

## **Effects of Digital Marketing on Customer Satisfaction in Chidambaram**

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**Abstract:** The present research had attempted to explore the effects of digital marketing on the satisfaction of the customers. The study is done among the online purchasers in Chidambaram. The respondents are selected through simple random sampling and the sample size of the study is 100. The questionnaires are used as the data collection tool. The collected data is put into analysis through regression. The findings of the study reveal that the online users were highly satisfied with digital marketing.

**Keywords:** Digital Marketing, Customer Satisfaction

## 1. INTRODUCTION

The concept of digital marketing refers to the marketing of the products and the services with the help of digital channels and technologies. The marketing of this form makes use of the internet for the purpose of promotion and makes its promotional activities through mobiles, display method of advertising and also any form of digital method which does not need any internet (P Balathandayutham and K Anandanatarajan, 2020). The institute for digital marketing had referred digital marketing as the usage of digital methods to develop a targeted, measurable and an integrated communication that facilitates the acquisition and retention of the customers at the time of establishing relation with them, according to Wymbs (2011).

The satisfaction of the customers become the ultimate aim of any business organization as, any form of business can exist only with the help of its customers. The survival and growth of any business depends on the awareness regarding this concept. It is essential to remember that the profitability of an organization depends greatly on the satisfaction of its customers. The satisfaction of the customers is a state of psychology.

## STATEMENT OF THE PROBLEM

The operations through electronic methods had attracted enhanced benefits and interests in several aspects because of its optimistic effects over the business firms, ease in utility, operational portability and convenience. All the business organizations in the entire world have adopted to the digital technologies for the operations of its core business activities. On the other hand, the customers are searching for ways to meet their needs with ease without making any additional expenses

## OBJECTIVES

The objective of this study is to find out the effect of digital marketing on customer satisfaction in Chidambaram.

## 1.2 REVIEW OF LITERATURE

Bukoye Josiah Ayoola and Dr Umar Abbas Ibrahim (2020) had examined the impact of digital marketing on the customer satisfaction. The study was done in the context of the airline services of Nigeria. The data needed for the study was done through a survey. The sample population of the research included eighteen domestic airlines from which the authors selected 6 as the sample for their study on the basis of the data that those six airlines were the active airlines of Nigeria. The respondents of the study were 100 customers who were administered questionnaires for collecting data. Analysis of the data was done using mean, standard deviation, tables and regression. The outcomes of the analysis showed that e-mail marketing, marketing through social media and optimization of search engine had an optimistic impact over the satisfaction of the customers among the airline services of Nigeria. The authors concluded that online marketing had an optimistic effect over the customer satisfaction of the Nigerian domestic airlines.

Onobrakpeya A. Stanley & Mac-Attama A. Chinelo (2017) had examined the improvement of the customer satisfaction by way of online marketing among the Nigerian

banks of depositing money. The improvement of the digital techniques had made it essential for the organizations to make a think-over of the way in which they carry on their business as the customers were making a shift over to the digital methods. The main aim of this research article was to examine the impact of online marketing on the customer satisfaction in the Nigerian banks. The sample size of the study was 214 staffs of certain banks of Warri Metropolis, Delta State of Nigeria. The design of the study was cross-sectional. The analysis of the data was done by employing correlation, multiple regression and simple percentage. The outcomes of the analysis showed that marketing through e-mail had the greatest level of optimistic influence over the satisfaction of the customers in the Nigerian banks. In other words, the customers wished to have regular way of communication through e-mail as regular communication gives them satisfaction and value to the product. The authors had concluded that the firms which are having excellent quality of website contents were given higher ranks for search engine.

### 1.3 RESEARCH METHODOLOGY

The current study exhibits the impact of digital marketing on the satisfaction of customers. The study is done among the online purchasers in Chennai. The simple random sampling technique is used to select the respondents of the study and they are administered questionnaires to collect the data needed by the author of this paper. The sample size of the study is 100. The analysis of the collected data is done by performing regression analysis.

### 1.4 ANALYSIS AND INTERPRETATION

**Model Summary**

R	R Square	Adjusted R Square	F	Sig.
0.803(a)	0.645	0.626	34.104	.000(a)

a Predictors: (Constant), Digital Marketing

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.715	.254		6.763	.000
The information given about the product brand on the Digital sites is trustworthy.	.193	.045	.276	4.304	.000
Additional care is given to protect the privacy of the consumers using the product	.235	.048	.387	4.887	.000
The consumers perceive that the information given in Digital sites are reliable	.174	.043	.284	4.036	.000
Digital marketing helps the marketing professionals to enhance their sales easily.	.129	.047	.201	2.779	.007
I feel safe and secure while shopping online	-.179	.039	-.292	-4.595	.000

Dependent Variable: Customer Satisfaction

Findings show that all statement of Digital Marketing was significant. The table also shows a positive coefficient, which means that between all the statements was influence on the Customer Satisfaction in Chidambaram. There was a relation found between the dependent variable and the digital marketing. The analysis done through regression exhibits that among five factors three factors was influence over the customers satisfaction. The coefficient value, R<sup>2</sup>, was found to be 0.645 through multiple regression, which shows that 64.5% of the independent variables had an influence on the customer satisfaction of chidambaram online users. In order to examine whether the value of coefficient (R<sup>2</sup>) is significant or not, ANOVA was executed. The F value so got was 34.104 which means p<0.000. This finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that digital marketing was seen to predict customer satisfaction. Findings show that the customer satisfaction of the online users is highly influenced by their digital marketing.

### **1.5 CONCLUSION**

The world is full of digitalization and this digitalization had transformed life of people as well as of the business. The transformation of life and of business is affected by the innovation in technologies like the speed of internet, smart products, technology and the changes in the behaviors and demands of consumers. The present research study presents some theoretical arguments and also the empirical evidence for exhibiting the optimistic impact of the richness of media and the social presence on the satisfaction of the customers in the context of digital services. Findings of the study exhibits that, the online users were highly satisfied with digital marketing.

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