

**USAGE PATTERNS, SATISFACTION TOWARDS E-MARKETING DURING  
COVID-19 PERIOD:  
A STUDY AMONG THE SELECTED USERS FROM CHENNAI**

**Ms.S.Gouthami&Dr.Y.LokeswaraChoudary**

Research Scholar & Supervisor, Department of commerce, Government Arts College,  
Nandanam, Chennai-35,

Contact: gouthamisamanthi@gmail.com.

**USAGE PATTERNS, SATISFACTION TOWARDS E-MARKETING DURING  
COVID-19 PERIOD:  
A STUDY AMONG THE SELECTED USERS FROM CHENNAI**

**Ms.S.Gouthami&Dr.Y.Lokeswarachoudary**

Research Scholar & Supervisor, Department of commerce, Government Arts College,  
Nandanam, Chennai-35

Contact: gouthamisamanthi@gmail.com

**ABSTRACT**

Today, organizations are performing CRM and customer care also in E-platforms.COVID-19, brought the entire world to stand still and traditional and conventional mode of business are shifted to e-platforms. The degree of usage is definitely increased and the level of satisfaction is need to measure. The e-platforms operating situation is going to change during the post COVID-19 Scenario. The business models for small and medium scale enterprises need to be designed in an economic way and ease to access mode., the current study is aimed to find out the usage patterns and satisfaction towards e-marketing practices of different parties namely business firms, traders and logistic service providers in the sample area. The study results reveals that, usage of technology and the e-marketing will take a new turn during post COVID-19 business environment in the sample area. By observing all, it is concluded that, the e- marketing is going to be the trend and it helps to combat with COVID-19 situation. Business forms should come forward and invest in technology infrastructure of business can enhance the usage of e-marketing in a greater manner.

**1.1 Introduction**

E-marketing is a vast area where the entire chain of activities involved starting from the identification of input resources to the supply of the finished goods and services to the customers. The set of business transactions using the e-resources and performing the business is called e-marketing. For some people, e-business per view could be limited to only distribution channel side. A company which involves in the entire chain of manufacturing activities, it is very wide and the scope is endless. The physical e- environment resources requirement needs to be planned in a simple and high secure manner. The role of cyber crimes and unethical hacking risks needs to be kept in mind. Hence, E-marketing models for

the post COVID-19 situation need a special attention and strategic planning. The role of e-resources planning and establishment with user friendly mechanism and secured manner can determine the success of the business. The platforms should be built in a compatible mode and accessible to all the stake holders. The other way around could be the integration of various business models used by the different parties associated with the business and its functions. The design and development of standardized platforms may not be in a position to serve the need of the hour. Hence the e-marketing platforms design for the post COVID-19 can help in easing the business to perform in a smooth manner. In this sense, the present work is relevant to post COVID-19 situation.

### **1.2 Research Problem and aim of the study**

Social distancing and reduced level of usage of public transport, focusing on cost control etc needs a special attention in business operations. The short term strategies to attract the customers and to continue the relationship to the long run operations can help in business continuity and sustainability. In order to plan the e-resources design and development, the present usage patterns and the level of satisfaction can help in overcoming the issues associated with the implementation and usage. Hence, the present research is taken up for the study. In this sense, the current study is aimed to find out the usage patterns and satisfaction towards e-marketing practices of different parties namely business firms, traders and logistic service providers in the sample area. For this purpose, Chennai city is selected as a sample area and the sample respondents are selected from manufacturing, trading, assembling, transportation, construction and logistics sector. From each of the sectors 150 samples are targeted and collected. On physical verification, defective data collections instruments are removed finally 683 samples were taken for further study and analysis. Simple chi-square is used to measure the association between the sector of business, frequency of usage, type of usage and other selective parameters and the usage patterns and satisfaction. This can help in identifying the usage gaps and level of satisfaction of the users from business community.

