

A Study on Consumer Satisfaction towards Digital Marketing

Asha N and Dr. Anuj Verma

Research Scholar at Reva University, and Associate Professor & Vice Principal, Sindhi College,
Kempapura, Bengaluru

Associate Professor, School of Management, Reva University, Kattigenahalli, Yelahanka, Bengaluru

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Abstract:

Embracing digital world has become mandatory for almost everyone. This is imperative since India's power of consumption is colossal as India's population exceeds 600 million. The huge Indian market is dominated by majority of youngsters. India is also known for its increased internet usage which paves a way to many marketers and dealers for enhancing their business and finding profit. The ubiquitous nature of digital marketing thus necessitates a novel approach in order to understand the concept of customer satisfaction. Thus, this paper aims to determine the effect of digital marketing on customer satisfaction by identifying its advantages and disadvantages along with the factors influencing the digital marketing and customer satisfaction. Questionnaire approach was employed and IBM SPSS V. 23.0 was used for analysis. Statistical techniques used comprised of simple percentage, reliability statistics, correlation analysis and then Structural Equation Modeling (SEM) was adopted. Findings showed that customers prefer Digital marketing when compared to direct marketing thereby proving that digital marketing has a positive effect on customer satisfaction in the Bangalore city. This research also suggests that strategies must be introduced for integrating mobile marketing with other media of digital marketing in order to increase the overall business performance as well as customer satisfaction.

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I. INTRODUCTION

Companies are now rethinking their strategies and business conductance due to the advancements in the digital innovations and technologies. This is also because consumer's adoption and perception towards digital technologies and marketing is rapidly increasing. Almost every firms today are required to take a wise step by adopting digital technologies through various devices and platforms in order to gain profit and market. Digital innovations particularly the Internet has known to revolutionize each and every aspects of business. Imperative decisions taken by the firms such as development of the product, productivity, management of the brand, relationship building and management of customers, procurement and marketing and last but not the least

communication enhancement are known to have a significant influence in the implementation and digital technology applications (Hudson, Roth, & Madden, 2012). One can say that a marketing practice turns into a digital when it starts to rely on the digital media for its functioning (Yasmin, Tasneem, & Fatima, 2015).

Communications through Digital platforms plans to have a direct relationship amongst several marketers and their customers (Bird, 2007). This proves that the Digital marketing is no longer limited to the internet channels alone since it has extended further than channels the require Internet (Rowan, 2002). Numerous Offline channels such as cellular phones, digital TVs, radios and many other digital networks are regularly employed by marketers in order to

promote their products and services together with many other online channels websites, e-mail, sites of social networking and smart phones (Scharl, Dickinger, & Murphy, 2005; Pandey & Shukla, 2010). These digital channels offer several new like the internet, e-mail, mobile phones and digital television offer new prospects and visions for cultivating customer satisfaction and relationships. When marketers are continuously in contact with customers, marketers and dealers can improve the personalization level with much low or little cost (Merisavo, 2006). To some extent, this has proved to have better potential in enhancing the customer relationship thereby influencing the satisfaction of the customers.

Service quality towards consumer satisfaction could be enhanced by the existence of more tangible ancillary factors and the most important factors include brand awareness and consumer perceptions. Over and above service quality, the consumer perceptions concerning the best service developments were capable of strengthening the association between service quality and consumer satisfaction (Das and Mukherjee, 2016).

Firms throughout the world are spending more and more on digital platforms (Maddox, 2015). For example, the Winterberry Group has conducted a 2016 study, promised an increase in digital expenses, a 6.4% increase in spending compared to a 3.3% increase in TV and a 2.6% increase in public media. Magazines and newspapers grew 1.9% and 6% respectively. Radio spending is flat and there is no increase in cost (Conlon, 2016). The inherent nature of digital channels helps marketers reduce the cost of contacting customers and generates more leads with their outbound nature than traditional marketing (Angelides, 1997). Digital marketing is a global phenomenon and it is very much helpful since India is one of the fastest growing economies in the world.

