



A Study On Customer Satisfaction Towards Digital Marketing With Special Reference To Belagavi City.

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Abstract

Digital marketing used by companies to promote and sell products to the customers also to the business to business. Now a day people are adopting digitalisation since it is providing benefits like a mobile access, flexibility and offers. As well as the visitors of online also increasing because of the promotion content and brand information. Likewise, the satisfaction of customers also important it can build link between business and customers. The main difficulty for the companies to have customer loyalty for long time and maintain customer satisfaction. The study has been done to find out the reasons behind the satisfaction of customer and identify the problems which are faced by the customers in digital marketing. The study has been analysed using One Way ANOVA, from which the result are no significant.

Keywords: Digital marketing, Customers, Satisfaction, Business.

Introduction

Now a days the world has been taken over by digitalization. Digitalization introduced the digital marketing platform, from then to now the companies are using this platform to advertise products and customers are using get information about the product. It has created many opportunities for business to promote their product and interact with customer as soon as possible with differentiated product. Today's people are using internet and spending a more time on the internet looking for the products they wants to buy or collecting information about the product before making purchase.

Digital marketers should accept the latest and different kind of marketing strategies, the reason that there has been seen a high numbers of online visitors. Digital marketing includes such a components web content, search engine marketing, search engine optimization, online advertising, e-mail marketing, online advertising, video marketing, social media, etc. These digital media helps to collect information and help to boost a business with high speed and easiness. Digital marketing refers to the buying, selling and interactive with targeted customer to give service and information about product and brand.

Customer satisfaction, well this study mainly indicates about how well a company's product and services reach customer expectation and needs. Most of the customer's expectation starts where comparisons occurs, a good and satisfactory content and products could build link between the brand and customers. Companies must compete to capture the attention of customer by producing fresh ideas, unique campaigns, and engaging content. As a result, communication media can be used to collect feedback from the customer to do measurement of satisfaction. And it also includes public relation, information management, sales and customers services.

Literature review

S Chitra, E Shobana (2017) "A study on customer satisfaction on online marketing in India": Researcher focused on technology, design, development of product through internet to reach customer by advertising or promoting products. Digital marketing directly transformed traditional marketing platform, because digital marketing provide different amount of possibility for companies. Researcher mentioned customers face problems like a lack of quality, security for internet banking, lack of personal attention etc.

Dr. Mahesh V, Manjunath H R (2021): Examined the level of satisfaction, marketing strategies and recent aims of digital market. Study found that the digital marketing encourage public relation, sales and customer service. Researcher examined the purpose of digital marketing is to satisfy customer and allow them to connect with virtue digital media. Analyst ignored the problems that customer face while using digital marketing.

Sunantha P, Dr. M. Chandran (2022): To determine the degree of customer satisfaction with digital marketing, the researcher used the One Way ANOVA test. Researcher studied how the globe and traditional marketing have been replaced by digitalization. Additionally, digital marketing offers organizations quick and simple media transmissions. The primary drawback of this survey is that it was only conducted in Chennai city, which makes it impossible to show the degree of customer's satisfaction on the bases of one city.

Bachri, S., Putra, S. M., Farid, E. S., Darman (2023): researcher examines the relationship between digital marketing and customer satisfaction after purchasing decision. The study finds that how transformation of information can impact on marketing strategies by using various digital marketing media. Study concluded with the end note, that digital marketing has a positive effect on purchasing decision and customer satisfaction.

Statement of the Problem

Digital marketing is becoming more and more popular through its brands and customer friendly services. This research looks how digital marketing has satisfied customer with the brands. The rapid growth in the field of digital marketing leads to know the growing interest in learning more about what drives people to shop online, because online purchasing has become a common practice of digital marketing. As a result, the problem statement would be "Customer satisfaction towards digital marketing".

Objective of the study

- To know the reasons behind the satisfaction of customer towards digital marketing.
- To identify the problems which are faced by the customers in digital marketing services.

Need of the study

The purpose of the study is to demonstrate how digital marketing has affected customer satisfaction and identifying the problems which are faced by the customers in digital marketing services in Belagavi city. The second-largest population in Karnataka state is found in the Belagavi district, making it one of the fastest-growing cities. The study will assist the reader in understanding the significance of having an online web presence and the importance of digital marketing.

Scope of the study

Analysing customer satisfaction towards digital marketing is the major focus of the study especially it relates to Belagavi city. The sample was collected from several areas within the coverage of Belagavi city.