### **1.3 Methodology and design**

The current research adopted a descriptive methodology and for the purpose of data collection a structured questionnaire is prepared and distributed among the respondents collected back via e-forms. The specific selection is done for the purpose of survey among the selected traders identified through telephone directory and business classified news paper

directory. Just dial directory is used in some cases. The entire data collection is done via e-forms only due to COVID-19 restrictions of movement. Hence, the data collection is purified through random and continuous check after downloading and fixed in to excel format. Later the data is verified and exported to SPSS master data sheet Version23.0 and analysis is carried out. The sample analysis results are presented in the following lines.

#### 1.4 Data Analysis

**Null Hypothesis-1:** There is no association between type of business and usage patterns of e-marketing services during post COVID-19 environment among the respondents in the sample.

**Table-1: Association between type of business and usage patterns of e- marketing services**

Type of business		Level of Usage Patterns			Total	$\chi^2$ value	p value
		Low	Moderate	High			
Manufacturing	Count	14	26	28	68		
	% within the type of business	20.6%	38.2%	41.2%	100.0%		
	% within Level of Usage Patterns	7.7%	8.0%	16.1%	10.0%		
Trading	Count	53	107	57	217		
	% within the type of business	24.4%	49.3%	26.3%	100.0%		
	% within Level of Usage Patterns	29.1%	32.7%	<b>32.8%</b>	31.8%	39.193	0.000**
Assembling	Count	31	42	25	98		
	% within the type of business	31.6%	42.9%	25.5%	100.0%		
	% within Level of Usage Patterns	17.0%	12.8%	14.4%	14.3%		
Transportation	Count	35	73	19	127		
	% within the type of business	27.6%	57.5%	15.0%	100.0%		

	business	%		%	%		
	% within Level of Usage Patterns	19.2	22.3%	10.9	18.6		
		%		%	%		
Construction	Count	49	79	45	173		
	% within the type of business	28.3	45.7%	26.0	100.0		
	% within Level of Usage Patterns	26.9	24.2%	<b>25.9</b>	25.3		
		%		%	%		
Total	Count	182	327	174	683		
	% within the type of business	26.6	47.9%	25.5	100.0		
	% within Level of Usage Patterns	100.	100.0%	100.	100.0		
				0	%		

Since p value observed for the null hypothesis, there is no association between type of business and usage patterns of e-marketing services during post COVID-19 environment among the respondents in the sample is rejected at 1% level indicating the drastic changes in the e-marketing practices during the post COVID-19 situation, hence, business environment has changes in terms of redefined processes and practices in all functional areas. Hence, it is concluded that, COVID-19, has brought the structural changes in business environment of e-marketing.

**Null Hypothesis-2:** There is no association between type of business and level of satisfaction towards e-marketing services during post COVID-19 situation among the respondents in the sample.

**Table-2- Association between** type of business and level of satisfaction towards e-marketing services

Prefer time to travel by Metro		Level of Satisfaction			Total	$\chi^2$ value	p value
		Low	Moderate	High			
Manufacturing	Count	28	58	46	132		
	% within the type of	21.2	43.9%	34.8	100.0		

	business	%		%	%		
	% within Level of Satisfaction	15.0%	18.1%	26.1%	<b>19.3%</b>		
Trading	Count	25	34	21	80		
	% within the type of business	31.2%	42.5%	26.2%	100.0%		
	% within Level of Satisfaction	13.4%	10.6%	11.9%	11.7%		
Assembling	Count	10	20	14	44		
	% within the type of business	22.7%	45.5%	31.8%	100.0%	11.77	0.162
	% within Level of Satisfaction	5.3%	6.2%	8.0%	6.4%	5	
Transportation	Count	79	135	56	270		
	% within the type of business	29.3%	50.0%	20.7%	100.0%		
	% within Level of Satisfaction	42.2%	42.2%	31.8%	<b>39.5%</b>		
Construction	Count	45	73	39	157		
	% within the type of business	28.7%	46.5%	24.8%	100.0%		
	% within Level of Satisfaction	24.1%	22.8%	22.2%	<b>23.0%</b>		
Total	Count	187	320	176	683		
	% within the type of business	27.4%	46.9%	25.8%	100.0%		
	% within Level of Satisfaction	100.0%	100.0%	100.0%	100.0%		

