

Customer Experience on Digital Marketing – Online Shopping Experience in “Pothys”, Chennai

Vetriselvi Mahamuni
Associate Professor
Mettu University
Mettu, Ethiopia
East Africa, India.

S. Sundar, V. Tinoj
MBA
SRM Institute of Science
and Technology
Kattankulathur, Tamil Nadu, India.

Abstract

Digital Marketing is the recent trend in marketing activities mostly depend upon digital channels, tools, and tactics. Particularly people started using the World Wide Web which widely recognize and impact line advertising, search engine optimization etc.,. Retailers with digital transformation will achieve swiftness, tractability, and receptiveness in this digital era. Especially in these Covid-19 Pandemic Retailers forced into digital transformation because customers are rooting for their favorite brands to provide better services in precaution of safety. Pothys is a Retail textile outlet in South India, with a chain of showrooms. Originally Pothys was meant for exclusive silk sarees, and stepped into selling more variety of garments at present. Pothys is a renowned store in Tamilnadu. In this article, we will be dealing with customer experience on digital marketing on Pothys. This study provides information on how the retail business was changing into digital after Covid-19 and how does it impacts digital customer experience and what actually customers need.

Keywords

Digital marketing, Covid-19 pandemic, Online advertising, Retailers, Pothys, Digital era.

1. Introduction

Digital Marketing also called online marketing is the promotion of brands to connect Business people with end-users using the internet and other forms of digital communication who access the internet and attracting the offline audience to an online platforms. It includes not only the email, social media but also multimedia messages and other digital channels. As of January 2021, there are 4.66 billion internet users in the

world today. The number of people using the internet is added up by 319 million in the past of 12 months almost 8,75,000 people exploring the internet every day. Internet users are on the rise at an annual rate of more than 7 percent, Almost global internet users spend almost 7 hours online each day. A recent survey states that 59.5 percent of active internet users across the globe on digital marketing.

Blend Technology and social interaction create an online environment where members of a virtual community can interact. Enables people to stake information about a subject of mutual interest through comments, pictures, and videos. Among all digital platforms, Social media is the effective tool for digital marketing and the use of social media as 53.6 percentage of the global population according to the recent survey done on online marketing. Technology is developed so that Social media marketers can develop content and maintain posts on their company's official page which will attract customers and keep them aware of updated news.

Adding interactive elements to add to the website such that users are very much interested to engage with the brand and learn more about them. It's a way of keeping customers on track related to the products and services. Other examples include Conducting quizzes, games, polls, etc. by the promoters to make the customers active. It enhances the Current users of any product can share the polls or quizzes in their social media to increase the views about the current product. A simple example is reviews and ratings about any product or service will make a customer understand and compare any product and service.

This paper discusses the experience of online customers of textiles. While many of the customers from and above middle age still want to purchase dresses in person so that they can feel the product, the current pandemic situation makes everyone technology savvy.

2. Review of Literature

1. Manvi, Ashok Sharma, Deepika Varshney July (2018) "Content is esigned according to the customer need" and provides information to benefit a customer. Based on the result they analyzed that digital content marketing has a high impact on customers.

2. Dimple Singh January (2020) Over the past decade, business organizations are working with technological change. Retailers are implementing new strategies to satisfy customer demand. The customer gets a lot of opportunities to find products online which aren't at the store. A positive customer experience will result in happy customers and it will generate additional revenue with their positive feedback they will refer to their family and friends.
3. Shenbhagavadivu Than gavel June (2015) Online shopping is the process of buying goods and services from merchants who sell on the internet. Online shopping eliminates the haunting, yet irritating music if customers want to shop more. People can purchase anything from companies that provide the details of the products online.
4. Jose line Steffi October (2019) "Assortment, Speedy management and downcast were three huge manners by which web-based shopping impacted individuals from everywhere throughout the world". Understanding customer needs towards web-based shopping improving in the buyers to shop on the web assist advertisers with gaining over advantage.
5. Alexandra Thusy and Langdon Morris (2004) Probe the ways and means to provide the consumers with a great and compelling customer experience which can create enduring memories and everlasting relationships.
6. Dave Chaffey (2002) Digital and e-commerce management is a structured way starting from strategy, implementation, monitoring, and continuous improvements.
7. Erik Stolterman and Anna Croon Fro (2004) They broadly assured that information technology has become part and parcel of our daily lives. They call this is radical digital transformation in our life.

3. Research Objectives

- Identify challenges of Digital marketing in Pothys.
- To study the market structure on Pothys online.
- To provide optimum solutions on quality and logistics on Pothys.

4. Limitations of the Study

- The study is restricted to Pothys which is located in the Chennai district only.
- The study is grounded upon customer experience in online shopping.
- The data collection for the research is entirely based on secondary data taken from Review pages and the official Facebook page of Pothys.
- Due to storage of time and other constraints, the study has been limited to 30 respondents only.

