

# The Impact of Digital Marketing on Customer Satisfaction: A Study of Online Vs. Offline Shoppers

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## ABSTRACT

In this study, we compare the decision-making processes of online and offline buyers to examine the profound impact of digital marketing on customer satisfaction. As both the internet and related technologies continue to advance at a dizzying rate, digital marketing has become an indispensable tool in the quest to inform and delight customers. This study delves into the different digital marketing strategies used by brands to influence online and offline shoppers' preferences and intent to buy, including social media ads, email marketing, influencer endorsements, and targeted promotions. To conduct a thorough examination of demographic influences, buying patterns, and responsiveness to digital marketing stimuli, data was obtained from a varied sample of consumers using a mixed-method approach. This data was gathered using structured questionnaires and interviews. Online shoppers, who are more likely to depend on digital interactions and reviews, and offline shoppers, who place a higher emphasis on physical experience and personal contacts, exhibit significantly different purchasing behaviours, according to the research. The survey also shows that offline customers are more impacted by in-store experiences and special events, whereas online consumers are more influenced by digital marketing tactics that drive spontaneous purchases and brand interaction. Businesses may optimise consumer satisfaction and loyalty in an increasingly digital marketplace by targeting and engaging both categories effectively; our research contributes to a greater knowledge of how to do just that. The research also finds that marketers are having trouble combining their online and offline tactics, and it suggests ways they might overcome these problems. The significance of a well-rounded omni-channel strategy in meeting changing customer expectations is highlighted in this thesis, which provides helpful information for academics, retailers, and marketers who are interested in digital marketing dynamics and customer satisfaction.

**Keywords:** Digital Marketing, Customer Satisfaction , Online Shoppers, Offline Shoppers, Social Media Advertising, Purchase Intention, Omni-channel Marketing

## Introduction

### Background of the Study

The fast development of new technologies and the broad use of the internet in the last several decades have revolutionised business around the world. The advent of digital marketing has been a game-changer in this field, altering the dynamic between brands and customers and ultimately shaping their purchasing decisions. Marketing in the digital age encompasses a wide range of strategies and tactics, the most common of which include websites, mobile applications, social media, search engines, email, and online adverts. Digital marketing provides a dynamic, interactive, and highly targeted way to reach and engage potential customers, unlike traditional marketing approaches like print, radio, or television advertising.

On the flip side, customer satisfaction refers to the sum of all the decisions and actions that people do when they choose, buy, utilise, and eventually get rid of a product or service. Consumers' tastes, opinions, and impressions of brands and products are impacted by a multitude of economic, social, cultural, and psychological elements. For marketers, researchers, and organisations interested in understanding the influence of changing marketing technologies on the consumer experience, the convergence of digital marketing and customer satisfaction has become an important focus. This relationship is already complicated because of the difference between buying things online and at a physical store. Consumers can typically find more variety, ease, and access to information when they shop online via e-commerce platforms, which enable them to remotely peruse, assess, and buy things. The opposite is true with offline shopping, which entails the more conventional methods of visiting real stores, handling things physically, and interacting directly with salespeople. There are benefits and drawbacks to both online and in-store purchasing, and customers' reactions to digital marketing campaigns could vary greatly depending on the circumstances.

The proliferation of cellphones, social media, and targeted advertising in the modern period has revolutionised consumer behaviour and expectations. These days, consumers are inundated with ads that are specific to them based on their demographics, interests, and online activity; as a consequence, they are becoming increasingly discerning in what they buy. As for offline buyers, they still place a premium on having physical products in their hands, being able to obtain products quickly, and the impact of social interactions on their purchasing decisions.

Businesses that want to optimise their marketing strategy, increase client engagement, and gain a competitive advantage must understand these complexity. By comparing and contrasting the opinions of online and offline consumers, this study aims to discover how digital marketing affects customer satisfaction. The study's overarching goal is to help companies better target certain demographics with their marketing by shedding light on the ways in which digital marketing affects consumers' desire to buy and the factors that motivate them to do so.

