A Study on Impact of Digital Marketing on Customer Satisfaction

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Abstract-This study examines the main challenges that businesses encounter while implementing integrated systems, such as issues with data security, technology compatibility, change aversion, high implementation costs, and a shortage of qualified staff. The research has been conducted to gather information from 110 respondents & a structured questionnaire will be used to collect the information from the respondents. The data which was collected from them will be analyzed and classified. The hypothesis solved in the study are Chi - Square, Anova and correlation.

INTRODUCTION

In the business world, advertising is a type of marketing communication that is meant to influence, manipulate, or inspire an audience to act now or in the future. Usually, the goal is to influence customer behaviour in relation to a business offering. According to Richard F. Taflinger, advertising is "the non-personal connection of information about products, services, or ideas by identified sponsors through the various media that is usually paid for and persuasive in nature."

Conversely, digital marketing describes advertising techniques that let businesses monitor campaign performance in real time, including what gets viewed, how often, and for how long, in addition to other metrics like sales conversions

OBJECTIVES OF THE STUDY

- To know the online marketing how to awareness to the consumer and customer.
- To find which age group of people make use of online marketing.
- To analyze which factors, influence the online marketing.

- To study the effectiveness of digital marketing services.
- To assess the satisfaction level of customers on digital marketing

NEED FOR THE STUDY

- To determine the effectiveness of digital marketing on customers.
- To understand the level of satisfaction that the customers derive out of digital marketing.
- To understand the level of benefits that is derived out of digital marketing by customers.
- To provide or recommend advertisements as per needs and wants of the customers

SCOPE OF THE STUDY

- To forecast the needs and wants of the customers and provide advertisements according to it.
- To understand and develop the areas of development in the field of advertising.
- To have a connection with the customers to understand the effectiveness of the online advertising.

REVIEW OF LITERATURE

- Shobana E. and Chitra S. (2017) Evolution of the businesses with cutting edge technology have led to more and more popularity of digital marketing. The marketing strategies for promoting products and services have been changed significantly, and therefore, the marketers are forced to be in touch with their clients or customers online. This of course, means

digital marketing has to be kept in mind when preparing marketing plans and setting corporation goals.

- Cote, Joseph A. (2019) A new fast pace economy and technologically advanced world is being born in today's time. People in the fairly near future will not find it astonishing to find businesses that only function inside of a computer network. The area of digital marketing has an active participation of customers in the development of the product. Out of the two, it has better customer care at a lesser cost.

- Zeitmal (2020) Based on this, the finished content marketing strategy becomes effective to reach the desired client satisfaction. If the customers are satisfied, retailers will eventually benefit from such as they will catch the attention of the customers over a long period of time and then it brings positive word of mouth.

- BCG Research, (2023) The Indian digital marketers are interacting with Indian digitalbuyers and consumers are using digital channels in their purchasing process, the things they dislike with their recommendations and opinions on a brand, the things they share publicly, the things they do to engage specifically with Indian companies for public display, things which they share being digitally promoted and with indifferent people.

RESEARCH METHODOLOGY

Research methodology's main objective is to specify the research procedure as well as the designs and tools that will be used for the project. Customer thoughts on the product are ascertained with the help of the research procedure. Finding out what general people think about digital marketing.

Research design:
Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success. The values are ascertained are an estimation and not exact one.

Sampling technique
Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

Sources of data:
Primary Data:
Primary data is that data which is collected for the first time. These data are basically observed and collected by the researcher for the first time. I have used primary data for my project work. It is collected through Structured Questionnaire.

Secondary Data:
Secondary data are those data which are primarily collected by the other person for his own purpose and now we use this for our purpose. It is collected through journals, articles, books, foot notes, etc.

Sample size
The number of elements of the population is to be sampled. Total sample size for the research study is 140.

Tool used for the study:
Statistical Tools:
- Chi-square test.
- Anova
- Correlation

Data interpretation:
Table : Table indicating Age of the respondents

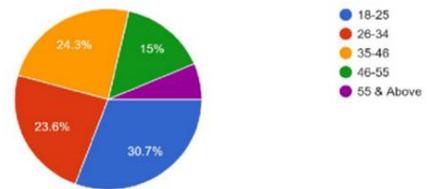| Age	No. of. respondents	percentage
18-25	43	30.7%
26-34	33	23.6%
35-46	34	24.3%
46-55	21	15%
55 & Above	9	6.4%
Total	140	100%

Chart: Chart represents Age of the respondents

Interpretation

From the above table it is interpreted that 30.7% of respondents are in the age category of 18-25, 23.6% respondents are in 26 to 34 years, 24.3% respondents are in the age category of 35 to 46 years and 15% of the respondents are 46 to 55 years, 6.4% of the respondents are Above 55 years

Inference

30.7% of the respondents are in the age category of 21-30 years.

