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**A STUDY ON THE IMPACT OF DIGITAL MARKETING STRATEGIES
ADOPTED BY MEDPLUS TOWARDS CUSTOMER SATISFACTION IN
TUMAKURU CITY**

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ABSTRACT

The age is of Customers. Because “Customer is the King” today. Since the Industrial Revolution and the installation of the concept LPG in the business world, Customers could access the global market at their fingertips. Competition has started proving its importance in the world of business in order to capture the major portion of the market and hence to gain the leadership. Thanks to Information Technology, the world is digitalized in all aspects today. It has become inevitable for a businessman to reach his customer through Digital Marketing. He has to design his innovative advertising strategies and make them reachable to the customers segment and also to get and fulfill the orders digitally. Such is the vastness and importance of Digitalization today. Customers can afford any gadget with minimum features and the internet. They can even access any seller of their choice and can be the owner of the product or service of their choice.

Tumakuru is on its way towards becoming a fully Smart City and is a gateway to the Capital City of Karnataka. It has developed digitally to a remarkable extent. Every single business irrespective of its volume has adopted a digital way of executing their operations here in this city. MedPlus is not an exception in this case. It is serving the population of the smart city with its ability to connect to its

stakeholders.

This paper is an effort made towards analyzing the effectiveness of Digital Marketing strategies adopted by MedPlus and its impact on the satisfaction of Tumakuru City's Customers.

Introduction

Those were the days where a person had to visit a shop to buy the product to satisfy his needs as well as his wants. He had to compromise with the service, price and quality of the product which he inevitably had to have. Being a customer it was even hard to wait for the product he needed. Customer was at the receiving end as he was totally dependent on the seller. Seller's moves became crucial in deciding the livelihood of a customer. Hence, the seller became the king then.

As the Industry has given a space for revolution, the world has started witnessing regular transformations in almost all the sectors. Liberalisation has become a necessity for survival as the companies started going global. As the entire globe has transformed into a single market, customers started having an alternate place to buy a product of their needs.

Today we are living a life where technology is an indivisible part of our day-to-day life. We cannot even imagine our lives without technology. Even the tribal and rural people can have mobile phones today. Such is the impact of technology on human life. In order to reach these prospective customers, Companies started giving more emphasis towards adapting technology and Innovation in their operations. By doing so, they raised their competitiveness. This is where the Customer has become the king as there started competition between the companies in order to have their own customer base for making their commodities sold regularly.

Doing business, the digital way is becoming very common and important these days. Every single company strives to reach its customers through innovative products and services. So, incorporation of Digital Marketing has become the most important objective of every business. From finding resources of raw materials, till sales and after sale service, technology plays a very crucial role. A company with a well-equipped supply chain can have a better hold on their market.

Tumakuru is a city which is the gateway for Bengaluru - the capital city of Karnataka. The Government of India has chosen Tumakuru under the Smart City project. Under the focus of both central and state governments, Tumakuru is rapidly developing as a smart city. It has developed digitally to a remarkable extent. Every single business irrespective of its volume has adopted a digital way of executing their operations here in this city. MedPlus is not an exception in this case. It is serving the population of the smart city with its ability to connect to its stakeholders and is currently having 9 outlets in Tumakuru City.

MedPlus is India's second largest retail chain in pharmacy and is operating with more than 1500 pharmacies across the country. The company has employed more than 10,000 people and serves over 3,50,000 customers every day. The company's online pharmacy and general store, MedPlusMart.com is the largest e-pharmacy in India. This mart allows its customers to buy medicines, Fast Moving Consumer Goods and nutrition products.

The common and foremost motto of any business is to satisfy its customers. MedPlus has made its customers access the needed medicines very easily by adapting Digital Marketing Strategies. Reading important information about

medicines, managing health related documents and records, viewing the prescription history and redeeming rewards are among several unique features and opportunities for the customers of MedPlus.

Review of Literature

Dr. Uma Sharma and Prof K.S. Thakur (2020) in their study says that, in digital marketing, recognizing consumers' behaviour is crucial to commercial performance because consumers have adopted the usage of the Internet and online socializing technologies. It has been observed that there is a connection between monthly income & goods they buy. Many of the consumers were pleased with the items bought by Digital Network. A business will achieve even better with digital media because it knows what the customer wants and implements them to fulfil their wants.

K.R. Mahalaxmi P and Ranjith (2016): The study conducted on the impact of digital marketing on customer purchasing in Trichy. The findings revealed that the customers are aware of digital channels despite their educational qualifications and they prefer digital channels to purchase any kind of products.

S Pavithira, R Subathira, and A K Subramani (2015) conducted a study on customer satisfaction towards Apollo pharmacy at Ambattur. From the findings, it can be studied that the demographic variables have less impact on customer satisfaction and most of the customers were satisfied with Apollo Pharmacy's performance with respect to chosen factors.