The digital India in particular has observed enthusiasm and participation from the markets, dealers and consumers over the past few years. Marketers in a variety of product categories, with fast moving consumer goods (FMCG), cars,

banking, financial services and insurance (BFSI), and are gradually shifting their marketing costs towards digital platforms (Mehra, 2012). Customers are using digital channels in their buying journey, liking their opinions, giving recommendations and opinions, publicly displaying their engagement with a particular brand, receiving and promoting information and engaging in interactive relationships with Digital marketers in India (BCG Studies, 2013). Constant improvement of digital data, particularly in the context of mobile and internet users, cost of data services, clouding of the digital rift between urban and rural and the government's reliance on the digital economy is accelerating Indian digital development (Deloitte, 2015; e-Marketer, 2016). One can clearly see that Digital marketing is influenced by each industry according to its nature, scope and category (Kothari and Saxena, 2004; Ricciotti, 1995). There is huge potential for strong entry into India with supporting factors such as population size, increasing public purchasing power and exporting opportunities (Booz & Company, 2011).

II. CUSTOMER SATISFACTION AND ITS IMPORTANCE

In digital marketing, increasing the purchase rates made on the Internet requires knowing how and why consumers prefer the Internet when purchasing (Lin, 2007). The key elements of content marketing to ensure customer satisfaction are as follows;

- Modernization
- Precision
- Confidence
- Fulfillment of expectations.

Achieving the intended customer satisfaction depends on the effectiveness of the completed content marketing strategy. Customer satisfaction has a positive outcome for retailers, which gives them long-term customer attention and spreads customer satisfaction word of mouth (Zeitmal, 2000). The services offered by online retailers can be classified into three categories: pre-sales, sales, after-sales (Liu and Annette, 2000). Attempts to attract the attention of consumers in the pre-sale phase are easily affordable. Online customer buying activity can take time to place orders and make

payments. The post-sales phase includes solutions for transmission, issues (Lean, 2007)

Major Factors that Influences Online Shopping in India

- Prompt growth of cybercafés throughout India / Mobile Internet
- Easy Information access
- Increased computer users
- Middle-class working population nearly 200 million who are known to spend more. They do not have much time for offline shopping and so this has resulted in increased reliability on online shopping for catering to their needs.

III. OBJECTIVE OF THE STUDY

This paper aims to ascertain the overall impact of digital marketing on the consumer growth by studying and understanding the factors influencing the customers to engage in digital marketing.

IV. RESEARCH METHODOLOGY

In this study, Data was gathered through Questionnaire method. The city under the study is Bangalore. The sample size considered for the research was 150. The technique of Convenience sampling has been employed. The Questionnaire was used mainly to find benefits of digital marketing over direct marketing along with its association in increasing the satisfaction of the customers. The research type were both exploratory and Descriptive in nature.

Hypothesis

- H01: There is relationship between overall satisfactions of the customers in using digital marketing
- H02: There is strong relationship between frequently items bought with overall customer satisfactions
- H03: There is a greater advantage in buying items frequently through digital marketing over direct marketing

Data Sources

- Primary data: Data gathered from the respondents through questionnaire which was well-structured
- Secondary data: This comprises the data, facts and figures collected from the current research reports, reviews, periodicals or publications concerning customer satisfaction towards digital marketing.

Study Limitations

- The study emphases only on customer satisfaction towards digital marketing, advantages and benefits confined to Bangalore city only.
- The data gathered from the respondents could not be generalized altogether because of the sample size.

V. DATA ANALYSIS

The collected data analyzed by using statistical tests using SPSS software. IBM SPSS V. 23.0 was used for analysis. Statistical techniques used comprised of simple percentage, reliability statistics, correlation analysis and then Structural Equation Modeling (SEM) was adopted. Lastly, and linear regression analysis was used.

For analysis of Data, a descriptive analysis was first performed to offer information about the demographics of respondents. The test for reliability was first examined using the reliability coefficient Cronbach's alpha. Subsequently, SEM analysis was implemented to show the correlation between various items and the constructs. Thereafter, a correlation analysis was conducted to test the existence of multi-co linearity. The study continues to test regression estimates with regression analysis. Linear regression has been used to test whether there are advantages or benefits to electronics marketing in terms of customer satisfaction, and the next step is to contribute to the assessment generated by a block of trust antecedent variables and it was also performed to test the relationship between the predictors and the dependent variable in the present study.

