

A Study on Analysis of Customer Satisfaction towards Digital Marketing in Present Context

Jayadatta S.^{1*}, Gangadhar Sheeri² and Cherian Xavier³

¹Assistant Professor, KLE's Institute of Management Studies and Research, BVB Campus, Vidyanagar, Hubli, Karnataka, India. Email: jayadattaster@gmail.com

²Assistant Professor, KLE's Institute of Management Studies and Research, BVB Campus, Vidyanagar, Hubli, Karnataka, India. Email: gangadhar.sheeri@gmail.com

³Assistant Professor cum Placement Officer, Anjuman Institute of Technology and Management Anjumanabad, Bhatkal, Karnataka, India. Email: cherianxavier12@gmail.com

*Corresponding Author

Abstract: Digital marketing, which is seen as a new form of marketing and which has given organizations new options to conduct business around-the-clock, is crucial in today's cutthroat global marketplace. Face-to-face communication with the person is helpful. Today, internet usage is exploding across all industries. Digitalization has taken over this period, and marketers are shifting to digital marketing, which promotes goods and services through digital technology in order to garner feedback and turn potential customers into loyal ones. The levels of customer satisfaction are put to the test with the maintained clients in order to gauge the amount of digitalization. The study was conducted to ascertain the drivers of digital marketing and the degree of client pleasure it provides. One-Way ANOVA was used to assess the study, and the results show that it was significant.

Keywords: Customer satisfaction, Digital marketing, Digitalization, Digital technology.

I. INTRODUCTION

The internet era has given firms a multitude of new chances. Social media allows users to not only share a personal birthday photo but also gain and connect with clients for their businesses. It is amazing how quickly and easily digital media distributes information and aids in business expansion. Nowadays, a lot of time is spent online by people searching for the goods they need to buy or learning more about goods and services before making a purchase. As a result, companies are perfecting their digital marketing techniques to draw in clients online. Therefore, the best marketing technique for attracting new clients is to find them online where they spend the majority

of their time. Connecting with your target audience at the appropriate time and place is essential to effective marketing. To reach viewers, turn them into customers, and keep them as customers, a product or service is marketed in a targeted, quantifiable, and engaging way using digital technology. Customer expectations are met or surpassed by products and services. "The number of consumers, or proportion of total customers, whose reported experience with a company, its products, or services (ratings) surpasses established satisfaction targets," is how customer satisfaction is described. Due to the fact that it is widely acknowledged as a crucial performance indicator in the corporate world, a Balanced Scorecard will typically make reference to it. In a market in which businesses compete for customers, satisfaction of customers is viewed as a crucial differentiator and has developed into an important part of business strategy. According to Joan I. Giese (2015), most of people's social lives at the turn of the century were confined to their immediate communities. It was followed by a period when goods were mass-produced. Following the principles of mass marketing, corporations focused their attention on developing the finest sales force they could. As the new century begins, a global culture is emerging. These changes are primarily being caused by technology. The emphasis of technological advancement is gradually returning to the individual. Changes impact business prospects and procedures. The advancements in communication and transportation are closely related to marketing. As marketing's capabilities and scope have grown, so have the roles and duties of marketers. In today's technologically advanced world, a brand-new, fast-paced digital economy is growing. It wouldn't be surprising to see businesses in the near future that only operate inside computer networks. The customer is an active participant in the product development process in the world of digital marketing. Because

it is less expensive, it offers greater coverage and superior customer support, according to (Joseph A. Cote, 2015). The enormous Indian market is evolving quickly. Mobile phone usage is rising, and business users are utilizing the internet more frequently. The number and power of digital channels keeps increasing, quickening the pace of change. The amount of time Indians spend online and the significance of the websites and apps they use to do so are growing yearly. Marketers who keep up with the pace of change make sure that their touch points and marketing tactics mirror where their customers spend their time (Muniraju, 2017). Businesses using cutting-edge technologies have boosted digital marketing. Traditional marketing techniques have changed, pushing marketers to promote their products and services online. Marketers must weigh the pros and cons of digital marketing when developing strategies and setting corporate goals (Chitra and Shobana, 2017).

