brand Awareness	PR1	PERCEPTION (PR)
Creating Brand loyalty	PR2	
Competitive Advantage	PR3	
Acquiring Good Reputation	PR4	
Novelty of Ideas	PR5	
Fascinating Customers	PR6	
Easy to reach the targeted audience	PR7	
24/7 hrs shop availability	PR8	
High way of marketing opportunities	PR9	
Usage of social media	PR10	
Deliver the products at low price	EF1	EFFECTIVENESS(EF)
Services after sales	EF2	
Easy to control consumer	EF3	
Better convenience	EF4	
High satisfaction in sales	EF5	
Drives high brand loyalty	EF6	
Saves the time	EF7	
Reduces the cost of sales	EF8	
Reduces the intermediaries	EF9	
Provide targeted results	EF10	

CHART NO.2
UNSTANDARDISED ESTIMATES

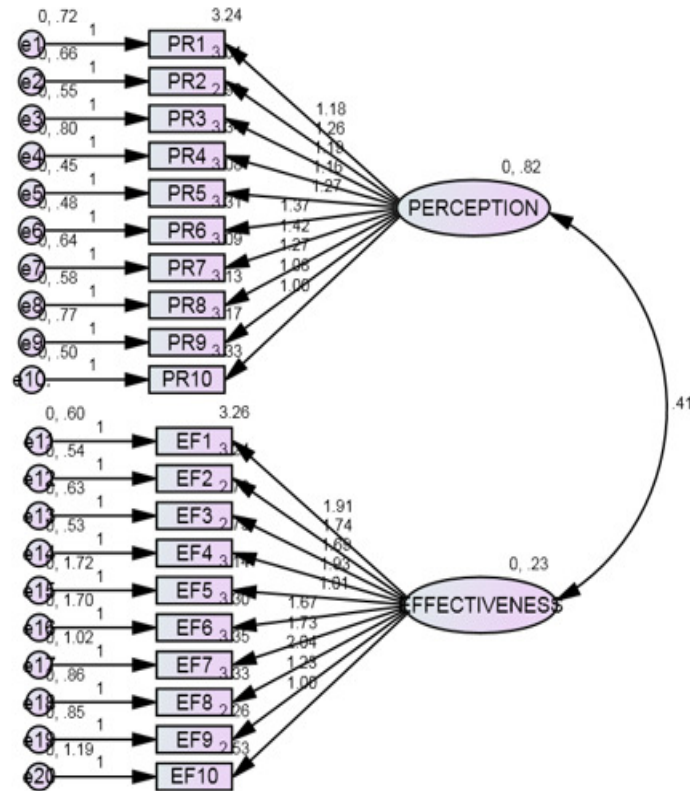
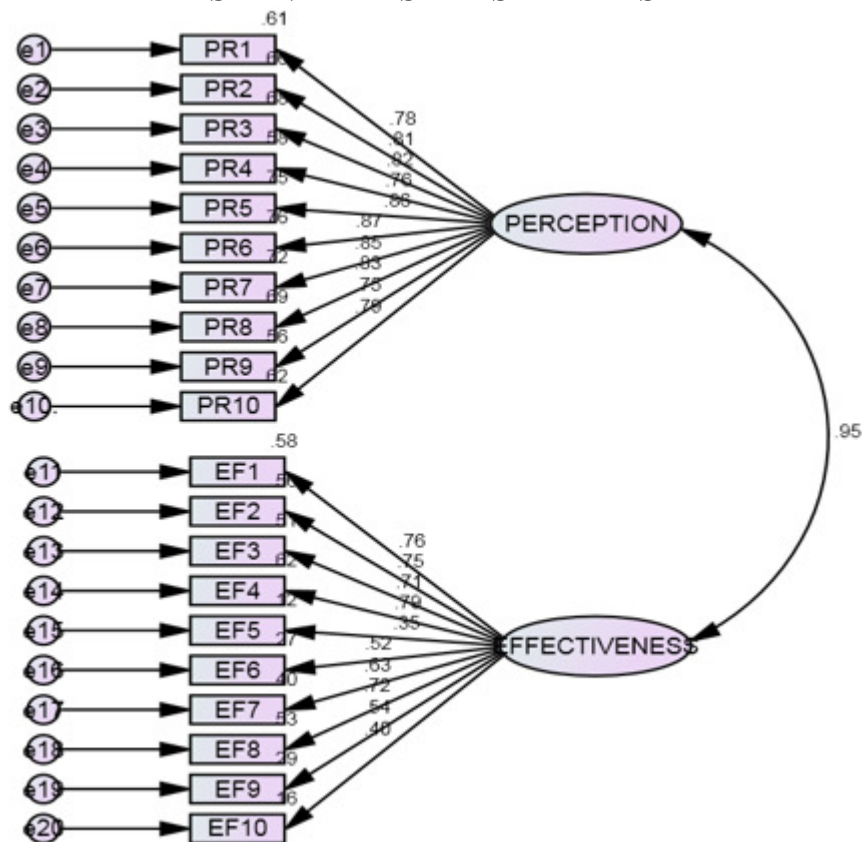