Statement of the Problem:

Today it is the era of Technology and the Fast world. The first and second waves of the Covid-19 pandemic have insisted the Technology work much faster. MedPlus is doing well by meeting the requirements and covering many segments of the customer. Designing an efficient and effective digital marketing strategy plays a major role to reach all customers and meet their expectations. A study is needed to verify the impact on customers in the city. So the above topic taken up to find out the answers for research gap formed after the literature review.

Objectives:

1. To analyze and study the impact of Digital Marketing Strategies adopted by MedPlus in Tumakuru City.
2. To study the level of customer satisfaction by the Digital Marketing Strategies adopted by MedPlus in Tumakuru City.
3. To provide valuable suggestions to MedPlus in Tumakuru City in order to make them assess their Digital Marketing Strategies and to bring modifications in their operations, if needed.

Hypothesis (H0):

There is no impact of Digital Marketing Strategies on customer satisfaction adopted by MedPlus in Tumakuru City.

Sample Size:

The study is based on Primary and Secondary Data. The study mainly depends on

Primary data collected through a well-framed and structured questionnaire through Google form with a Five-point Likert scale to elicit the well-considered opinions of the customers of MedPlus.

50 Customers of MedPlus were selected from Tumakuru City by survey method, adopting Non-Random based Convenience Sampling Technique.

Data Analysis Tools:

The data collected through Google form were summarized on the basis of the response by the customers through Five-point Likert scale. The information gathered through the questionnaires will be analyzed with the help of a Statistical Technique like Chi-square.

Scope and Limitations:

Scope:

The study mainly concentrated on understanding of customer requirements and consumer satisfaction towards MedPlus using various Digital Marketing strategies in Tumakuru city.

Limitations:

Three limitations have been identified in this study.

1. A strong unwillingness to participate in the data collection was found on the part of various respondents. It may be due to fear or laziness or lack of interest. Hence it has been conducted through Google forms.
2. The attitude of the respondents changes from time to time. Hence, the result of the project may not be applicable in long run.

Data Analysis:

01: Age Group

Analysis: It shows that 38% of the respondents belong to the age group of 15-25 years whereas 20% belong to the 25-35 years group, 22% belong to 35-45 years, and the remaining 20% are above 45 years of age.

Interpretation: As per above analysis the age group 15-25 years are having the major share. The respondents belonging to the remaining groups of age are equally represented in this research study.

02: Gender based classification

Analysis: It shows that 64% of the respondents are Males whereas 36% are Females.

Interpretation: As per above analysis the majority of the respondents are Males who share almost 3/4th of the whole respondents segment.

03: Occupation

Analysis: It shows that 8% of the respondents are Homemakers, 48% are Employees, 6% are Businessmen, 6% are Senior Citizens and the remaining 32% of the respondents belong to other occupations.

Interpretation: As per above analysis the majority of the respondents are Employees.

Table - 04: Awareness about Digital Marketing

Sl. No.	Particulars	No. of Respondents	%
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1.	Yes	45	90%
2.	No	05	10%
	Total	50	100%

Analysis: It shows that 90% of the respondents are aware of Digital Marketing and 10% of the respondents are not aware of Digital Marketing.

Interpretation: As per above analysis the majority of the respondents are aware of Digital Marketing.

Table - 05: Showing whether the respondents have purchased any Medicines ever in MedPlus through Digital Marketing or not.

Sl. No.	Particulars	No. of Respondents	%
1.	Yes	34	68%
2.	No	16	32%
	Total	50	100%

Analysis: It shows that 68% of the respondents purchased medicines in MedPlus through Digital Marketing and the remaining 32% of the respondents not purchased any medicines in MedPlus through Digital Marketing.

Interpretation: As per above analysis the majority of the respondents have purchased medicines in MedPlus through Digital Marketing.

Table - 06: Acceptance level of MedPlus customers on buying medicines because of its Digital Marketing Media.

Sl. No.	Particulars	No. of Respondents	%
1.	Strongly Agree	08	16%
2.	Agree	30	60%
3.	Moderate	10	20%
4.	Disagree	02	04%
5.	Strongly Disagree	00	00%
	Total	50	100%

Analysis: It shows that 16% of the respondents have strongly agreed that they purchase medicines because of the satisfaction they got from the Digital Marketing Media. 60% have just agreed for the same, whereas the remaining 20% have expressed moderate acceptance, 04% have disagreed and none of the respondents have strongly disagreed.

Interpretation: As per above analysis the majority of the respondents agreed that they purchase medicines as they are satisfied with the Digital Marketing Media.

Table - 07: The level of acceptance by the respondents that SMS, Email, Website, Display Ads and Social Media Marketing are the most preferred Digital Marketing approaches of MedPlus.