II. PURPOSE OF THE STUDY

The study’s primary goal is to determine consumer satisfaction with digital marketing.

III. SAMPLE OF THE STUDY

The sampling methodology was used to acquire samples. Convenient sampling approach is the technique employed. The sample size is 123.

IV. MAJOR OBJECTIVE OF THE STUDY

- To understand what makes clients satisfied with digital marketing.
- To research the elements that affect customer satisfaction with digital marketing.

V. METHODOLOGY OF THE STUDY

Data was gathered using a standardized questionnaire that solely contains closed-ended questions. The questionnaire is made up of inquiries depending on how satisfied consumers are with using digital marketing. Data from questionnaires that were physically handed to respondents makes up the major source of information.

Secondary Data: For the purpose of study secondary data is collected from Web, journal, and magazine data.

VI. LIMITATION OF THE STUDY

- The investigation was conducted during a brief period of time, which prevented the researcher from expanding the study.
- The outcomes of this study would not be applicable to all situations because it was conducted in Chennai.
- Due to time restrictions, there were 123 replies in total.

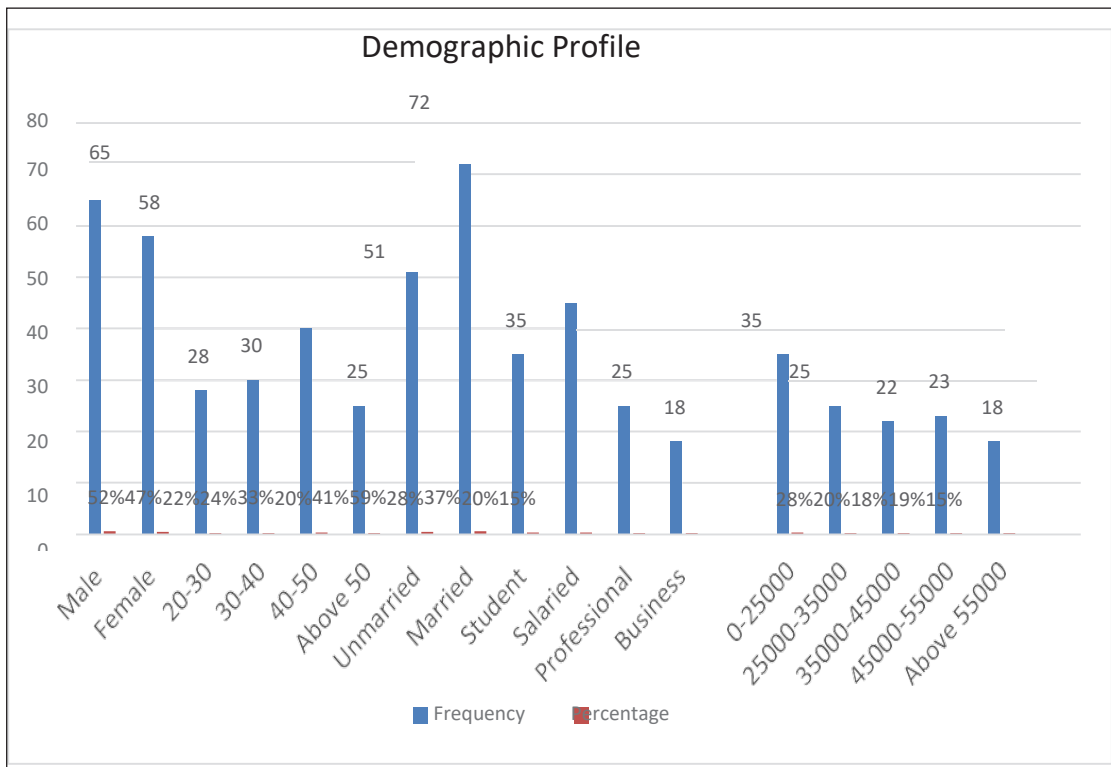


Fig. 1

VII. DATA ANALYSIS AND INTERPRETATION

TABLE I: DEMOGRAPHIC PROFILES

Demographic Variables	Categories	Frequency	Percentage
Gender	Male	65	52%
	Female	58	47%
Age	20-30	28	22%
	30-40	30	24%
	40-50	40	33%
	Above 50	25	20%
Marital Status	Unmarried	51	41%
	Married	72	59%
Occupation	Student	35	28%
	Salaried	45	37%
	Professional	25	20%
	Business	18	15%
Income(PM)	0-25000	35	28%
	25000-35000	25	20%
	35000-45000	22	18%
	45000-55000	23	19%
	Above55000	18	15%