Data Analysis and Interpretation

Table 1 Demographic Profile

Variables	Valid	Frequency	Per cent
Age	21-30	76	50.7
	31-40	21	14
	41-50	23	15.3
	Above 51	30	20
	Total	150	100
Gender	Male	91	60.7
	Female	59	39.3
	Total	150	100
Qualification	Under Graduate	37	24.7
	Graduate	56	37.3
	Post graduate	24	16
	Professional	33	22
	Total	150	100
Annual income	Below 200000	56	37.3
	200000-400000	54	36
	Above 400000	40	26.7
	Total	150	100
Preference	Traditional commerce	51	34
	E-Commerce	99	66
	Total	150	100

(Source: Outputs from SPSS)

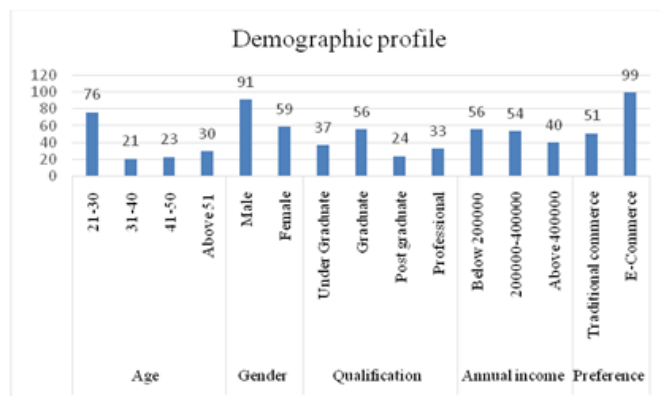


Figure 1 Chart Depicting the Demographic Profile

From the demographic profile, majority of the respondents 50.7% are falls under the age group 21-30 Years, of which 60.7% are under male category respondents. 37.3% of respondents completed their graduate class and 37.3% of respondents earning below 200000 per year. Major attributes of Preference of marketing is demonstrated among the respondents it shows 66% of respondents preferred E-Commerce. Only 34% of respondents preferred traditional commerce. This shows that the majority of the respondents who are mostly from middle class groups find satisfaction in digital marketing than in direct/traditional marketing

Table 2 Reliability Statistics

	Cronbach's Alpha	N of Items
Frequently bought items	.805	10
Advantages/ Benefits of using digital marketing	.948	16
Overall satisfaction	.821	5

(Source: Outputs from SPSS)

From the reliability statistics, The Cronbach's alpha value for Frequently bought items through online is 0.858, Advantages/ Benefits of using digital marketing is 0.948 and Overall satisfaction of customers towards digital marketing is 0.821, which shows a high level of internal stability for our scale with this specific sample

Table 3 Pearson Correlation

Variables	I am satisfied with online shopping experience	I found the overall services of online stores outstanding	The quality of services meets my expectations	I would recommend buying online to my friends/ relatives	I would make repeated purchases through online
I am satisfied with online shopping experience	1	.609**	.560**	.384**	.397**
I found the overall services of online stores outstanding	.609**	1	.626**	.433**	.505**
The quality of services meets my expectations	.560**	.626**	1	.502**	.374**
I would recommend buying online to my friends/ relatives	.384**	.433**	.502**	1	.540**
I would make repeated purchases through online	.397**	.505**	.374**	.540**	1

**. Correlation is significant at the 0.01 level (2-tailed).

(Source: Outputs from SPSS)

From the Pearson correlation analysis, it shows overall satisfaction variables there is statistically linear relationship among the