Since p value is greater than 0.05, the null hypothesis, is accepted at 5% level of significance and this indicates that there is no change in the level of satisfaction towards e-marketing practices in the sample. This may be due to cash based economy is used to deal with cash and credit transactions via banks is changing to e-marketing environment taking some time to

observe the e-marketing and its operating mechanism. In addition due to lockdown, the degree of operations are nil and in some cases, nominal. In order to improve the degree of satisfaction, customer support, trust and confidence in transactions among the business community need to be improved. The physical environment, tangibility and flexibility needs to be coined in the e-marketing to benefit the business and there by increased level of confidence towards the same. Continuous support and co-existence in the business is the need of the hour.

**Null Hypothesis:C-3:** There is no association between awareness on e-marketing practices and the level of satisfaction among the respondents in the sample.

**Table-3 Association between awareness on e-marketing practices and the level of satisfaction**

Awareness on e-marketing practices		Level of Satisfaction			Total	$\chi^2$ value	p value
		Low	Moderate	High			
Highly aware	Count	13	34	21	68		
	% within Perceived of Metro	19.1%	50.0%	30.9%	100.0%		
	% within Level of Satisfaction	7.0%	10.6%	11.9%	10.0%		
Aware	Count	57	94	66	217		
	% within Perceived of Metro	26.3%	43.3%	30.4%	100.0%	9.180	0.327
	% within Level of Satisfaction	<b>30.5%</b>	29.4%	<b>37.5%</b>	31.8%		
Somewhat aware	Count	29	46	23	98		
	% within Perceived of Metro	29.6%	46.9%	23.5%	100.0%		
	% within Level of Satisfaction	15.5%	14.4%	13.1%	14.3%		
Not aware	Count	35	67	25	127		
	% within Perceived of Metro	27.6%	52.8%	19.7%	100.0%		
	% within Level of Satisfaction	18.7%	20.9%	14.2%	18.6%		

	Satisfaction						
Not at all aware	Count	53	79	41	173		
	% within Perceived of Metro	30.6%	45.7%	23.7%	100.0%		
	% within Level of Satisfaction	28.3%	24.7%	23.3%	25.3%		
Total	Count	187	320	176	683		
	% within Perceived of Metro	27.4%	46.9%	25.8%	100.0%		
	% within Level of Satisfaction	100.0%	100.0%	100.0%	100.0%		

Since p value is greater than 0.05, the null hypothesis, There is no association between awareness on e-marketing practices and the level of satisfaction among the respondents in the sample is accepted at 5% level of significance. This indicates the null association between the variables. Based on the row and column percentages, it is noting that, higher level of awareness is observed among the samples that have exposure to the e-marketing in the previous days and now, the usage is increased to combat with COVID-19 situation. Hence, previous experience and awareness will improve the level of satisfaction.

**Null Hypothesis:C-4:** There is no association between frequency of operations and usage patterns of e-marketing services among the respondents in the sample.

**Table-4: Association between frequency of operations and the usage patterns of e-marketing services**

Frequency of operations		Level of Usage Patterns			Total	$\chi^2$ value	p value
		Low	Modera te	High			
Regularly	Count	74	182	98	354		
	% within Frequency of operations	20.9%	51.4%	27.7%	100.0%		
	% within Level of Usage Patterns	40.7%	55.7%	56.3%	<b>51.8%</b>		



Frequently	Count	34	55	34	123		
	% within Frequency of operations	27.6%	44.7%	27.6%	100.0%		
	% within Level of Usage Patterns	18.7%	16.8%	19.5%	18.0%		
Occasionally	Count	44	55	28	127		
	% within Frequency of operations	34.6%	43.3%	22.0%	100.0%		
	% within Level of Usage Patterns	24.2%	16.8%	16.1%	18.6%	16.581	0.11*
Rarely	Count	30	35	14	79		
	% within Frequency of operations	38.0%	44.3%	17.7%	100.0%		
	% within Level of Usage Patterns	16.5%	10.7%	8.0%	11.6%		
Total	Count	182	327	174	683		
	% within Frequency of operations	26.6%	47.9%	25.5%	100.0%		
	% within Level of Usage Patterns	100.0%	100.0%	100.0%	100.0%		

