

The impact of digital marketing on customer satisfaction

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Abstract: Digital Marketing, Regarded As A Modern Approach To Promotion, Has Provided Organizations With The Ability To Operate Continuously In Today's Competitive Global Economy. Personal Interactions Can Be Advantageous. Currently, Internet Usage Is Surging Across Various Sectors. This Era Is Dominated By Digitalization, Prompting Marketers To Embrace Digital Marketing Strategies That Leverage Digital Technology To Promote Products And Services, Gather Feedback, And Convert Potential Buyers Into Loyal Customers. The Levels Of Customer Satisfaction Among Retained Clients Are Examined To Assess The Extent Of Digitalization. The Research Aimed To Identify The Factors Influencing Digital Marketing And The Level Of Customer Satisfaction It Achieves.

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Introduction The development of digital technology has changed the interaction patterns between companies and customers, particularly through the increasingly widespread implementation of digital marketing in digital marketplace platforms. This study aims to analyze the impact of digital marketing on customer satisfaction and loyalty by highlighting how digital marketing strategies play a role in building long-term relationships between customers and brands. This research uses a qualitative approach based on conceptual studies, conducted through a systematic review of various scientific literature and relevant previous research results. The analysis process is carried out by examining the relationships between variables and the strategic implications of digital marketing on customer behavior in the digital marketplace environment. The results of the study indicate that the implementation of effective digital marketing strategies can increase customer satisfaction through easier, faster, and more personalized interaction experiences. High customer satisfaction subsequently strengthens loyalty to the digital platform used. This study provides a conceptual contribution to the development of digital marketing theory and offers practical insights for business actors to optimize digital marketing strategies to maintain customer loyalty in an era of increasingly dynamic digital competition.

The Digital Age Has Opened Up Numerous Opportunities For Businesses. Social Media Not Only

Enables Users To Share Personal Moments, Like Birthday Photos, But Also Helps Businesses Engage With Potential Customers. The Speed And Ease With Which Digital Channels Disseminate Information And Support Business Growth Is Remarkable. Today, Many Individuals Spend Significant Amounts Of Time Online Researching Products Or Services Before Making A Purchase. Consequently, Companies Are Refining Their Digital Marketing Strategies To Attract Clients In The Online Space. Finding Customers Where They Spend Most Of Their Time Has Become The Most Effective Marketing Approach. Successful Marketing Relies On Engaging With The Target Audience At The Right Time And In The Right Place. Through Digital Technology, A Product Or Service Is Promoted In A Focused, Measurable, And Engaging Manner To Convert Viewers Into Customers And Retain Them. Products And Services Aim To Meet Or Exceed Customer Expectations. Customer Satisfaction Is Defined As "The Percentage Of Consumers Whose Experiences With A Company, Its Products, Or Services Exceed Set Satisfaction Benchmarks." This Metric Is Widely Recognized As A Vital Performance Indicator In The Business Sector And Is Often Referenced In A Balanced Scorecard. In Competitive Markets, Customer Satisfaction Is Seen As A Key Differentiator And Has Become An Essential Component Of Business Strategy. Joan I. Giese (2015) Noted That, At The Turn Of The Century, Most People's Social Interactions Were

Limited To Their Local Surroundings, Followed By An Era Of Mass Production. Companies Focused On Building The Strongest Sales Teams While Adhering To Mass Marketing Principles. As We Enter The New Century, A Global Culture Is Beginning To Emerge, Mainly Driven By Technology, Which Is Starting To Focus More On The Individual. These Developments Are Influencing Business Opportunities And Practices. Improvements In Communication And Transportation Are Intimately Linked To Marketing. As Marketing's Functions And Scope Have Expanded, So Too Have The Responsibilities Of Marketers. We Are Currently Witnessing The Growth Of A Fast-Moving Digital Economy. In The Near Future, It Is Conceivable That Businesses May Operate Entirely Within Digital Networks. In The Realm Of Digital Marketing, Customers Actively Participate In The Product Development Process. According To Joseph A. Cote (2015), This Approach Is More Cost-Effective, Providing Broader Reach And Enhanced Customer Service. The Expansive Indian Market Is Rapidly Evolving, With Increasing Mobile Phone Usage And Higher Internet Consumption Among Business Users. The Range And Influence Of Digital Channels Are Continually Growing, Accelerating Change. Each Year, The Time Indians Spend Online And The Importance Of The Websites And Apps They Utilize Are Escalating. Marketers Who Adapt To These Changes Ensure Their Marketing Strategies Align With The Activities And Preferences Of Their Customers (Muniraju, 2017). The Integration Of Advanced Technologies Has Enhanced Digital Marketing Efforts. Traditional Marketing Practices Have Transformed, Compelling Marketers To Promote Their Products And Services Through Online Channels. In Formulating Strategies And Setting Corporate Objectives, Marketers Must Carefully Consider The Advantages And Disadvantages Of Digital Marketing (Chitra And Shobana, 2017). In The Modern Business Landscape, Digital Marketing Has Become A Cornerstone For Enhancing Customer Satisfaction. By Leveraging Technology And Data-Driven Strategies, Businesses Can Create Personalized, Efficient, And Engaging Experiences That Cater To The Ever-Evolving Expectations Of Customers