CHART NO.3
STANDARDISED ESTIMATES



Testing Of Hypotheses – Standardised Estimates

The following table represents the results of testing of the hypotheses for measuring the users' perception and effectiveness towards digital marketing in coimbatore city.

TABLE No.2
Testing Of Hypotheses – Standardised Estimates

Hypotheses		Hypothetical Relationship	Result
H ₁ : There is a positive impact between PR1 and the users' perception towards digital marketing in coimbatore city.	PR1	Positive	Confirmed
H ₂ : There is a positive impact between PR2 and the users' perception towards digital marketing in coimbatore city.	PR2	Positive	Confirmed
H ₃ : There is a positive impact between PR3 and the users' perception towards digital marketing in coimbatore city.	PR3	Positive	Confirmed
H ₄ : There is a positive impact between PR4 and the users' perception towards digital marketing in coimbatore city.	PR4	Positive	Confirmed
H ₅ : There is a positive impact between PR5 and the users' perception towards digital marketing in coimbatore city.	PR5	Positive	Confirmed
H ₆ : There is a positive impact between PR6 and the users' perception towards digital marketing in coimbatore city.	PR6	Positive	Confirmed
H ₇ : There is a positive impact between PR7 and the users' perception towards digital marketing in coimbatore city.	PR7	Positive	Confirmed
H ₈ : There is a positive impact between PR8 and the users' perception towards digital marketing in coimbatore city.	PR8	Positive	Confirmed
H ₉ : There is a positive impact between PR9 and the users' perception towards digital marketing in coimbatore city.	PR9	Positive	Confirmed
H ₁₀ : There is a positive impact between PR10 and the users' perception towards digital marketing in coimbatore city.	PR10	Positive	Confirmed
H ₁₁ : There is a positive impact between EF1 and the users' effectiveness towards digital marketing in coimbatore city.	EF1	Positive	Confirmed
H ₁₂ : There is a positive impact between EF2 and the users' effectiveness towards digital marketing in coimbatore city.	EF2	Positive	Confirmed
H ₁₃ : There is a positive impact between EF3 and the users' effectiveness towards digital marketing in coimbatore city.	EF3	Positive	Confirmed
H ₁₄ : There is a positive impact between EF4 and the users' effectiveness towards digital marketing in coimbatore city.	EF4	Positive	Confirmed
H ₁₅ : There is a positive impact between EF5 and the users' effectiveness towards digital marketing in coimbatore city.	EF5	Positive	Confirmed
H ₁₆ : There is a positive impact between EF6 and the users' effectiveness towards digital marketing in coimbatore city.	EF6	Positive	Confirmed
H ₁₇ : There is a positive impact between EF7 and the users' effectiveness towards digital marketing in coimbatore city.	EF7	Positive	Confirmed
H ₁₈ : There is a positive impact between EF8 and the users' effectiveness towards digital marketing in coimbatore city.	EF8	Positive	Confirmed
H ₁₉ : There is a positive impact between EF9 and the users' effectiveness towards digital marketing in coimbatore city.	EF9	Positive	Confirmed
H ₂₀ : There is a positive impact between EF10 and the users' effectiveness towards digital marketing in coimbatore city.	EF10	Positive	Confirmed

Chi-square = 862.195, Degrees of freedom = 169, Probability level = .000

Result Analysis

It is inferred from the above path diagram that the highest R² Value was found in the first variable as Fascinating Customers (PR6) and also all the measured variables are influenced with the latent variable of successful operation and also have positive relationship with the significance at 1 percent and 5 percent level for measuring the users' perception and effectiveness towards digital marketing in Coimbatore city.