Since p value is less than 0.05, the null hypothesis, There is no association between frequency of operations and usage patterns of e-marketing services among the respondents in the sample is rejected at 5% level of significance, indicating the moderate level of association between the usage patterns and the level of satisfaction towards e- marketing practices among the sample. Frequency of operations has moderate level of association with the level of usage patterns. Hence, the higher the frequency of operations leads to increase the usage in business, it is a natural phenomena in business.

**Null Hypothesis:C-5:** There is no association between frequency of operations and level of satisfaction towards e-marketing services among the respondents in the sample.

**Table-C5: Cross table presenting the association between frequency of operations and level of satisfaction towards e-marketing services**

Frequency of operations		Level of Satisfaction			Total	$\chi^2$ value	p value
		Low	Modera te	High			
Regularly	Count	83	172	99	354		
	% within Frequency of operations	23.4%	48.6%	28.0%	100.0%		
	% within Level of Satisfaction	44.4%	53.8%	56.2%	<b>51.8%</b>		
Frequently	Count	38	53	32	123		
	% within Frequency of operations	30.9%	43.1%	26.0%	100.0%		
	% within Level of Satisfaction	20.3%	16.6%	18.2%	18.0%		
Occasionall y	Count	36	60	31	127		
	% within Frequency of operations	28.3%	47.2%	24.4%	100.0%	9.293	0.158
	% within Level of Satisfaction	19.3%	18.8%	17.6%	18.6%		
Rarely	Count	30	35	14	79		
	% within Frequency of operations	38.0%	44.3%	17.7%	100.0%		
	% within Level of Satisfaction	16.0%	10.9%	8.0%	11.6%		
Total	Count	187	320	176	683		
	% within Frequency of operations	27.4%	46.9%	25.8%	100.0%		
	% within Level of Satisfaction	100.0%	100.0%	100.0%	100.0%		

P value observed for the hypothesis is 0.158, as greater than 0.05 and hence, the null hypothesis, There is no association between frequency of operations and level of satisfaction towards e-marketing services among the respondents in the sample is accepted at 5% level of significance. Based on the same, it is concluded that usage patterns has no association with

the level of satisfaction. Based on the row and column percentages, it is noted that, the level of satisfaction is increases as the usage of e-marketing services increases. Hence, regular usage can help in understanding the e-marketing aspects and use in a better manner and there by the increased level of satisfaction.

**Null Hypothesis:C-6:** There is no association between reason to choose e-marketing services and usage patterns of e-marketing services among the respondents in the sample.

**Table-6: Association between Reason to choose e-marketing and usage patterns of e-marketing services**

Reason for choosing e-marketing		Level of Usage Patterns			Total	$\chi^2$ value	p value
		Low	Modera te	High			
Easy to reach suppliers and clients	Count	65	83	53	201		
	% within Reason for choosing e-marketing	32.3 %	41.3%	26.4 %	100.0 %		
	% within Level of Usage Patterns	35.7 %	25.4%	<b>30.5 %</b>	29.4 %		
Speed and comfort	Count	38	75	46	159		
	% within Reason for choosing e-marketing	23.9 %	47.2%	28.9 %	100.0 %		
	% within Level of Usage Patterns	20.9 %	22.9%	<b>26.4 %</b>	23.3 %		
Clients prefer to have such facilities	Count	39	77	28	144		
	% within Reason for choosing e-marketing	27.1 %	53.5%	19.4 %	100.0 %	13.617	0.092
	% within Level of Usage Patterns	21.4 %	23.5%	16.1 %	21.1 %		
Wide area of Service coverage	Count	23	61	24	108		
	% within Reason for choosing e-marketing	21.3 %	56.5%	22.2 %	100.0 %		
	% within Level of Usage Patterns	12.6 %	18.7%	13.8 %	15.8 %		