Research Methodology

The study is conducted based on both primary and secondary data sources and it is analytical in nature. The researcher adopted a probabilistic simple random survey method to collect the data through a questionnaire to analyse and interpret customer satisfaction towards digital marketing. The study is mainly based on primary data, which was collected from respondents using structured questionnaires. The study is also based on secondary data, which was collected from Research papers, Articles/Journals, etc.

Hypotheses

H₀: There is no significant relationship between gender of the respondents and customer satisfaction.

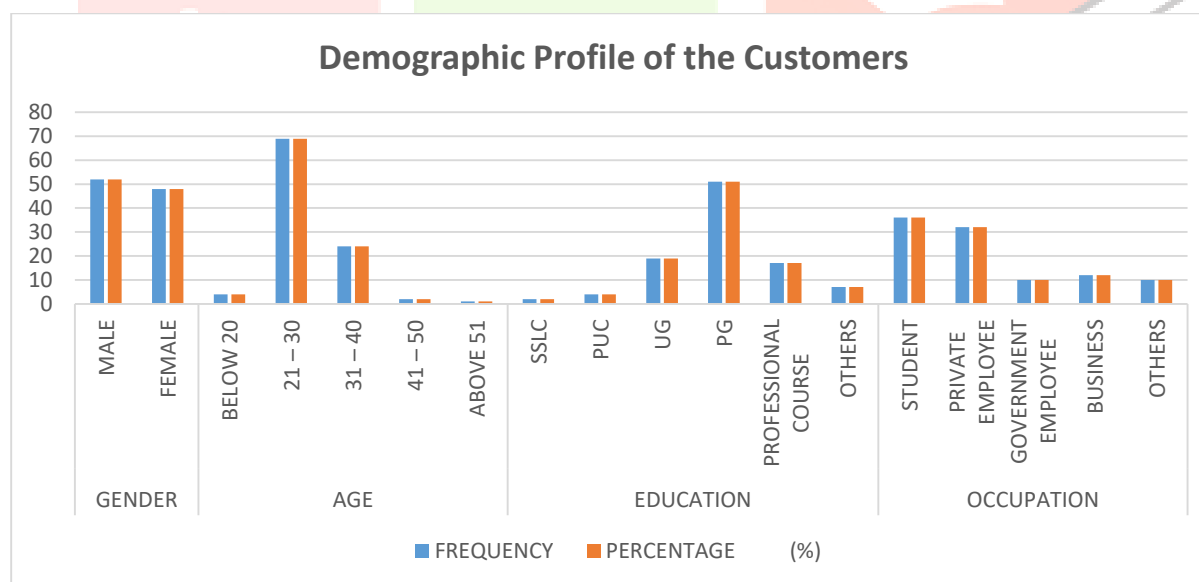
H₁: There is a significant relationship between gender of the respondents and customer satisfaction.

Limitation of the study

- The data is collected based on the questionnaire and the results of the study would be varying according to the opinions of individuals.
- The area of study and sample of study is only limited to Belagavi city and survey from 100 random respondents respectively.

Data analysis and interpretation**Table 01****Demographic Profile of the Customers**

DEMOGRAPHIC VARIABLES	CATEGORIES	FREQUENCY	PERCENTAGE (%)
GENDER	MALE	52	52
	FEMALE	48	48
AGE	BELOW 20	04	04
	21 – 30	69	69
	31 – 40	24	24
	41 – 50	02	02
	ABOVE 51	01	01
EDUCATION	SSLC	02	02
	PUC	04	04
	UG	19	19
	PG	51	51
	PROFESSIONAL COURSE	17	17
	OTHERS	07	07
OCCUPATION	STUDENT	36	36
	PRIVATE EMPLOYEE	32	32
	GOVERNMENT EMPLOYEE	10	10
	BUSINESS	12	12
	OTHERS	10	10