Sl. No.	Particulars	No. of Respondents	%
1.	Strongly Agree	12	24%
2.	Agree	22	44%
3.	Moderate	16	32%
4.	Disagree	00	00%
5.	Strongly Disagree	00	00%
	Total	50	100%

Analysis: It shows that 24% of the respondents have strongly agreed that SMS, Email, Website, Display Ads and Social Media Marketing are the most preferred Digital Marketing approaches of MedPlus. 44% of the respondents have agreed for the same whereas 32% have expressed moderate degree of acceptance in their opinion.

Interpretation: As per above analysis the majority of the customers agreed that SMS, Email, Website, Display Ads and Social Media Marketing are the most preferred Digital Marketing approaches of MedPlus.

Table - 08: The degree of acceptance by the respondents that the medicines they are getting from the MedPlus outlet are the same as in its Digital Marketing.

Sl. No.	Particulars	No. of Respondents	%
1.	Strongly Agree	05	10%
2.	Agree	26	52%
3.	Moderate	18	36%
4.	Disagree	01	02%
5.	Strongly Disagree	00	00%
	Total	50	100%

Analysis: It shows that 10% of the respondents have strongly agreed that the medicines they are getting from the MedPlus outlet are the same as in its Digital Marketing. 52% of the respondents have agreed for the same, 36% have expressed moderate degree of acceptance in their opinion. Whereas 02% have disagreed and none of the respondents have strongly disagreed.

Interpretation: As per above analysis the majority of the respondents agreed that the medicines they are getting from the MedPlus outlet are the same as in its Digital Marketing.

Table - 09: The degree of acceptance by the respondents that the Digital Marketing strategies of MedPlus have made them loyal customers.

Sl. No.	Particulars	No. of Respondents	%
1.	Strongly Agree	07	14%
2.	Agree	25	50%
3.	Moderate	18	36%
4.	Disagree	00	00%
5.	Strongly Disagree	00	00%
	Total	50	100%

Analysis: It shows that 14% of the respondents have strongly agreed that the Digital Marketing strategies of MedPlus have made them loyal customers. 50% of the respondents have agreed for the same whereas 36% have expressed moderate degree of acceptance in their opinion. Neither of the respondents have disagreed nor strongly disagreed.

Interpretation: As per above analysis the majority of the respondents agreed that the Digital Marketing strategies of MedPlus have made them loyal customers.

Table 10: The Digital Media of MedPlus which are more accessible by the respondents.

Sl. No.	Particulars	No. of Respondents	%
1.	SMS	24	48%
2.	Email	03	06%
3.	Social Media	07	14%
4.	Websites	07	14%
5.	Display Ads	09	18%
	Total	50	100%

Analysis: It shows that 48% of the respondents opined that SMS is the more accessible Digital Media of MedPlus. 6% have opined Email as more accessible media, 14% have opined that Social Media are more accessible, another 14% have opined that websites are more accessible whereas the remaining 18% of the respondents have opined that Display Ads are more accessible.

Interpretation: As per above analysis the majority of the respondents access MedPlus SMS.

Table - 11: Overall satisfaction level of respondents towards MedPlus's Digital Marketing.

Sl. No.	Particulars	No. of Respondents	%
1.	Highly Satisfied	05	10%
2.	Satisfied	27	54%

3.	Moderate	18	36%
4.	Dissatisfied	00	00%
5.	Highly Dissatisfied	00	00%
	Total	50	100%

Analysis: It shows that 10% of the respondents are Highly Satisfied towards Digital Marketing of MedPlus. 54% are satisfied, 36% respondents' satisfaction level is moderate, whereas neither of the customers is dissatisfied nor highly dissatisfied.

Interpretation: As per above analysis the majority of the respondents are satisfied towards MedPlus's Digital Marketing.

Table - 12: Expectations of customers towards MedPlus Digital Marketing Strategies

Sl. No.	Particulars	No. of Respondents	%
1.	Expecting more discount and offers	22	44%
2.	Availability of Medicines and Home delivery option	15	30%
3.	Encouraging Digital Payment	03	06%
4.	Customer friendly approach	04	08%
5.	Meeting the requirements of all customer segments	06	12%
	Total	50	100%

Analysis: It shows that 44% of the respondents are expecting more discounts and offers from MedPlus. 30% of them expect the availability of Medicines and Home Delivery options. 06% of the respondents expect encouragement for digital payment. 08% of the respondents expect a customer friendly approach to be adapted by MedPlus. The remaining 12% of the respondents anticipate MedPlus to meet the requirements of all customer segments.

Interpretation: As per above analysis the majority of the respondents expect more discounts and offers from MedPlus.

HYPOTHESIS TESTING CHI SQUARE METHOD:

H₀ There is no impact of Digital Marketing Strategies on customer satisfaction adopted by MedPlus in Tumakuru City.