Easy to maintain records and track	Count	17	31	23	71		
	% within Reason for choosing e-marketing	23.9%	43.7%	32.4%	100.0%		
	% within Level of Usage Patterns	9.3%	9.5%	13.2%	10.4%		
Total	Count	182	327	174	683		
	% within Reason for choosing e-marketing	26.6%	47.9%	25.5%	100.0%		
	% within Level of Usage Patterns	100%	100%	100%	100%		

Since p value is greater than 0.05, the null hypothesis, There is no association between reason to choose e-marketing services and usage patterns of e-marketing services among the respondents in the sample is accepted at 5% level of significance. Based on the same, it is inferred that, there is no association between reason to choose e-marketing services and usage patterns of e-marketing services among the respondents in the sample. Based on the row and column percentages, it is noted that, the reasons to choose e-marketing is easy to reach our clients and suppliers, speed and reliability of transactions of the business. Hence, e-marketing helps to improve the scope and the business with wide reach is observed by the respondents in the sample. the operating knowledge and the technical issues with the system needs to be sorted out for better level of usage of e-marketing services in the business.

**Null Hypothesis:C-37:** There is no association between reasons to choose e-marketing services and the level of satisfaction towards e-marketing services among the sample.

**Table-5: Association between Reasons to choose e-marketing and the level of satisfaction towards e-marketing services**

Reason for choosing e-marketing		Level of Satisfaction			Total	$\chi^2$ value	p value
		Low	Modera te	High			
Easy to reach suppliers and clients	Count	69	90	42	201		
	% within Reason for choose e-marketing	34.3%	44.8%	20.9%	100.0%		
	% within Level of	36.9	28.1%	<b>23.9</b>	29.4		

	Satisfaction	%		%	%		
Speed and comfort	Count	32	87	40	159		
	% within Reason for choose e-marketing	20.1%	54.7%	25.2%	100.0%	16.721	0.033*
	% within Level of Satisfaction	17.1%	27.2%	<b>22.7%</b>	23.3%		
Clients prefer to have such facilities	Count	44	57	43	144		
	% within Reason for choose e-marketing	30.6%	39.6%	29.9%	100.0%		
	% within Level of Satisfaction	23.5%	17.8%	<b>24.4%</b>	21.1%		
Wide area of Service coverage	Count	28	52	28	108		
	% within Reason for choose e-marketing	25.9%	48.1%	25.9%	100.0%		
	% within Level of Satisfaction	15.0%	16.2%	15.9%	15.8%		
Easy to maintain records and track	Count	14	34	23	71		
	% within Reason for choose e-marketing	19.7%	47.9%	32.4%	100.0%		
	% within Level of Satisfaction	7.5%	10.6%	13.1%	10.4%		
Total	Count	187	320	176	683		
	% within Reason for choose e-marketing	27.4%	46.9%	25.8%	100.0%		
	% within Level of Satisfaction	100%	100%	100%	100%		

Since p value is 0.033, as less than 0.05, the null hypothesis, There is no association between reasons to choose e-marketing services and the level of satisfaction towards e-marketing services among the sample is rejected at 5% level of significance. Hence, it is concluded that, there is a significant association between reasons to choose e-marketing services and the level of satisfaction towards e-marketing services among the sample. Based on the row and column percentages, it is noted that, easy to reach clients and suppliers, speed and comfort, customer

preferences for such facilities are the reasons improving the level of satisfaction of e-marketing services among the sample. Hence, e-marketing is used as a tool to combat with the COVID-19 situation along with other advantages in the business. Hence, usage of technology and the e-marketing will take a new turn during post COVID-19 business environment in the sample area.