Source: Primary Data

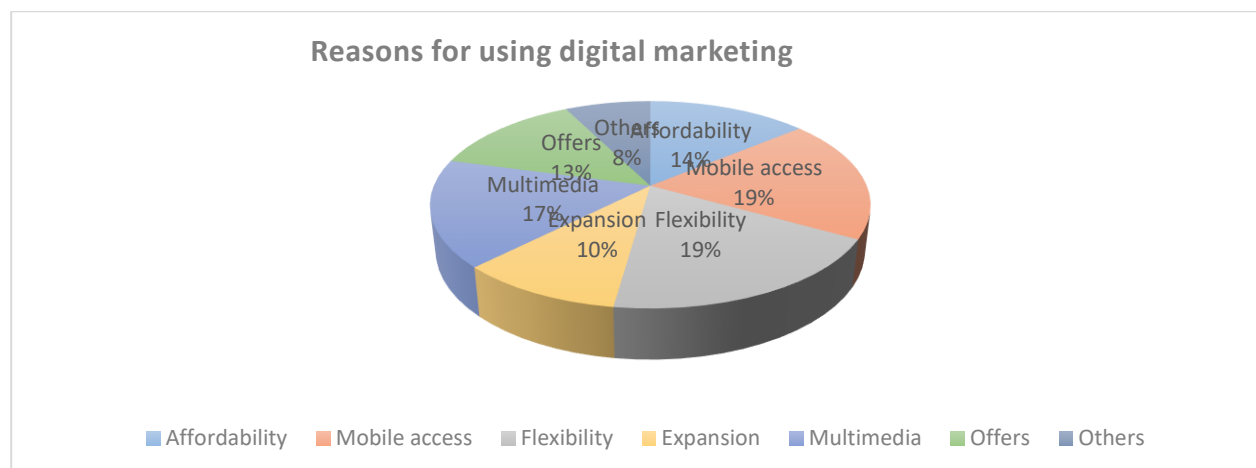
The above table shows the demographic profile of the respondents. So in that the majority of the respondents are male with 52%, age group between 21 – 30 with 69%, majority of the respondents have a qualification of PG 51%, 36% of respondents are students.

Table 02

Reasons for using digital marketing

Variables	Frequency	Percentage
Affordability	41	14
Mobile access	56	19
Flexibility	56	19
Expansion	30	10
Multimedia	49	17
Offers	39	13
Others	22	08

Source: Primary Data



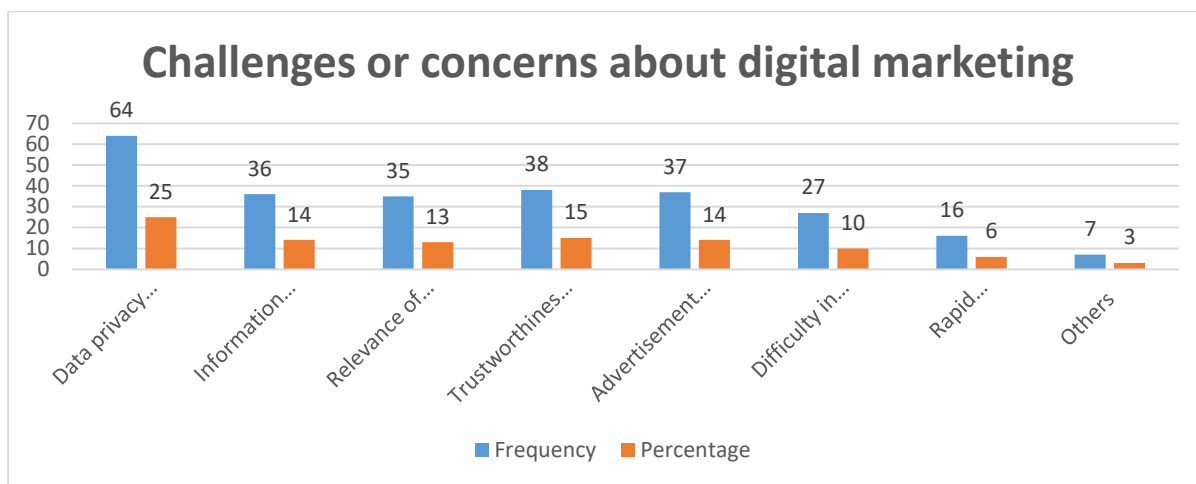
Source: Primary Data

The above table witnessed that, 56 respondents are using digital marketing because of the mobile access and flexibility, and 49 respondents are using because of multimedia this is the second highest in the data collection, however, 41 respondents using digital marketing for affordability, and 39 for offers, 30 for expansion, remaining 22 respondents falls under the others category. Here I used check box option in questionnaire for data collection.