5. Research Methodology

The research design used for the study is descriptive research describing certain features of a particular product or service of an individual or group.

Population Size

The total population size is indefinite.

Sample Size

This refers to the number of samples to be chosen from the population. The sample size used for the study is 30.

Sample Design

The respondents are selected based on convenience sampling. It comes under Non-probability sampling technique.

Statistical Tools

Microsoft Excel is used in this research. Particularly to visualize the reviews pie-chart is effectively used in this research.

Source of Data

The secondary data has been collected from social media reviews on Pothys Facebook page and reviews from Mouthshut.com, Trust Pilot and, Indian Consumer Complaints forum and also on personal experience of the authors in online marketing.

6. Data Analysis and Interpretation

6.1 Categories Based on Gender

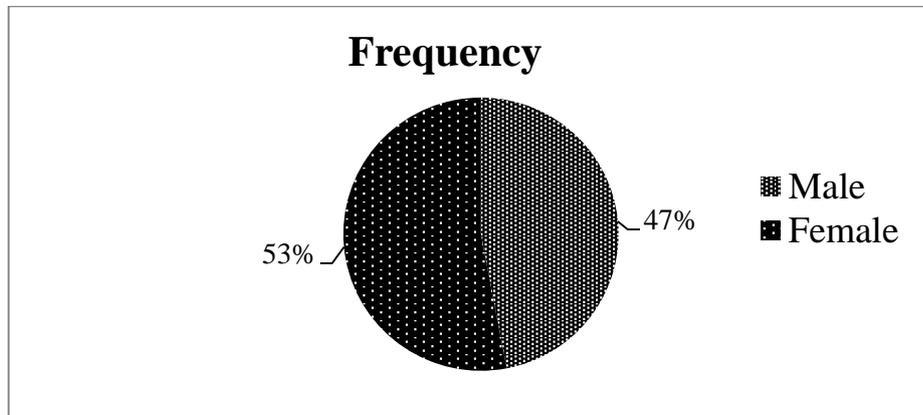


Chart 1: Categories Based on Gender

The above diagram, picture shows that female customers tend to buy more on online shopping compared to men. So, special features can be added to men's clothes in order to increase more men customers on online shopping.

6.2 Based on Online Customer Experience

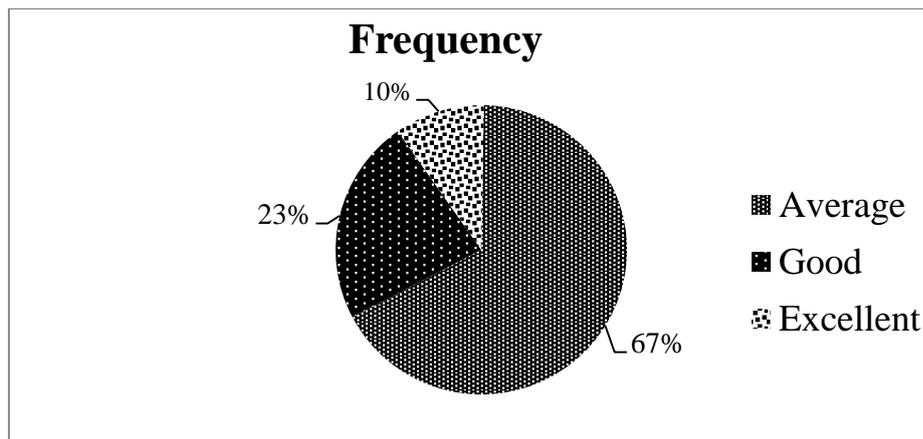


Chart 2: Based on Online Customer Experience

In the above diagram based on the data analysis done majority 67 percent of online customer experience was average, 23 percent of customer stated excellent and finally 10 percent of customers stated good. So here higher concentration to be required on the average

stated customer, Staffs should be provided with adequate amount training in technology and customers handling. Because positive experience will results in happy customers and it will provide more profit to the business.