Table: Table indicating Annual Income of the respondents

	No. of. respondents	percentage
Below 20,000	31	22.1%
20,000-35,000	33	23.6%
35,000-50,000	38	27.1%
50,000-75,000	26	18.6%
75,000 & Above	12	8.6%
Total	140	100%

4. Income
140 responses

- Below 20,000
- 20,000-35,000
- 35,000-50,000
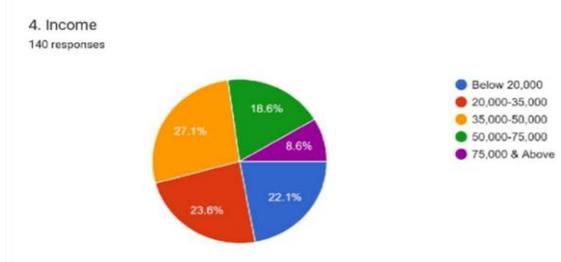- 50,000-75,000
- 75,000 & Above

Chart: Chart represents Annual Income of the respondents

Interpretation:

From the above table it is interpreted that 12.4% of respondents are below 20,000 are 22.1%,20,000-35,000 are 23.6%,35,000-50,000 are 27.1%,50,000-75,000 are 18.6% and 75,000 & Above are 8.6%

Inference:

27.1% of the respondents are 35,000-50,000

Chi square:

Hypothesis 1

H0- There is no significant association between Customer expectations of the respondents in online marketing and How often do you engage with digital content

H1- There is a significant association between Customer expectations of the respondents in online marketing and How often do you engage with digital content

Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Customer expectations of the respondents in online marketing * How often do you engage with digital content	140	100.0%	0	0.0%	140	100.0%

Customer expectations of the respondents in online marketing * How often do you engage with digital content Crosstabulation

Count

			How often do you engage with digital content				Total
		Several times a day	Once a day	Few times a week	Once a week or less		
Customer expectations of the respondents in online marketing	Quality	12	10	4	3		29
	Money	6	17	14	6		43
	Brand	8	16	19	9		52
	Door delivery	3	5	4	4		16
Total		29	48	41	22		140

Chi-Square Tests

Value		df	Asymptotic Significance (2- sided)
Pearson Chi-Square	13.394[a]	9	.146
Likelihood Ratio	12.680	9	.178
N of Valid Cases	140		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.51.

Inference:

Since p value is 0.146 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant association between Customer expectations of the respondents in online marketing and How often do you engage with digital content

Hypothesis 2

H0- There is no significant association between made a purchase or used a service based on a digital marketing campaign and feel about receiving personalized ads based on your browsing history or preferences

H1- There is a significant association between made a purchase or used a service based on a digital marketing campaign and feel about receiving personalized ads based on your browsing history or preferences

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Very positive	31	1.35	.608	.109	1.13	1.58	1	3
Positive	39	1.82	.790	.127	1.56	2.08	1	3
Neutral	44	1.93	.695	.105	1.72	2.14	1	3
Negative	18	2.06	.802	.189	1.66	2.45	1	3
Very negative	8	1.63	.744	.263	1.00	2.25	1	3
Total	140	1.77	.752	.064	1.65	1.90	1	3

Purchase or used a service based on a digital marketing campaign

ANOVA

Purchase or used a service based on a digital marketing campaign

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.230	4	2.058	3.943	.004
Within Groups	70.455	135	.522		
Total	78.686	139			

Inference:

Since p value is 0.004 is lesser than 0.05. We accept alternative hypothesis and reject null hypothesis so there is a significant association between made a purchase or used a service based on a digital marketing campaign and feel about receiving personalized ads based on your browsing history or preferences

Correlation:

Hypothesis 3

H0- There is no significant association between made a purchase or used a service based on a digital marketing campaign and feel about receiving personalized ads based on your browsing history or preferences

H1- There is a significant association between made a purchase or used a service based on a digital marketing campaign and feel about receiving personalized ads based on your browsing history or preferences

Descriptive Statistics

	Mean	Std. Deviation	N
Feel more connected to a brand when it uses digital marketing	2.23	1.108	140
Rate the overall effectiveness of digital marketing	2.40	1.143	140