Source: Primary Data

The demographic breakdown of the respondents is shown in the above table. Male respondents make up 52% of the total,

while respondents between the ages of 40 and 50 make up 33%. Married respondents make up 59% of the total, while 37% of them have steady jobs and 28% make less than \$25,000 per month.

TABLE II: REASONS TO OPT DIGITAL MARKETING BY CONSUMERS

Reasons	Frequency	Percentage
Clarity	27	30%
Accessibility	19	16%
Payment accessibility	17	14%
Easy-to-buy	16	13%
Service-oriented	16	13%
Delivery status and order details	14	11%
Returns	14	11%
Total	123	100

Source: Primary Data

According to the above table, buyers are confident in the information they can find in digital media (30%), feel that it is simple to use (16%), have flexible and simple payment options (14%) and are confident in the simplicity of the buying process and customer service (13%). The digital medium permits return policies and provides clients with 11% of the order and delivery status information.

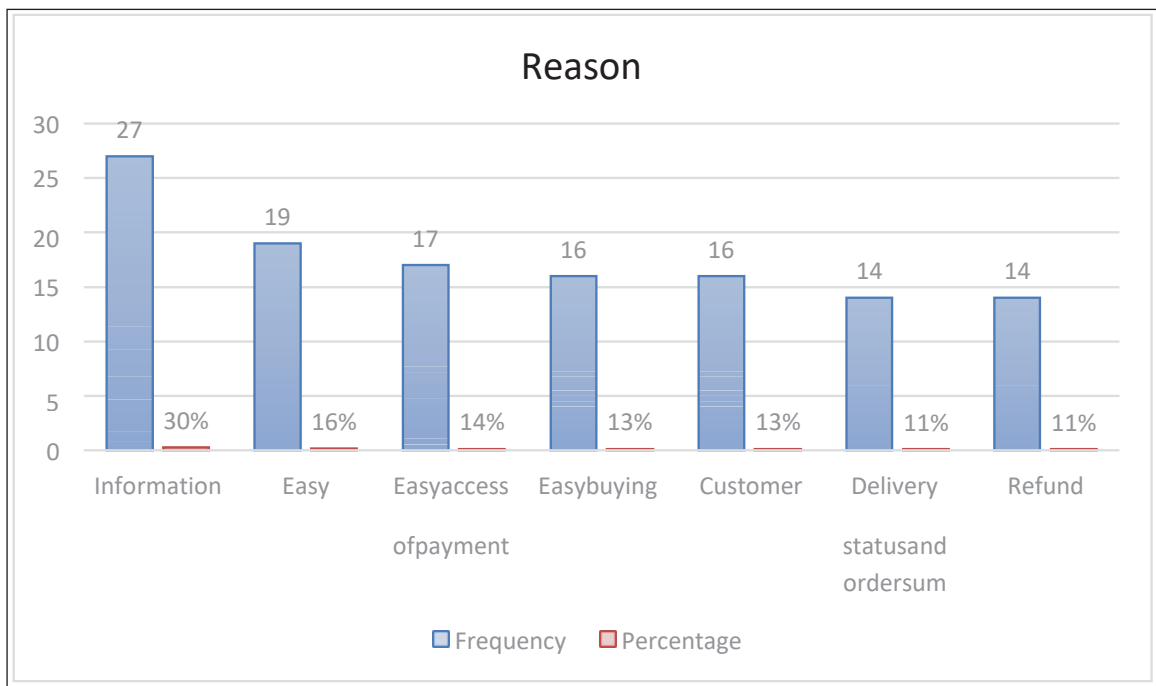


Fig. 2

TABLE III: REASONS VS LEVEL OF SATISFACTION

Reasons	SA	A	N	DA	SDA
Clarity	22	62	35	3	1
Convenience	27	59	31	4	2
Payment accessibility	36	56	22	7	2
Easy buying	29	70	20	2	2
Service-oriented	17	59	37	8	2
Delivery status and order summary	30	64	22	5	2

Reasons	SA	A	N	DA	SDA
Returns	18	58	38	6	3

Source: Primary Data

One-Way ANOVA was used to examine the aforementioned table, and it is evident from the results that the result of the analysis is significant at P 0.05. Therefore, in digital marketing, these are the criteria for customer satisfaction in Digital Marketing.