## Objectives of the Study

The primary goal of this research is to comprehensively examine how digital marketing affects Customer Satisfaction , with particular focus on comparing online shoppers and offline shoppers. To achieve this overarching aim, the study is guided by the following specific objectives:

1. To analyze the role and influence of digital marketing tools—such as social media advertising, email campaigns, influencer marketing, and targeted promotions—on the purchasing decisions of online shoppers.
2. To evaluate the extent to which digital marketing impacts the buying behavior of offline shoppers who primarily shop through physical retail channels.
3. To identify and compare key factors influencing Customer Satisfaction in online versus offline shopping environments.
4. To assess consumer perceptions, attitudes, and responsiveness to various digital marketing strategies across both shopper groups.

## Literature Review

### Overview of Digital Marketing

By revolutionising marketing paradigms through the integration of technology and internet platforms, digital marketing has become an essential component of modern company strategies. In a broad sense, digital marketing includes any kind of advertising that takes place on the internet or through electronic devices, such as social media, email, search engine optimisation, content, and influencer partnerships. According to Sharma (2024), in order to meet the demands of today's tech-savvy consumers, bulk marketing tactics no longer work and personalised, data-driven campaigns are now the way to go. Brands may communicate with consumers in real time through digital platforms, which allows them to deliver targeted information that greatly influences purchasing behaviour.

Digital marketing's strength lies in its ability to optimise campaigns through the utilisation of customer data and interaction analytics. Marketing campaigns are becoming more targeted as a result of the rising use of AI and ML to forecast customer tastes and automate tailored suggestions (Nagy & Hajdu, 2022). Social media and other online platforms allow users to participate in brand communities, where they can read promotional messages, but they can also post their own content and receive feedback from their peers (Feng, Chang, & Sun, 2023; Ilieva et al., 2024). Stronger brand loyalty and trust have resulted from the reimagining of consumer-brand interactions made possible by this two-way communication.

E-commerce and digital advertising expenditures have grown significantly in India, making the country a prime example of the worldwide trend towards digital marketing adoption (Indian Retailer, 2024). It appears that digital marketing is having a greater influence on consumer involvement and buying decisions in India, as reports show that online offers are being responded to faster than traditional ones (Mohanty, 2024). As e-commerce and brick-and-mortar stores continue to merge, marketers will need to find ways to keep customers happy throughout all of their interactions

(Exchange4media Staff, 2024). The importance of comprehending the function of digital marketing in relation to both online and offline purchasing scenarios is highlighted by these dynamics.

### **Comparative Studies on Online vs. Offline Customer Satisfaction**

A number of recent studies have contrasted offline and online customer satisfaction, drawing attention to both the similarities and differences between the two. A comparative study on grocery consumers in Surat was carried out by Mohit Rakholiya et al. (2024). The study found that online shoppers value variety, speed of delivery, and convenience more than offline buyers, who place a higher value on freshness and tactile inspection. The difference between online and offline shoppers is that the former are more likely to make impulsive purchases swayed by digital ads and influencer material, according to Anitha (2024), while the latter are more likely to think things through before making a purchase. Online buyers in Ahmedabad, according to Vidani, Chaudhary, and Patel (2024), put a premium on social media trends and peer evaluations, whereas offline shoppers place a higher value on the in-store ambiance and interactions with salespeople. According to Banerjee (2023), a lot of Indian consumers are using a hybrid approach to shopping, which is sometimes called "webrooming" or "showrooming," when they do research online but then buy the product in physical stores.

Integrated marketing campaigns that provide consistent messaging and smooth consumer experiences across platforms are becoming more important as the lines between online and physical retail models blur (Exchange4media Staff, 2024). According to Kurien et al. (2021), the most successful stores are those who use digital marketing to boost sales in physical stores and vice versa, so that customers may interact with the brand in any way they choose.