Correlations

		feelmoreconnectedtoabrandwhenitusesdigitalmarketing	ratetheoveralleffectivenessofdigitalmarketing
feelmoreconnectedtoabrandwhenitusesdigitalmarketing	Pearson Correlation	1	.279**
	Sig. (2-tailed)		.001
	N	140	140
ratetheoveralleffectivenessofdigitalmarketing	Pearson Correlation	.279**	1
	Sig. (2-tailed)	.001	
	N	140	140

Correlations

			feelmoreconnectedtoabrandwhenitusesdigitalmarketing	ratetheoveralleffectivenessofdigitalmarketing
Kendall's tau_b	feelmoreconnectedtoabrandwhenitusesdigitalmarketing	Correlation Coefficient	1.000	.285**
		Sig. (2-tailed)	.	.000
		N	140	140
	ratetheoveralleffectivenessofdigitalmarketing	Correlation Coefficient	.285**	1.000
		Sig. (2-tailed)	.000	.
		N	140	140
Spearman's rho	feelmoreconnectedtoabrandwhenitusesdigitalmarketing	Correlation Coefficient	1.000	.323**
		Sig. (2-tailed)	.	.000
		N	140	140
	ratetheoveralleffectivenessofdigitalmarketing	Correlation Coefficient	.323**	1.000
		Sig. (2-tailed)	.000	.
		N	140	140

Inference

Since p value is 0.285 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant association between made a purchase or used a service based on a digital marketing campaign and feel about receiving personalized ads based on your browsing history or preferences

FINDINGS

- 30.7% of the respondents are in the age category of 21-30 years.
- 45.7% of the respondents are UG
- 27.1% of the respondents are 35,000-50,000
- 50.7% respondents in the category say they are single.
- 75% respondents are employees
- 40% respondents say customer expectations of the respondents in online marketing
- 37.1% of respondents say few times a week for engagement with digital content
- 67.9% respondents say yes they are aware of digital marketing strategies (e.g., social media ads, email marketing, influencer marketing, SEO, etc.)
- 70% respondents are social media platforms (e.g.Facebook, Instagram, Twitter)
- 35% of respondents are engaging with digital advertisements
- 31.4% respondents say neutral for digital advertisements relevant to your interests and needs
- 46.4% of the respondents say yes to purchase or used a service based on a digital marketing campaign
- 31.4% respondents say Receiving personalized ads based on your browsing history or preferences
- 33.6% respondents say neutral for digital marketing influence your satisfaction with a brand or company
- 37.9% respondents are important are online reviews, ratings, and testimonials in affecting your decision to engage with a brand or service
- 35% of respondents say they feel more connected to a brand when it uses digital marketing to engage
- 39.3% of respondents say effective to rate the overall effectiveness of digital marketing in improving your satisfaction as a customer
- 51.4% of respondents say yes to rate the overall effectiveness of digital marketing in improving your satisfaction as a customer
- 34.3% of respondents say very likely to recommend a brand or service to others based on your positive digital marketing experience
- 57.9% of respondents say yes to digital marketing

will play a bigger role in customer satisfaction in the future

• Since p value is 0.146 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant association between Customer expectations of the respondents in online marketing and How often do you engage with digital content

• Since p value is 0.004 is lesser than 0.05. We accept alternative hypothesis and reject null hypothesis so there is a significant association between made a purchase or used a service based on a digital marketing campaign and feel about receiving personalized ads based on your browsing history or preferences

• Since p value is 0.285 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant association between made a purchase or used a service based on a digital marketing campaign and feel about receiving personalized ads based on your browsing history or preferences

SUGGESTION

• To advertise as per the need of the customers and taste and preferences of the customers so that they will have higher the probability of purchasing it.

• To Consider examining the impact of content marketing—such as blogs, videos, and educational materials

• To study how digital marketing efforts contribute to building long-term customer loyalty and retention.

• To consider comparing the impact of digital marketing on customer satisfaction in different regions or cultures

• To understand the perspective of digital marketing among the customers and to do relating to it.

LIMITATIONS OF STUDY

• The study is confined within Chennai city.
• The study is based upon the employees in the Chennai unit.
• The data collected for the research is fully on

primary data given by the respondents. There is chance for personal bias. So, the accuracy may not be true.

CONCLUSION

This study of the social media marketing field has attempted in the area to identify the chief benefits and shortcomings that have resulted from the improvement of Internet technology. Social media is the latest tool in the marketer's belt for every method of finding a target audience.

The medium has many benefits and many headaches for the company, depending on their company, some are having trouble figuring out how to use the medium effectively. Most marketers or business owners do not know what's involved, how much they risk and how difficult it will be. The social media sector that offers its services online is very young and it is difficult to assess the credentials of social media specialists

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