Table 4 Partial Correlations

Control Variables	Online shopping experience	Overall services of online service	Quality of services	Recommend buying online	Repeated purchases
Refund policy & Delivered in good condition & Overcharge the credit or debit card & Information is not misused & Delivery of products is ensured & Assured quality & Prone to human error & Return/exchange and discount offer & Judge the quality of the product & properly packed condition & Free shopping 24*7 & Secured online transaction & Various Delivery option & Customer care support	1.000	.734	.711	.486	.527
	.734	1.000	.748	.541	.632
	.711	.748	1.000	.600	.488
	.486	.541	.600	1.000	.647
	.527	.632	.488	.647	1.000

(Source: Outputs from SPSS)

From the partial correlation analysis, it can be concluded that there is statistically linear relationship between overall satisfaction using digital marketing and those variables are controlled by benefits/advantages of using digital marketing. Thus, there is significant relationship between

overall satisfactions of the customers in digital platforms and hence proved

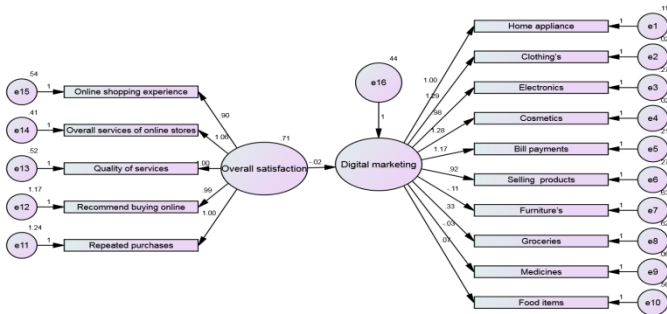


Figure 2 SEM Analysis Showing Relationship between Frequently Bought Items through Digital Marketing and Overall Customer Satisfaction (Source: Outputs from SPSS)

Table 5 SEM Analysis and the Recommended Criteria

Indices	Abbreviation	SME	Recommended criteria
Chi-square	χ^2	839.884 at p = 0.0000	p < 0.05
CMIN	CMIN/DF	9.437	
Goodness-of-fit index	GFI	0.621	>0.80
Adjusted GFI	AGFI	0.889	>0.80
Normed fit index	NFI	0.924	>0.90
Comparative fit index	CFI	0.844	>0.95
Tucker-Lewis index	TLI	0.814	0 < TLI < 1
Root mean square error of approximation	RMSEA	0.04	<0.05 good fit <0.08 acceptable fit

(Source: Outputs from SPSS)

The chi-square statistics comparing the goodness of fit indices model is the independence model rather than saturated model. GFI and AGFI parameters is should not exceed 0.09 for a good model fit. The NFI is simple shows the difference between the two model. NFI and CFI shows good index of fir model. The major attribute of RMSEA is estimated lack of fir compared to the saturated model. RMSEA is less than 0.05 indicated good fit model. Thus, from the SEM analysis, it was found

that electronic items were bought frequently and is known to have gained customer's satisfaction significantly when compare to all other items. Therefore, there is strong relationship between items bought frequently with overall customer satisfactions and hence proved through SEM analysis

Table 6 Regression Analysis

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	1.467	.241		6.094	.000
Refund policy	.429	.337	.487	.966	.006
Delivered in good condition	.599	.279	.397	2.147	.034
Overcharge the credit or debit card	.436	.309	.495	1.411	.161
Information is not misused	.559	.459	.547	.873	.010
Delivery of products is ensured.	.108	.158	.085	.683	.496
Assured quality	-.455	.281	-.472	-1.622	.107
Prone to human error	-.019	.151	-.017	-.124	.901
Return/exchange and discount offer	.848	.752	.443	.515	.023
Judge the quality of the product	-.270	.411	-.415	-.656	.513
properly packed condition	.826	.791	.538	.488	.004
Free shopping 24*7	-.147	.089	-.232	-1.654	.100
Secured online transaction	.761	.864	.568	.732	.017

Various Delivery option	.979	.850	.599	.790	.011
Customer care support	.172	.426	.259	.404	.687
a. Dependent Variable: Electronics					
R=0.785; R Square =0.657					
ANOVA = F(14,135)=2.102; Significant = 0.015					

(Source: Outputs from SPSS)

From the Linear regression analysis, the simple correlation represents 0.785, which indicates a high degree of correlation and the total variance in the dependent variables is R square is 0.657. In this model overall 0.65% represents which is large. The p value is 0.015, which is less than 0.05 indicated that the regression model statistically significantly predicts the outcome variables which is the advantages/benefits of using digital marketing. The coefficient table provides the regression model predicts the dependent variable that is electronics. Most of the respondents buying electronics device in digital marketing. This proves that there is there is a greater advantage in buying items frequently through digital marketing over direct marketing and hence proved.