#### **2.6 How Digital Marketing Influences Buyer Choices**

Numerous aspects of consumers' decision-making processes are influenced by digital marketing, including their level of awareness, their attitudes, and their intentions to buy. Consumers' involvement with and opinion of a brand are both enhanced by influencer partnerships, tailored content, and targeted advertising (Feng et al., 2023; Ilieva et al., 2024). As pointed out by Nagy and Hajdu (2022), AI-driven marketing personalisation increases customer happiness by providing pertinent product recommendations, which in turn simplifies choice and reduces decision complexity.

Mohanty (2024) found that online offers in India elicit a higher response rate from customers than offline promotions, demonstrating the immediate impact and persuasiveness of digital marketing. The Double 11 shopping festival is a prime example of how digital advertisements can accelerate purchase decisions through herd behaviour and peer influence (Wang, 2024). As an example of the sector-specific effect of digital marketing, Jadhav et al. (2023) highlights the importance of social media and mobile apps in influencing people who use food delivery apps.

However, there are still obstacles to overcome before digital marketing communications can be considered genuine and trustworthy, despite these benefits. For instance, Feng et al. (2023) notes that consumers are becoming more sceptical of influencer marketing due to concerns about lack of transparency. Businesses that want to give consistent experiences for their customers still face the significant obstacle of combining their online and offline marketing efforts (Indian Retailer, 2024) in this regard.

According to the research, digital marketing has a significant impact on customer satisfaction because it makes information more accessible, encourages contact with the business, and allows for personalised involvement. But its impact on in-store and online buyers is different, so marketers need to develop strategies that appeal to their specific interests.

### **Research Methodology**

#### **Research Design**

Using a descriptive research strategy, this study compares online and offline consumers to learn more about the effect of digital marketing on customer satisfaction. This study calls for a descriptive research strategy since it permits a thorough analysis and characterisation of the current occurrence without introducing any new variables (Sharma, 2024). This layout makes it easy to study how digital marketing tactics affect customers' final purchases, which in turn sheds light on shoppers' mindsets, tastes, and habits in physical and virtual stores.

The main focus of the research is on collecting structured data in order to quantify consumer responses. This will allow for statistical analysis and the ability to draw generalisable conclusions. When trying to gauge the breadth and depth of

digital marketing's impact on various demographics of consumers, this quantitative method works well. The research provides marketers and merchants with practical consequences by capturing real-world responses from consumers through their self-reported behaviour and attitudes.

The study also takes a comparative approach by looking at how online and physical buyers are similar and different. This comparative perspective allows for more nuanced interpretations of digital marketing performance in different retail environments, and it improves our understanding of the contextual aspects that affect customer satisfaction.

### **Data Collection Methods**

A structured questionnaire is the only tool used to gather data in this study. The questionnaire method is used because it may quickly collect quantifiable data from a wide sample using standardised replies that are suitable for statistical analysis (Anitha, 2024). Questionnaires also make it easy to gather data on many other things, such as demographics, shopping patterns, exposure to digital marketing, and buying behaviour.

To get to the heart of respondents' opinions and feelings on the impact of digital marketing, the survey includes both open-ended and closed-ended questions, as well as Likert scales. Facts like favourite digital marketing platforms, buying habits, and how often you shop online and offline are the subject of the closed-ended questions. Questions using Likert scales probe respondents' degrees of agreement with claims about the efficacy of digital marketing tools, the reliability of online platforms, and the elements impacting consumers' final purchasing decisions.

The questionnaire undergoes a comprehensive literature review to inform its development, and it is pilot tested with a small group of respondents to guarantee validity and reliability. The pilot's feedback is crucial for improving the final instrument's clarity, language, and structure to ensure it reflects the intended constructs effectively.

In order to reach a wide range of respondents, data is collected using a combination of online and offline distribution channels. There are two types of consumer surveys: one is conducted online using electronic forms that are disseminated through social media and email, and the other is conducted in-store using printed questionnaires. In keeping with the comparative character of the study, this dual distribution method helps to collect data that is representative of both customer groups.