6.3 Based on Quality Review

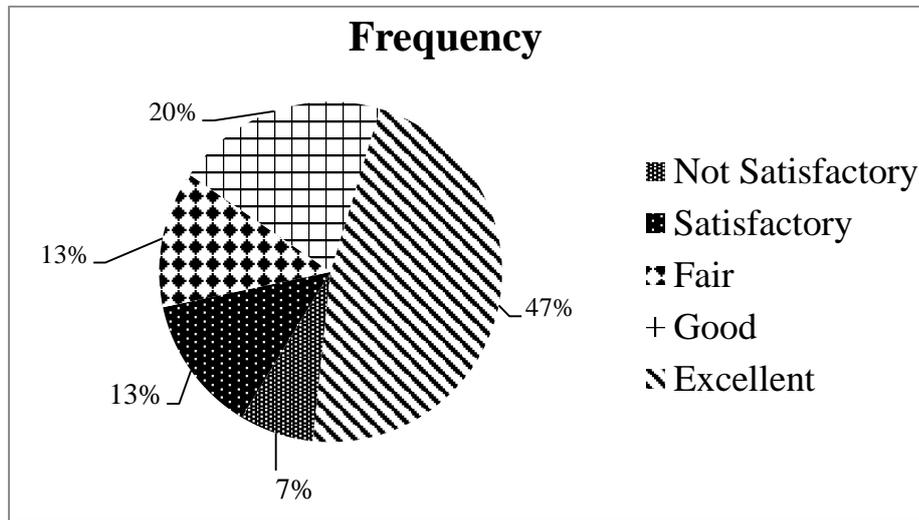


Chart 3: Based on Quality Review

In the above diagram based on the data analysis majority 47 percent of customers are not satisfied with the quality, 7 percent of customers are stated satisfactory, 13 percent are stated fair followed by another 13 percent are stated good and finally, 20 percent stated excellent. Here the higher amount of concentration is to be required on not satisfactory customers, by providing good quality of products ensures that customers will be satisfied. By adopting good quality service customers will get positive feedback and they will be referring to their society this generates additional revenue to the textile showroom

6.4 Based on Logistics Review Provided by Customers

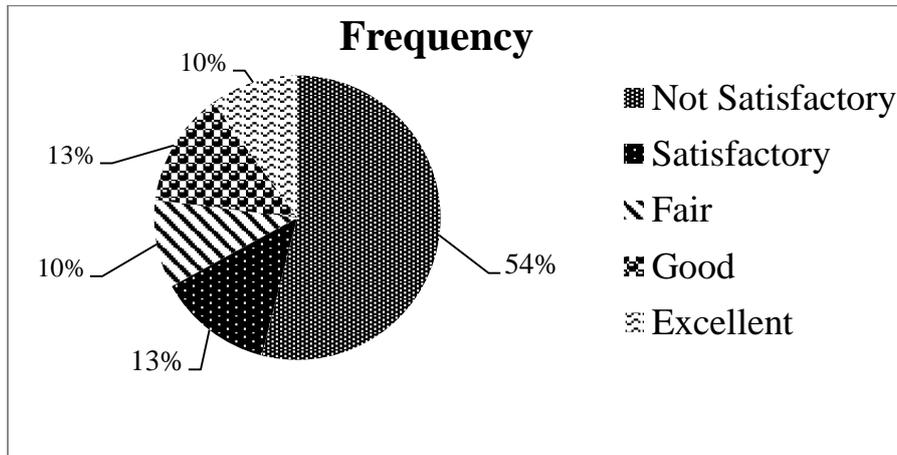


Chart 4: Based on Logistics Review Provided by Customers

In the above diagram based on data analysis, 54 percent of customers are unsatisfied with logistics, 13 percent stated that satisfactory, 10 percent stated fair and followed by 13 percent stated good and finally, 10 percent stated excellent. Here the higher concentration is required on that 54 percent of customers, by ensuring that customers product gets delivered on time and providing tracking ID's to the customers once they have made the payment that will help them track their package. In addition to this other reviews can be taken care of.

6.5 Based on National and International Customers

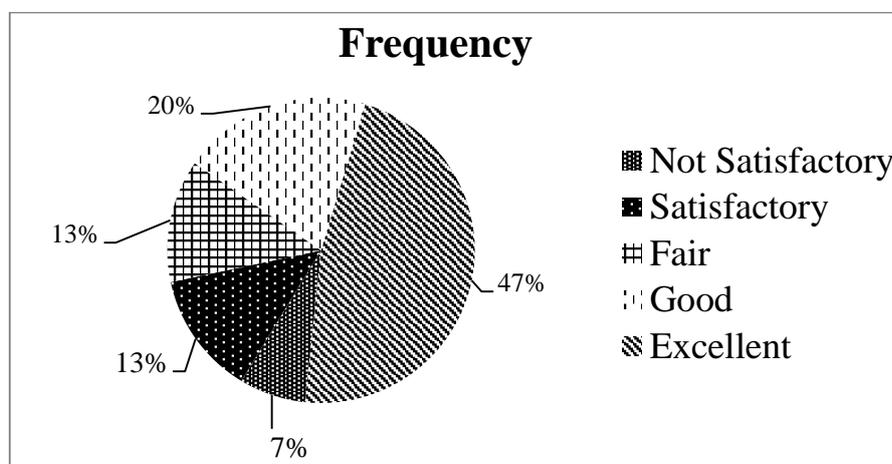


Chart 5: Based on National and International Customers

In the above diagram 73 percent are Indian customers, 7 percent are UK customers and finally, 20 percent are US Customers. It's very good to see that other countries are buying their textiles at Pothys Chennai showroom through online. But it should be expanded moreover globally in order to get revenue all over the world. By Analyzing their preference this can be achieved easily.

