

A Study on Customer Satisfaction Towards Digital Marketing with Special Reference to Coimbatore City

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Abstract

This study analyzes important elements including ease, trust, transparency, and customisation to look at how digital marketing affects customer happiness. Through the use of structured surveys, the study draws attention to the positive and negative aspects of digital marketing, such as increased accessibility and participation as well as worries about intrusive advertising and data protection. Age affects online shopping behaviour, according to statistical data, highlighting the necessity of focused tactics. According to the study's findings, companies should prioritize interactive content, ethical data handling, and personalization in order to increase consumer happiness and cultivate enduring loyalty in the cutthroat digital market.

Keywords : Digital Marketing, Customer Satisfaction, Personalization, Trust, Consumer Engagement, Online Advertising.

Introduction

Digital marketing is the practice of promoting products, services, or brands using digital channels and technologies, primarily through the internet. It includes methods such as social media marketing, email marketing, search engine optimization (SEO), content marketing, online advertising, and more. Unlike traditional marketing, digital marketing allows businesses to interact directly with their audience, track performance in real time, and reach specific groups based on interests, location, behavior, and other factors. It plays a vital role in today's business world, where most consumers are active online.

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. 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.

Review of Literature

- 1. Singh, A., & Kaur, M. (2022):** "Social Media Marketing and Its Influence on Customer Satisfaction in India" This research investigates the impact of social media marketing on customer satisfaction. It reveals that interactive posts, timely responses, and engaging campaigns on platforms like Instagram and Facebook significantly boost customer satisfaction.
- 2. Anderson, E., & Park, S. (2023):** "The Influence of Mobile Marketing on Customer Satisfaction" This research investigates how mobile-friendly content and applications affect customer satisfaction. The study found that seamless user experiences and targeted mobile ads significantly enhance satisfaction levels.
- 3. Thomas, R., & Patel, S. (2023):** "Consumer Perceptions of AI-Powered Digital Marketing Tools" The study examines customer reactions to AI-driven chatbots and recommendation systems in digital marketing. Results show that customers appreciate quick, personalized assistance, which improves satisfaction and brand trust.
- 4. 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.
- 5. 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.
- 6. 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.
- To examine the effectiveness of different digital marketing strategies in influencing customer decision-making.
- To assess the role of trust and transparency in shaping customer perceptions of digital marketing.

- To analyze customer preferences regarding data privacy and personalized advertising in digital marketing.

Scope of the study

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

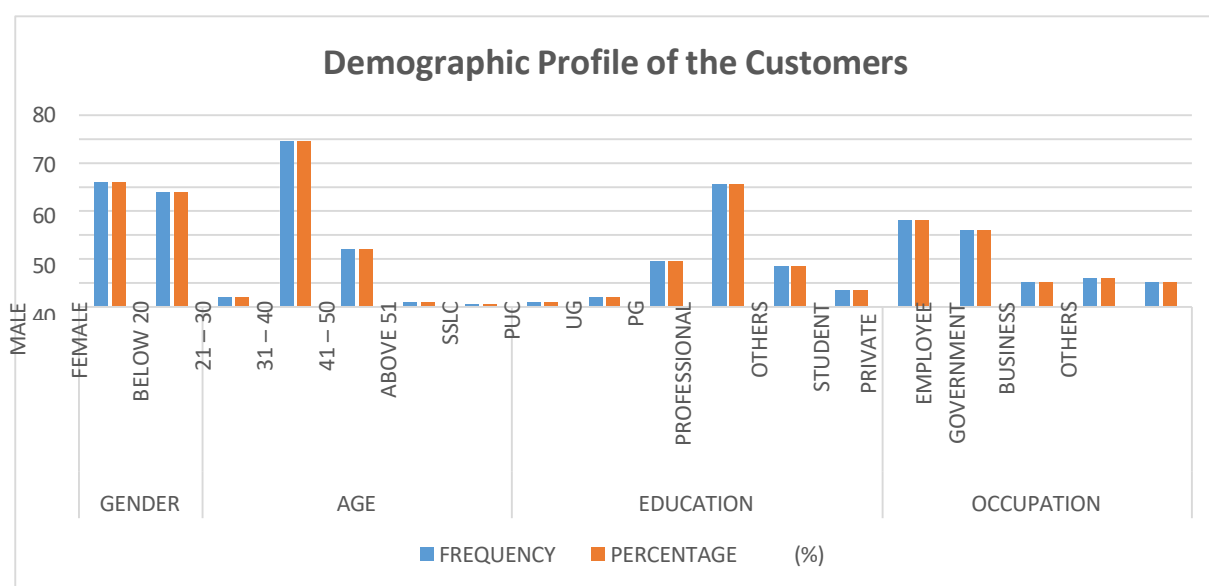
Data analysis and interpretation

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.