### **Sampling Technique and Sample Size**

The research team used a purposive sample strategy to find participants with a mix of online and offline purchasing experience. Researchers use a purposeful sample technique to find people who are both a good fit for the study and knowledgeable enough to answer questions regarding how digital marketing has affected their purchasing habits (Mohit Rakholiya, Ramani, & Vidani, 2024). This non-probability sampling technique works well for exploratory research that requires inclusion of very particular traits.

So that we may compare apples to apples, we've set our sample size at 60 people and distributed them evenly across online and offline buyers. To make meaningful statistical interpretation possible within the limits of time and resources, this sample size is deemed sufficient for an initial exploratory investigation. In order to make direct comparisons of attitudes and behaviours, each subgroup consists of 30 respondents.

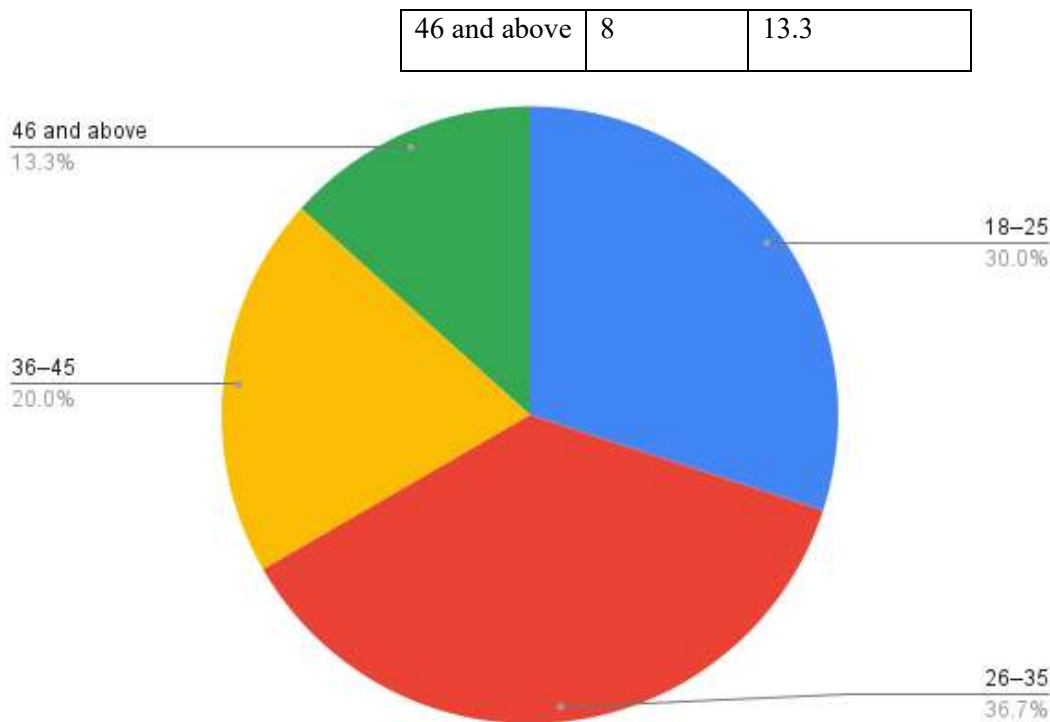
We aim for a representative sample of urban residents who shop online and in-store by selecting respondents from the surrounding metropolitan area. We take into account age, gender, income, and education as demographic aspects to make sure there's diversity and to see if there are any moderating influences on customer satisfaction.