Table No.3
Regression Weights

Lisrel Maximim Likelihood Estimates

Latent Variable		Measured Variables	Estimates	SE	R ²	CR	P
PERCEPTION	<---	PR1	3.333	.096	.78	34.702	***
PERCEPTION	<---	PR2	3.174	.110	.81	28.880	***
PERCEPTION	<---	PR3	3.125	.116	.82	27.005	***
PERCEPTION	<---	PR4	3.090	.127	.76	24.418	***
PERCEPTION	<---	PR5	3.313	.119	.86	27.868	***
PERCEPTION	<---	PR6	3.076	.111	.87	27.691	***
PERCEPTION	<---	PR7	3.340	.115	.85	29.046	***
PERCEPTION	<---	PR8	2.931	.109	.83	26.850	***
PERCEPTION	<---	PR9	3.007	.117	.75	25.741	***
PERCEPTION	<---	PR10	3.243	.114	.79	28.401	***
EFFECTIVENESS	<---	EF1	2.535	.099	.76	25.477	***
EFFECTIVENESS	<---	EF2	2.264	.091	.75	24.773	***
EFFECTIVENESS	<---	EF3	3.333	.113	.71	29.551	***
EFFECTIVENESS	<---	EF4	3.347	.109	.79	30.585	***
EFFECTIVENESS	<---	EF5	3.299	.128	.35	25.817	***
EFFECTIVENESS	<---	EF6	3.139	.117	.52	26.860	***
EFFECTIVENESS	<---	EF7	2.750	.098	.63	27.974	***
EFFECTIVENESS	<---	EF8	2.778	.095	.72	29.315	***
EFFECTIVENESS	<---	EF9	3.243	.093	.54	34.833	***
EFFECTIVENESS	<---	EF10	3.264	.100	.40	32.635	***

***- Significant at 1% level

The above table indicates that the above path diagram that the highest R² Value was found in the variable as Fascinating Customers (PR6)

The regression coefficient of the exogenous variables and also it is concluded that the critical ratio of the entire manifest variables are above the table value 2.962 and it is significant at 1 percent level for measuring the users' perception and effectiveness towards digital marketing in Coimbatore city.

table No.4
Model Fit Index

Sl. No	MODEL FIT INDEX	Calculated Value	Acceptable Value
1	Comparative Fit Index(CFI)	0.722	0-1
2	Normed Fit Index (NFI)	0.893	0-1
3	Tucker Lewis Index (TLI)	0.656	0-1
4	Parsimonious Normed Fit Index (PNFI)	0.634	0-1
5	Parsimony Comparative Fit Index (PCFI)	0.751	0-1
6	Relative Fit Index (RFI)	0.544	0-1
7	Incremental Fit Index (IFI)	0.536	0-1
8	Root Mean Squared Error Of Approximation (RMSEA)	0.02	.05 or less would indicate a close fit of the model

From the above table, it is indicated that the entire test has the range of 0 to 1 acceptable value. The comparative fit index (CFI) scored 0.722, normed fit index (NFI) scored 0.893, Tucker Lewis index (TLI) scored 0.656, parsimonious normed fit Index (PNFI) scored 0.634, parsimony comparative fit index (PCFI) scored 0.751, relative fit index (RFI) scored 0.544 and incremental fit index (IFI) scored 0.536. It shows that new model is fit for further research. The Root Mean Squared Error of Approximation (RMSEA) secured 0.02 that indicates a close fit of the model.

Conclusion

Modern technology has changed a lot from time to time. Besides the growth of technology, the business techniques also been changed. The Modern generation does not want to go to purchase any shop or mall. They need to buy everything by online. Hence, various companies always try to stay connected with the customers via the internet. In this context, the present study has been made for examining the user's perception and effectiveness of digital marketing with special reference to Coimbatore city by applying structural Equation Modelling. It is concluded from the above analysis that the novelty of ideas and attracting strategies for customers were identified as the highest score. So, If the company has concentrated the above factors effectively, will reach a higher target in the future.

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