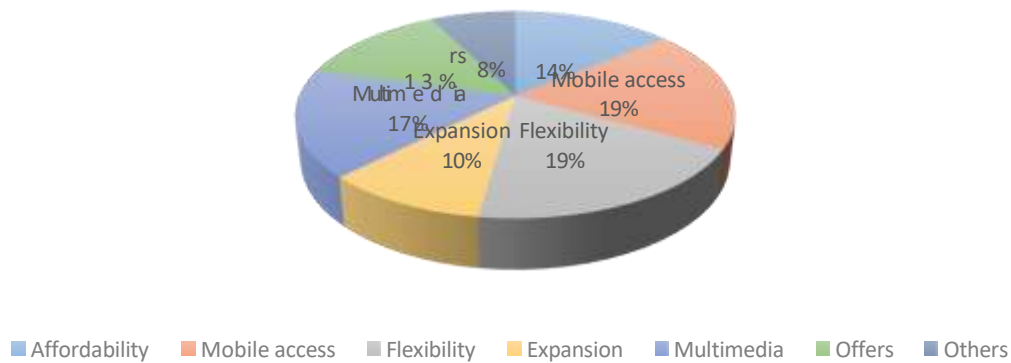
Table 02

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

Reasons for using digital marketing



Source: Primary Data

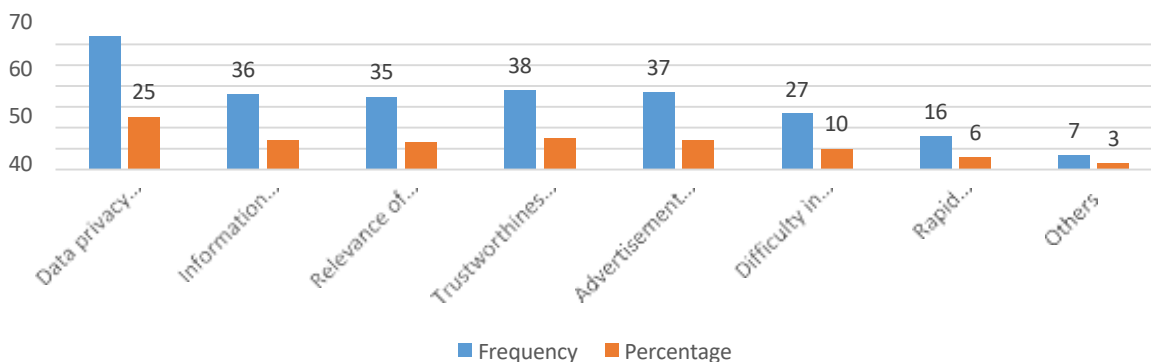
The above table witnessed that, 56 respondents are using digital marketing because of the mobile access and flexibility, and 49 respondents are using because of multimedia this is the second highest in the data collection, however, 41 respondents using digital marketing for affordability, and 39 for 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

Challenges or concerns about digital marketing

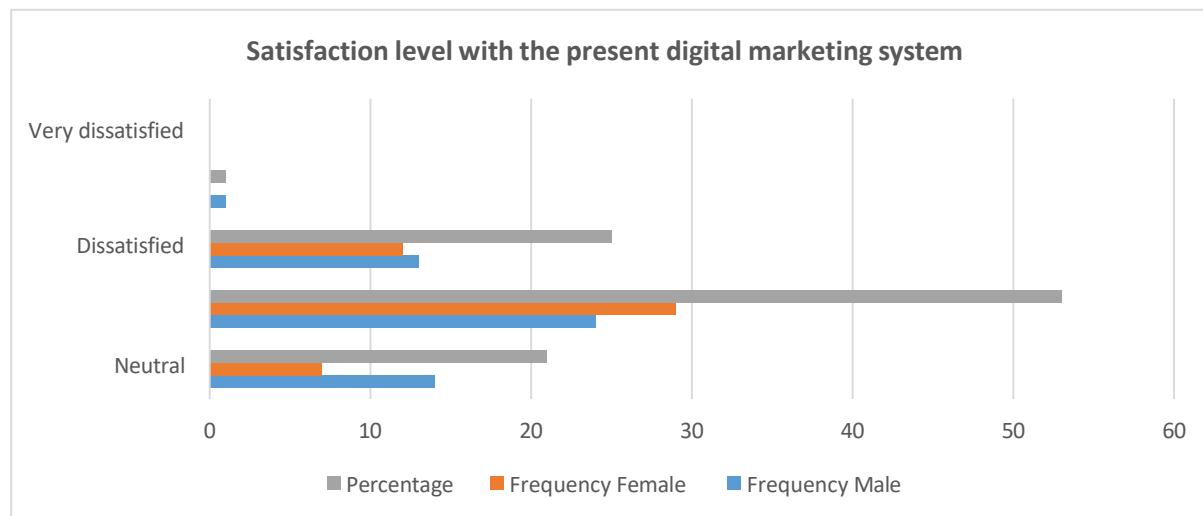


The above table demonstrates challenges or concerns about digital marketing, here researcher used check box option in

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.

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)

Findings

- 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

Digital marketing has transformed the way businesses connect with their audience, offering powerful tools to reach, engage, and convert customers across digital channels. Unlike traditional marketing, it provides measurable results, real-time feedback, and the ability to tailor messages to specific audiences. As technology and consumer behavior continue to evolve, digital marketing remains essential for brand visibility, customer engagement, and business growth. To stay competitive in today's digital world, businesses must continuously adapt and innovate their digital marketing strategies.

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