Table 03

Challenges or concerns about digital marketing

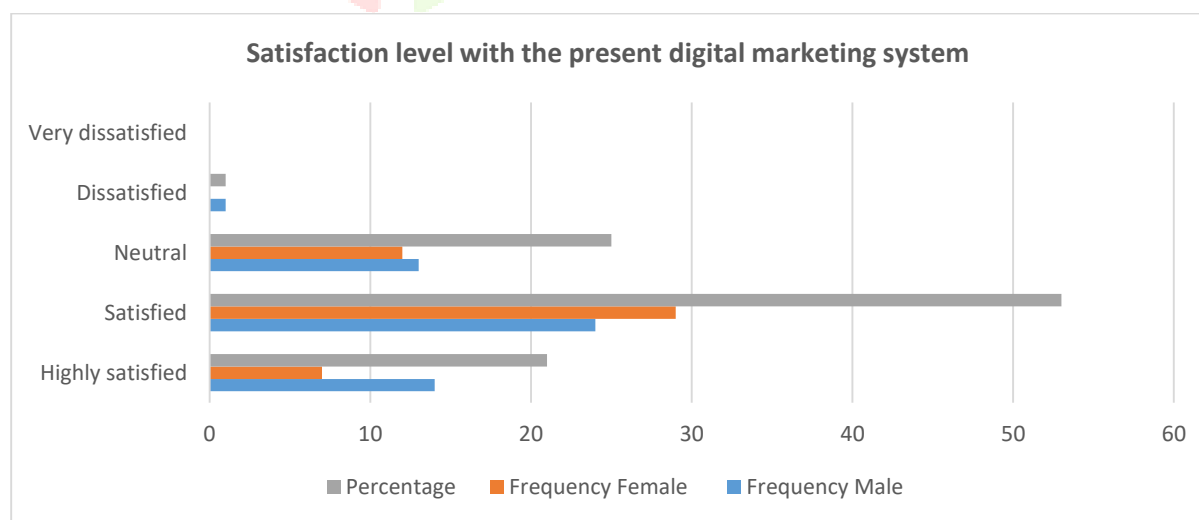
Variables	Frequency	Percentage
Data privacy and Security	64	25
Information overload	36	14
Relevance of content	35	13
Trustworthiness of sources	38	15
Advertisement being too intrusive	37	14
Difficulty in finding customer support	27	10
Rapid technology changes	16	06
Others	07	03



The above table demonstrates challenges or concerns about digital marketing, here researcher used check box option in questionnaire to collect data, and 64% respondents are facing challenge of data privacy and security, this is the major problem in digital marketing. Likewise, 38% respondents don't have trust on this platform, 37% respondents says digital platform are showing lot of advertisement that is intrusive to them. 36% respondents said the digital marketing platform has an overload information. 35% respondents not found relevance of content, 27% respondents getting difficulties in finding customer support services, 16% respondents facing problem due to rapid changes in technology in digital marketing and remaining 07% responded for others.

Table 04
Satisfaction level with the present digital marketing system

Variables	Frequency		Percentage
	Male	Female	
Highly satisfied	14	07	21
Satisfied	24	29	53
Neutral	13	12	25
Dissatisfied	01	00	01
Very dissatisfied	00	00	00



The above table demonstrates satisfaction level of customer with the present digital marketing system, so majority of the respondents i.e. 53% are satisfied and 25% respondent stands for neutral.

The table has been analyzed using One – Way ANOVA,

Anova: Single
Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	5	52	10.4	100.3
Column 2	5	48	9.6	143.3

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.6	1	1.6	0.013136289	0.911575767	5.317655072
Within Groups	974.4	8	121.8			
Total	976	9				

The table 04 shows there is no significant relationship between gender of the respondents and customer satisfaction with respect to digital marketing. The level of significance shows greater than 0.05, i.e. 5.31. The means square value is 1.6 between the groups and 121.8 in within the groups. As per the result, the null hypothesis accepted and there is a no significant relationship between gender of the respondents and customer satisfaction with respect to digital marketing.

Findings

Hypothesis	Result
H0 There is no significant relationship between gender of the respondents and customer satisfaction with respect to digital marketing.	No Significant (P >.05)

- Out of 100 respondents, 52 respondents are male and 48 respondents are females.
- Majority of the respondents have a qualification of PG 51%.
- Main reason for the customer to use digital marketing is mobile access and flexibility (38%).
- Majority of the respondents i.e. 25% answered that data privacy and Security is the biggest challenge to the customer. 15% respondents don't have trust on digital marketing.
- 53% of respondents satisfied with present digital marketing system.

Suggestion

- Majority of the respondents facing the challenge of data privacy and security in digital marketing. So the platform must take initiation to reduce these kind of problem as much as can by protecting customer data and maintaining privacy.
- More digital literacy programs should be conducted from the part of government.

Conclusion

From the study, the researcher has known that satisfaction of customer is most important in digital marketing. Satisfaction of customers depends on their behaviour and post purchase decision. The world have been moving towards digitalisation and also customer getting attachment with digitalisation. Now a days customers using digital marketing because it's providing facilities like a mobile access, flexibility, multimedia, offers and many more. Digital marketing is the communication channel between the customer and business used to get information from the market to make better decision. However, after all this customers don't have trust on digital marketing because of data privacy and security, irrelevant information, no customer support, high advertisement and many more. So the company's must take some initiations to solve these problems and also provide education and create more awareness in customers related to digital marketing.

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