1) Satisfied by any of the digital marketing media to purchase medicines.

Observed Values (O _i)	Expected Values (E _i)	(O _i -E _i)	(O _i -E _i) ²	(O _i -E _i)/E _i
8	10	8	64	6.4
30	10	0	0	0
10	10	0	0	0
2	10	8	64	6.4
0	10	0	0	0
50	50			9.81

$$x^2 \text{ obs} = \sum \frac{(O_i - E_i)^2}{E_i} x^2 = ,$$

Degrees of freedom = $x - 1 = 5 - 1 = 4$, Table value of $x^2 @ \alpha 5\%$ with 4 d. f = 9.488

$$x^2 \text{ obs} = 9.81 > 9.488.$$

Interpretation: The above indicate the $x^2 \text{ obs}$ value is 9.81 which is greater than 9.488. Hence the null hypothesis is rejected.

2) SMS, Email, Website, Display Ads and Social Media Marketing are the most preferred Digital Marketing approaches of MedPlus.

Interpretation: After the testing as per above mentioned method and procedure, the $x^2 \text{ obs}$ value is 11.75 which is greater than 9.488. Hence the null hypothesis is rejected.

3) Satisfied and buying medicines Online in MedPlus because of its Digital Marketing.

Interpretation: After the testing as per above mentioned method and procedure, the $x^2 \text{ obs}$ value is 11.98 which is greater than 9.488. Hence the null hypothesis is rejected.

4) Medicines taken from MedPlus Outlet are as same as in its Digital Marketing.

Interpretation: After the testing as per above mentioned method and procedure, the $x^2 \text{ obs}$ value is 10.25 which is greater than 9.488. Hence the null hypothesis is rejected.

5) Digital Marketing strategies of MedPlus have made you a loyal customer.

Interpretation: After the testing as per above mentioned method and procedure, the $x^2 \text{ obs}$ value is 10.55 which is greater than 9.488. Hence the null hypothesis is rejected.

6) Which of the following Digital Media of MedPlus is more accessible

Interpretation: After the testing as per above mentioned method and procedure, the $x^2 \text{ obs}$ value is 13.10 which is greater than 9.488. Hence the null hypothesis is rejected.

7) Your overall satisfaction level towards MedPlus's Digital Marketing.

Interpretation: After the testing as per above mentioned method and procedure, the $x^2 \text{ obs}$ value is 9.71 which is greater than 9.488. Hence the null hypothesis is rejected

Findings:

1) Majority of the respondents of the age group 15-25 years. The respondents belonging to the remaining groups of age are equally represented in this research study.

2) Majority of the respondents are Males who share almost 3/4th of the whole respondents' segment.

3) Majority of the respondents are Employees.

4) Majority of the customers are aware of Digital Marketing.

5) Majority of the customers agreed that they purchase medicines as they are satisfied with the Digital Marketing Media.

6) Majority of the respondents agreed that SMS, Email, Website, Display Ads and Social Media Marketing are the most preferred Digital Marketing approaches of MedPlus.

- 7) Majority of the respondents agreed that the medicines they are getting from the MedPlus outlet are the same as in its Digital Marketing.
- 8) Majority of the respondents agreed that the Digital Marketing strategies of MedPlus have made them loyal customers.
- 9) Majority of the respondents can access MedPlus SMS.
- 10) Majority of the respondents are satisfied towards MedPlus's Digital Marketing.
- 11) Majority of the respondents expect more discounts and offers from MedPlus.

Suggestions:

- 1) Even in digital selling Marketers have to be compelled to conduct pre market survey to identify the requirement of the customers.
- 2) Proper awareness is need to be given to all Customers towards digital marketing.
- 3) It is suggested that the readers and users to remember of all the Digital marketing portals and create use of their utility to the most extent with utmost care and caution.
- 4) The marketers need to be instructed a way to handle risk associated with digital selling.
- 5) Marketers have to be compelled to perceive the accessibility of the digital facilities to the Consumer section, before launching any product in on-line.

Conclusion:

Digital marketing has revolutionized the economy generally and poses several threats and challenges to marketers within the competitive market. Marketers need to understand the requirements of customers. Thanks to devising appropriate promoting methods to retain this and to capture the potential market. Hence, the market will move on from a mere client-orientated marketing approach to a tech-savvy Customer-orientated promoting approach in the future world.

In this study, it is concluded that the customers are happy and satisfied with the Digital marketing strategies adopted by MedPlus. The objectives stated in the study are fulfilled and the Null Hypothesis is found rejected.

Scope for Further Research:

The present study concentrated on consumer satisfaction towards Digital Marketing strategies of MedPlus in Tumakuru city. Further research can be done at the district level covering all 10 Taluks of Tumakuru District.

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