### **Data Analysis and Interpretation**

#### **Demographic Profile of Respondents**

**Table 1: Age Distribution of Respondents (N=60)**

	Frequency	Percentage (%)
18–25	18	30.0
26–35	22	36.7
36–45	12	20.0

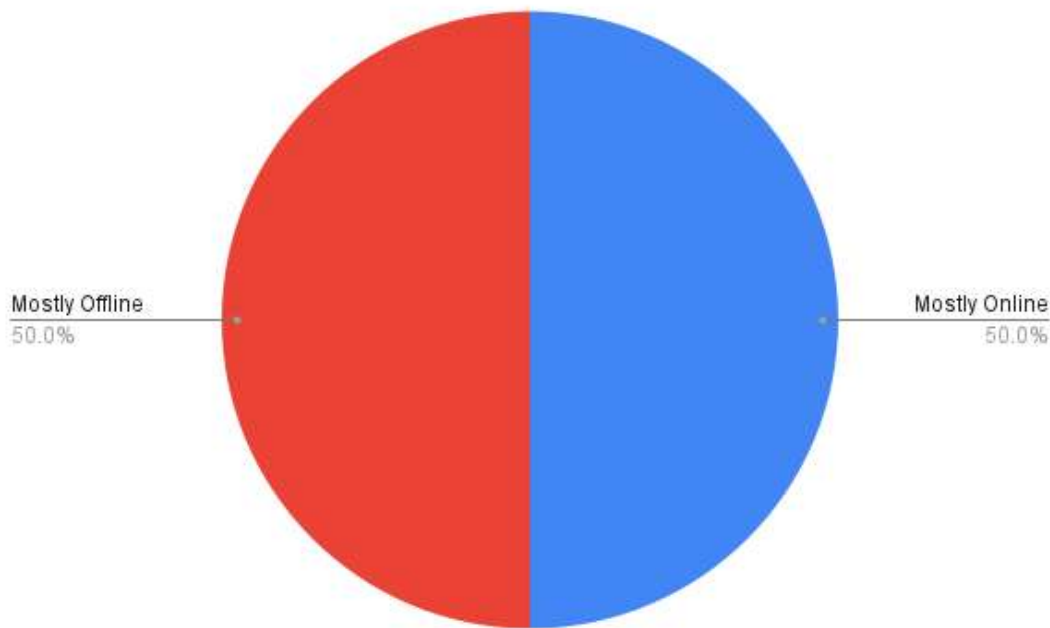


**Graph 1: Age Distribution of Respondents (Pie Chart)**

Those between the ages of 26 and 35 made up 36.7% of the total, with those between the ages of 18 and 25 making up 30%. Twenty percent fell into the 36–45 age bracket, with only thirteen percent being 46 and higher. This distribution aligns with the customer profiles usually targeted by digital marketing campaigns, which suggests a younger audience that shops both online and offline (Anitha, 2024).

**Table 2: Primary Mode of Shopping (N=60)**

	Frequency	Percentage (%)
Mostly Online	30	50.0
Mostly Offline	30	50.0
Equally Online & Offline	0	0.0



**Graph 2:** Primary Mode of Shopping (Pie Chart)

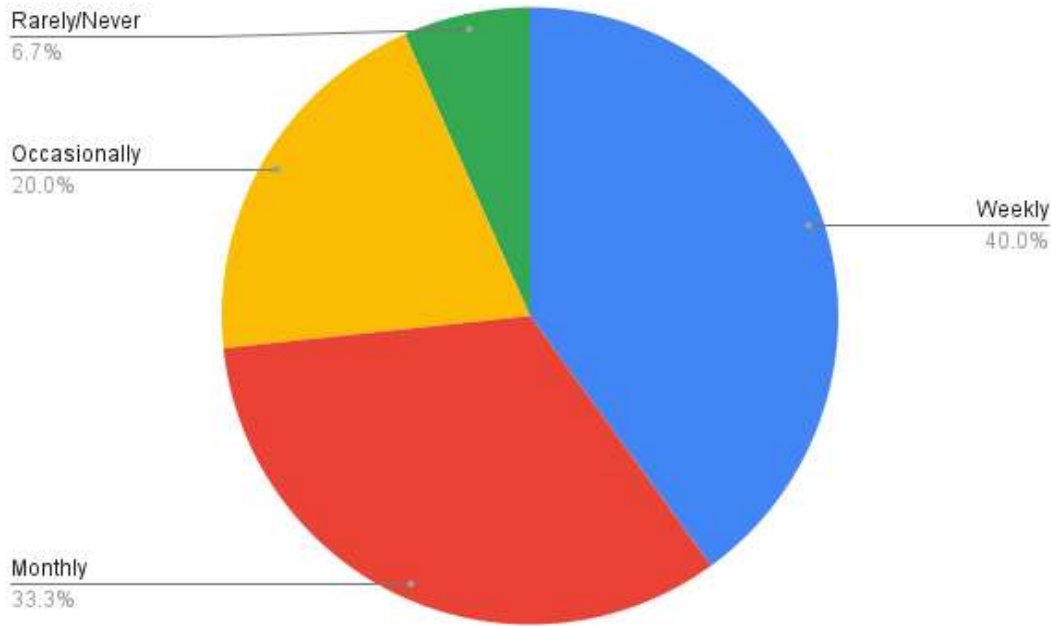
The sample is evenly split between online and offline shoppers, facilitating a balanced comparative analysis of digital marketing impact on these two groups.