7. Result and Recommendations

As Pothys is an age-old wardrobe store where it is difficult to change to modern way, the shopping has now days changed from physical to digital mode. Whereas after covid lockdown the whole market structure is turned into digital.

The Pothys has a very large collection but the displaying in their website is very few which is need to be improved.

The Pothys also started a WhatsApp-based shopping but that was not helpful to them because of lack of human resources and also the people displaying the product is not customer friendly and are not having knowledge about WhatsApp.

The staff members should be provided with an adequate amount of training in technology and customers handling.

The main hindrance faced by the customers is the quality, logistics based. The quality which is shown online is not given is the customer complaint. This can be handled by just packing the same product when the customer in virtual mode so that the customer will be satisfied.

The customer is not aware of the package delivery time and it takes a very long time and also the product package is been destroyed for the customers. This can be avoided by giving the tracking id to the customers once they have made the payment this will help them track their package. Buy Back guarantee will also be an added advantage it will grab more attention from the customers.

8. Conclusion

Marketing depends on the digital channels, tools, and tactics in the current situation of Pandemic. Particularly after people started using the World Wide Web in this digital era which widely recognized and impacted online advertising, which provides the customers with digital transformation flexibility and responsiveness. Especially in these Covid-19 Pandemic Retailers are forced into digital transformation because customers are rooting for their favorite brands to provide better services in precaution of safety. This study on customer experience on digital

marketing on Pothys, a Textile showroom in Tamilnadu provides the information of how the retail business was changing into digital after Covid-19 and how does it impacts digital customer experience, and what actually customers need. Even though many Retailers start using technology and digital transformation, they have to give utmost importance for customer satisfaction which will keep the business surviving and retain the customers.

9. References

1. Dimple Singh (2020, January) Online Customer Experience <https://www.researchgate.net/publication/342689643>
2. Joseline Jessy (2019, October) A Study of Customer Satisfaction in Online Shopping with Special Reference to Coimbatore City <https://www.researchgate.net/publication/337186258>
3. Mouthshut.com user (2015, June 22) I Always Visit Pothys Trivandrum to Buy Clothes for My Whole Family. Even though the Main Shop is in Chennai, it is really Crowded and Difficult to Spend time <https://www.mouthshut.com/product-reviews/Pothys-reviews-925608182>
4. Mailchimp (2021, November) Digital Marketing <https://www.mailchimp.com/marketing-glossary/digital-marketing/>
5. Simon Kemp (2020, 30 January) Global Digital Overview <https://datareportal.com/global-digital-overview>
6. Nidhi Dave (2021,) 38 Digital Marketing Trends You Can't Ignore In 2022 <https://www.singlegrain.com/digital-marketing/digital-marketing-trends>
7. Oguz Ali Acar and Stefano Puntoni (2016, March) Customer Empowerment in the Digital Age <https://www.researchgate.net/publication/298333682>
8. Prakash Wagh and Dr. Ajim Shaikh, (2020, December) Digital Transformation and Relationship with Customer Experience: A Critical Review of literature from 1990 to 2005 For Paradigm Shifts in Knowledge and Thoughts in 4-Wheeler Car Segment <https://www.academia.edu/45604133>
9. Pothys Botique (2017 December) Pothys has Established Itself as House Hold Name in the Textile Industry in Tamil Nadu <https://www.facebook.com/pg/pothysboutiquechennai/reviews>

10. Pothys Customer Care (2020, Nov 15) Customer Complaints and Guidance for Online Shopping
<https://www.consumercomplaints.in/pothys-b104992>
11. Rashed Al (2013, July) Customer Satisfaction in Online Shopping a Study into the Reasons for Motivations and Inhibitions
<https://www.researchgate.net/publication/272827967>
12. Saba Fatma, (2014, February) Antecedents and Consequences of Customer Experience Management
<https://www.researchgate.net/publication/319256451>
13. Shenbhagavadivu Thangavel (2015, June) A Study on Customer Satisfaction towards Online Shopping
<https://www.researchgate.net/publication/329026968>
14. Subadra Srinivasan (2020, December 6) Order through Online Pothys
<https://www.trustpilot.com/review/pothys.com>
15. Vishnu Nallani Chekravarthula, (2020, May 4) Why Digital Transformation in the Retail Sector is More Important Now than Ever
<https://www.mytotalretail.com/article>