### **1.5 Findings of the study**

1. Since p value observed for the null hypothesis, there is no association between type of business and usage patterns of e-marketing services during post COVID-19 environment among the respondents in the sample is rejected at 1% level indicating the drastic changes in the e-marketing practices during the post COVID-19 situation.
2. Lockdown, the degree of operations are nil and in some cases, nominal. In order to improve the degree of satisfaction, customer support, trust and confidence in transactions among the business community need to be improved.
3. Higher level of awareness is observed among the samples that have exposure to the e-marketing in the previous days and now, the usage is increased to combat with COVID-19 situation. Hence, previous experience and awareness will improve the level of satisfaction.
4. Moderate level of association between the usage patterns and the level of satisfaction towards e- marketing practices among the sample. Frequency of operations has moderate level of association with the level of usage patterns. Hence, the higher the frequency of operations leads to increase the usage in business, it I is a natural phenomena in business.
5. Since p value is less than 0.05, the null hypothesis, There is no association between frequency of operations and usage patterns of e-marketing services among the respondents in the sample is rejected at 5% level of significance, indicating the moderate level of association between the usage patterns and the level of satisfaction towards e- marketing practices among the sample.
6. The level of satisfaction is increases as the usage of e-marketing services increases. Hence, regular usage can help in understanding the e-marketing aspects and use in a better manner and there by the increased level of satisfaction.
7. The reasons to choose e- marketing are easy to reach our clients and suppliers, speed and reliability of transactions of the business. Hence, e- marketing helps to improve

the scope and the business with wide reach is observed by the respondents in the sample.

### **1.6 Summary and conclusion**

The physical environment, tangibility and flexibility needs to be coined in the e-marketing to benefit the business and there by increased level of confidence towards the same. Continuous support and co-existence in the business is the need of the hour. The operating knowledge and the technical issues with the system needs to be sorted out for better level of usage of e- marketing services in the business. E-marketing is used as a tool to combat with the COVID-19 situation along with other advantages in the business. Hence, usage of technology and the e-marketing will take a new turn during post COVID-19 business environment in the sample area. By observing all, it is concluded that, the e-marketing is going to be the trend and it helps to combat with COVID-19 situation. Business forms should come forward and invest in technology infrastructure of business can enhance the usage of e-marketing in a greater manner.

### **1.7 References**

1. Parasuramn A,(2010), "Service Quality In The Public Service", International Journal Management and Market Research, IJMMR, Vol 3 , Nov 1, 2010
2. Chaffey et al,(2006), e MarketingXcellence: planning and optimizing your digital marketing. 3. ed. Butterworth-Heinemann. Oxford.
3. LinhP.N. and Tung. H. ,(2008), "Internet acquisition Process", Bachelor's Thesis of Degree Program in International Business
4. Chaffey, D. & Smith, P.R,(2007), e MarketingXcellence: planning and optimizing your digital marketing. 3. ed. ButterworthHeinemann. Oxford.
5. Kalyanam, K and McIntyre S ,(2002), "The EMarketing Mix: A Contribution oftheETailing Wars," Journal of the Academy of Marketing Science, 30 (4),487-499.
6. Fill C and Jamieson B,(2011)," Marketing Communications", Edinburgh Business School, Heriot –Watt Univercity.
7. Albert M. Muñoz, Jr. and Hope Jensen Schau (2007), Vigilante marketing and Consumer-Created Communications, Journal of Advertising, Vol. 36, No. 3, pp. 35-50.

8. Byoungkwan Lee, Charles T. Salmon and Hye-Jin Paek (2007), Prescription drug advertising, *Journal of Advertising*, Vol. 36, No. 1, pp. 107-119.
9. Chrysanthos Dellarocas, (2003), *Management Science*, Vol. 49, No. 10, Special Issue on E-Business and Management Science, pp. 1407-1424.
10. George M. Zinkhan, Hyokjin Kwak, Michelle Morrison and Cara Okleshen Peters, (2003), Society for Consumer Psychology Web-Based Chatting: Consumer Communication in Cyberspace, *Journal of Consumer Psychology*, Vol. 13, No. 1/2, Consumers in Cyberspace, pp. 17-27.
11. Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki, Sarah J.S. Wilner (2010), Understanding word-of-mouth marketing in online communities, *Journal of Marketing*, Vol 72, No. 2, Page 71-89.