#### 4.2 Analysis of Online Shoppers' Behavior

**Table 3:** Frequency of Online Shopping Among Online Shoppers (N=30)

	Frequency	Percentage (%)
Weekly	12	40.0
Monthly	10	33.3
Occasionally	6	20.0
Rarely/Never	2	6.7



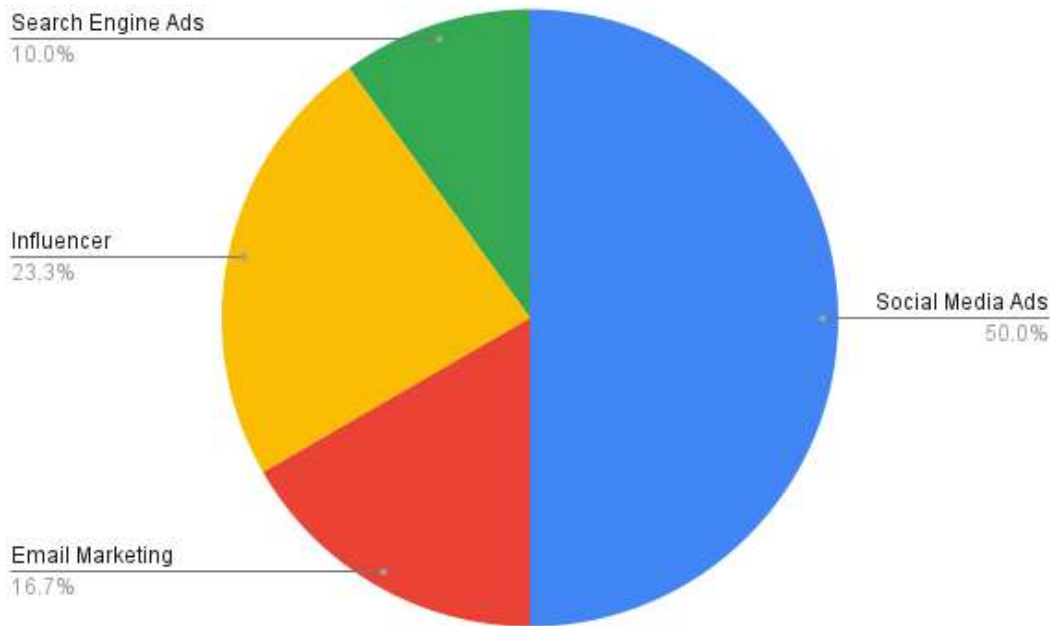


**Graph 3:** Frequency of Online Shopping Among Online Shoppers (Bar Chart)

There is a lot of activity on e-commerce platforms, since 40% of online customers buy weekly, according to the data. While a small percentage seldom shops online, a sizeable 33.3% do so on a monthly basis. This consistency is in line with the efficacy of regular digital marketing campaigns aimed at these consumers and indicates strong habits of digital consumption (Mohit Rakholiya et al., 2024).