VI. FINDINGS

The contents generated by firms must be adapted to factors such as technology, innovation and value creation, because precise and valued content can lead to high customer satisfaction.

Results from the research shows that the consumers have less understanding about digital marketing. The level of satisfaction in digital marketing is not significant for gender, income and frequency of shopping. Nevertheless, some issues should be considered here. I.e.; Consumers collect information on companies' online media about products they buy online. And this information affects consumers' buying behavior. In other words, consumers are accidentally exposed to digital marketing. In this regard, the steps that firms can take to rise customer satisfaction are provided below:

- Identifying consumer expectations and

delivering services as per their expectations

- Piloting customer surveys on a systematic basis
- Creating content and delivering it properly to ensure products come up with impressive visuals. Consequently, customers know that marketing is of no big significance; instead, what is important is to have the virtue of encouraging them to buy a given content product and at the same time turning customers into customers. Lastly, content marketing companies need to secure existing customers and have good potential to attract and acquire new ones.

SUGGESTIONS FOR IMPROVEMENTS

- Risk strongly influences consumers' online purchasing decisions, so companies must adopt greater risk mitigation measures. And certain types of risk, such as online fraud, need to be considered in different situations. Therefore, shopping sites must have a certificate of authenticity and a safety sign for safe purchase.
- Companies need to improve consumer price awareness about products and lessen the risk in the online shopping environment by providing consumers with quality products, timely delivery and meeting their prospects. Firms need to make their website easier to use and focus on risk reduction activities.
- As per Indian consumer psychology, direct buying is the only way to physically test the product before buying, which creates a psychological barrier to online shopping. That is why companies need to devise some strategies to reduce fraud. Indian customers want to experience the product before buying it. Therefore, online stores that sell customized products should make it more of a priority to provide this facility and better communicate with customers via telephone or online vendor.
- People are afraid of online shopping because

it is difficult to return the wrong products. This is why companies need to make this arrangement so that they can try and buy at the customer's home, and that anyone can return if the product is defective.

- Online stores must use marketing tools to effectively implement website elements such as information design, features, communication, privacy and security, thereby increasing the trust of customers for the website and subsequent purchase. Intention can be increased.
- Websites 'customers' only concern is the reliability of certain websites, as they may need to provide their credit card details to make online purchases. Many customers are conscious of numerous online scams, which makes them very anxious and reluctant to provide their credit card information online. Additionally, online shopping takes longer for shipping and delivery.
- One of the biggest reasons not to shop online is that you are less likely to have proper conversation and discussion. Indian consumers are found to be price sensitive. This is why price sensitive consumers are not keen on online shopping. That is why companies should be allowed to negotiate a lot for their customers.
- During Shopping, many people think that products offered through online shopping are expensive because of shipping costs, but traditional shopping has no such charges. So companies need to facilitate free delivery to generate excitement among non-customers

VII. CONCLUSION

Online marketing provides a large number of opportunities for firms. This is a developing world, requiring continuous development of strategies. Finding alternatives from competitors on the Internet is easy for users because it requires minimal effort for a person to visit another website. Each Internet page is filled with a variety of touch

points in the form of ads and offers, making it difficult for companies to guide potential buyers to a specific website via the Internet. A basic understanding of consumer behavior is important. Customers behave almost the same - more or less offline in the world. The first step is to always attract the attention of the customers. A variety of strategies are used to engage with a specific target group. Ultimately, what strategies are used depends on how prospective buyers behave and how a company understands these actions. Since, it is now inevitable to run a business without the presence of online as the trend from consumption in stores is moving towards online consumption.

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