Summary of Data						
	Treatments					
	1	2	3	4	5	Total
N	7	7	7	7	7	35
ΣX	179	428	205	35	14	861
Mean	25.5714	61.1429	29.2857	5	2	24.6
ΣX ²	4863	26302	6367	203	30	37765
Std. Dev.	6.9007	4.7056	7.7828	2.1602	0.5774	22.0857
Result Details						
Source	SS	df	MS			
Between treatments	15772.4	4	3943.1	<i>F</i> = 145.68103		
Within treatments	812	30	27.0667			
Total	16584.4	34				

F-ratio = 145.68103. The p-value is < .00001. P.00001. The result is significant at p < .05.

VIII. FINDINGS AND SUGGESTIONS OF THE STUDY

- Out of 123 respondents, 52% are men, and they prefer digital marketing the most.
- 33% of respondents, who are in the 40–50 age range, said they felt comfortable going cashless.
- 30% of consumers are aware of the information contained in digital media.
- Respondents also believe it is simple to use (16%) and that the payment options are simple and flexible (14%).
- Customers are pleased with the purchasing procedure, and 13% find it simple to access customer assistance. The digital medium permits return policies and provides clients with 11% of the order and delivery status information.

- Delivery accuracy shouldn't be postponed.
- To avoid fraudulent websites, safety precautions can be followed.

IX. SUGGESTIONS

- Since convenience is the primary driving force behind becoming digital, e-retailers must make sure that digital processes through websites are created to be easy and inexpensive.
- To increase trust, the online business community should incorporate third-party insurance.

X. CONCLUSION

According to the study's findings, consumers are avoiding direct interactions with retailers and that all industries are going toward digitization. Due to a few limitations including time, money, and health concerns, they favor. When they purchase goods from reputable online retailers who provide high-quality packaging, they feel comfortable and secure doing so. Additionally, they believe that reputable websites do not take part in payment system fraud. Therefore, it can be inferred that through client happiness, digital marketing will soon replace traditional marketing.

REFERENCES

[1] B. A. M. Al-Alak, and I. A. M. Alnawas, "Mobile marketing: Examining the impact of trust, privacy concern and consumers' attitudes on intention to purchase," *International Journal of Business and Management*, vol. 5, no. 3, pp. 28-41, 2010.

- [2] J. L. Giese, "Teaching philosophy," *In New Meanings for Marketing in a New Millennium*, Springer, Cham, 2015, pp. 239-239.
- [3] S. M. Leong, S. H. Ang, J. A. Cote, Y. H. Lee, and M. J. Houston, "What is consumer well-being to Asians?," *Socail Indicators Research*, vol. 126, no. 2, pp. 777-793, 2016.
- [4] K. M. Muniraju, D. Pramesh, S. B. Mallesh, K. Mallikarjun, and G. S. Guruprasad, "Disease severity and yield losses caused by false smut disease of rice in different rice ecosystems of Karnataka," *International Journal of Microbiology Research*, vol. 9, no. 10, pp. 955-958, 2017.
- [5] S. Chitra, and E. Shobana, "A study on customer satisfaction on online marketing in India," *International Research Journal of Management, IT and Social Sciences*, vol. 4, no, pp. 106-113, 2017.
- [6] D. S. Evans, "The online advertising industry: Economics, evolution, and privacy," *Journal of Economic Perspectives*, vol. 23, no. 3, pp. 37-60, 2009.
- [7] S. Putrevu, "Exploring the origins and information processing differences between men and women: Implications for advertisers," *Academy of Marketing Science Review*, no. 10, pp. 12-32, 2010.