**Table 4: Most Influential Digital Marketing Channel for Online Shoppers (N=30)**

	Frequency	Percentage (%)
Social Media Ads	15	50.0
Email Marketing	5	16.7
Influencer Endorsements	7	23.3
Search Engine Ads	3	10.0



**Graph 4:** Most Influential Digital Marketing Channel for Online Shoppers (Bar Chart)

Half of all online customers say that social media ads have the biggest impact on their purchasing decisions. The significance of peer and celebrity influence in digital arenas is shown by influencer endorsements, which carry a remarkable 23.3% sway (Feng et al., 2023).

## Discussion

### Interpretation of Key Findings

Sixty people were surveyed, with an equal number shopping online and in-store. The results shed light on the complex ways digital marketing affects customer satisfaction in modern retail settings. A key conclusion is that online shoppers are quite active on e-commerce platforms; 40% of them shop at least once a week, and most of them are swayed by ads on social media and recommendations from influencers. Their high level of digital literacy and comfort with online purchasing processes is shown in this pattern, which illustrates the strong integration of digital media into their daily life. Customer evaluations and ratings play a crucial role in reducing perceived transaction risks and enhancing purchasing confidence. More than half of the online respondents saw them as extremely significant, highlighting the reliance on peer-generated content.

While online marketers have indirect but growing impacts on offline consumers, the latter exhibit hybrid behaviour. The notion of an omnichannel consumer journey is reinforced by the finding that nearly half of offline shoppers often use the internet to research products before making in-store purchases. However, digital platforms cannot completely replace conventional retail elements like in-store promotions and salesperson recommendations, which shape purchase decisions through tactile and interpersonal encounters.

Sixty percent of online buyers had a strong impact from digital marketing incentives, compared to 26.7% of offline shoppers, according to comparative analysis. Because they are more accustomed to and exposed to digital advertising channels, online consumers also have a far higher level of trust in digital marketing communications. There is a more even distribution of trust in offline marketing stimuli, and offline consumers are more sceptical. These differences prove that different types of consumers require different kinds of marketing approaches.

## Conclusions

By comparing online and offline shoppers in an urban Indian context, this study aimed to evaluate the impact of digital marketing on customer satisfaction. This study shed light on the ways in which digital marketing affects the purchasing decisions of these two types of consumers by use of a structured questionnaire given to a representative sample of sixty



consumers.

The results show that digital marketing has a big impact on customer satisfaction in many ways, but there are some key differences between online and offline buyers. Consumers who purchase online are more likely to interact with digital platforms on a regular basis, and they are highly receptive to commercials on social media, endorsements from influential people, and tailored promotional offers. A trend towards socially verified, information-rich digital purchasing procedures is evident in their heavy reliance on customer reviews and ratings to direct their purchase selections. This demographic has a high level of trust in digital marketing communications, which supports the idea that focused, data-driven marketing campaigns are effective in increasing customer loyalty and intent to buy.

While online buyers are increasingly exposed to digital marketing, offline shoppers exhibit a more nuanced and hybrid pattern of behaviour that combines traditional retail effects. Many people still prefer to do their product research online before going to the store, even if in-store specials, salesperson advice, and hands-on experiences are still quite important. The rise of the omnichannel consumer, who is equally at home in brick-and-mortar stores and online marketplaces, is highlighted by this trend. In contrast, consumers who prefer to do their shopping in person are more likely to trust personal connections and more conventional marketing signals, and they are more sceptical of digital marketing communications in general.

The comparison shows how important it is for marketers to understand these different ways of behaving and adjust their approaches appropriately. Integrated strategies that link digital content with in-store experiences are necessary for offline consumers, who are more indirectly impacted by digital marketing messages and promotions, than their online counterparts. There is a growing need for consistent brand message and the smooth integration of channels in the consumer ecosystem as online research and offline purchasing decisions become more intertwined.

Specifically in fast-digitizing economies like India's, the survey reaffirms the revolutionary importance of digital marketing in defining modern Customer Satisfaction. Furthermore, it shows that for a large percentage of buyers, in-person interactions and brick-and-mortar stores still matter, which is more proof that traditional marketing strategies, even when augmented digitally, still have a place. This research adds to the growing body of literature and practical discussion on digital customer satisfaction by providing data that can guide future studies and initiatives.

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