Literature Review and Hypotheses Development

The process of digital transformation to create lasting value for various stakeholder particularly the customer in the nowadays markets enables the modern companies to provide advanced tools for creating and sharing knowledge which easily accessed using various modern marketing methods to pave the ways for values creation and engaging the customers' while designing new services or products (Garrido-Moreno et al., 2020). Furthermore, the sharing economies demonstrate a rapid growth and success because of the digital transformation and the created modern platforms among the business models (Parker, Van Alstyne, & Choudary, 2016), and includes the company's website, social media, blogs, and smart phones apps. The common channels used through the digital marketing are the social media platforms like Facebook, Twitter, YouTube, as well blogs like Blogger which provide cost-efficient tools used widely to reach the target customers and contribute to spread out online the brands information. The role played by social media not only shares the contents among the target groups of the customers but also, they are mostly available in the forms of texts, photos, and audio that use two-way communication to create word-of-mouth (Gerasimenko, 2019). The key purpose of developing the modern mobile applications is creating more connection with the customers and branding attachment by providing key brands information and promotion. The features commonly traced to these applications are developing trust, increasing the products and services quality as well the users' experiences, and this led to enhancing their ability to pay more premium and repurchase actions (Melović et al, 2020). On other hand, the literature reviews the possible benefits come from the different digital technologies which allow the companies firms to establish and maintain the online customer experience and conceptualize this issue by some factors or dimensions as stated by (Bleier, Harmeling, & Palmatier, 2019) such as informativeness which capture with objective manner and cognitive the aspects that value of the customers experience. Also the entertainment factor which has affective features and prompt pleasures that are provided by the experiences regardless the ability to facilitate a particular shopping function. Further, the social presence which indicates the warm and social

feelings of the human communication that the social media channels offer (Gefen & Straub, 2003). The experiences of the customer in the digitalized world are created by the customers that have more active roles and contribute by their mutual contacts in different processes of production and contents. Digital technologies and implications like social media platforms and means can stimulate a continuous dialogue with various kinds of the customers and influence the branding image and meanings, and this will dictate the services development (Kenney, Rouvinen, & Zysman, 2019). They also involve user generation contents and connect with the groups and individuals through several many approaches rather than the traditional approach that allows the customers to be active in these approaches (Boratynska, 2019). The nature of the interactive digital media also allows the suppliers and sellers to share and exchange the key information with the customers and give them the opportunity to share their preferences and expectations. The literature in this context (Pfister & Lehmann, 2022) has evidenced that plenty of the innovative virtual technologies are central for communications development and improve this issue with the customers throughout the relationship with them to influence their brand preference (Lemon & Verhoef, 2016). The prior phase of the awareness acquisition, evaluation, and search, the companies have some opportunities to identify, interact and engage with the existing and potential customers which they note and evaluate a particular brand. Therefore, the study formulates the research hypothesis as follow:

H1. There is a positive significant effect of digital marketing on value creation of the telecommunication firms' customers

The customers behaviors in the advanced E-commerce contexts are mainly influenced by some factors like the satisfactory level of the customers that obtained from their online experience and digital transactions, and they certainly lead to improve their satisfaction and repeat further the purchases transactions (Mahalaxmi & Ranjith, 2016). The previous relevant literature showed that the customers satisfied with the different technological tools and methods used to promote or deliver different services, this will motivate the consumers to

repeat their purchases and have a satisfactory level, also this might lead to more greater positive attitudes like customer loyalty (Hasanat, Hoqueb, & Hamid, 2019). The customer's satisfaction of consuming a product or service is mainly reflected in numerous forms of repurchase of these products and conveys a positive word of mouth for others. Further studies also found that the promotion by the social media platforms in general significantly influence the consumers satisfaction (Ahmed, 2021). Therefore, the relationship between services and digitized applications is essential to maintain customer satisfaction. In addition, digital marketing can enrich the services offered, the specialty, volume, and effectiveness which all influence the reasons for improving the satisfaction levels for the customers. In the same vein, the results of the empirical research have concentrated the role of the digital tools which they showed positive and causal relationships of the elements of the digital approach such as usability and timeliness as well the customers purchase intentions through the digital online applications (Al-Weshah, Kakeesh, & Al-Ma'aitah, 2021). However, the influence of digital tools used by the marketing departments of the companies meet some of the customers' expectations which have grown during the last pandemic of COVID-19 that create constraints and boom the online transactions. The literature also found that the digital transactions conducted by online customers had a positive and significant effect on the customer satisfaction. They also stated that satisfied customers tend to defend the products and services to others and recommend them to others through digital channels which may take text assessment or ranks on the website and social media online platforms (Kitsios et al., 2021). The effective and interesting avenues for the current and further research recommend integration of the new marketing technologies and innovative methods which can increase the knowledge of the customers' experience as well as satisfaction. The ways that can attain satisfied customers also might include providing appropriate information and schemes and detect the problems encountered by the customers and suggest proper services and solutions. Therefore, the study states the following research hypothesis:

H2. There is a positive significant effect of digital marketing on satisfaction of the telecommunication firms' customers.

In the digital era, the relationship between value creation and customer satisfaction lead contemporary companies to allocate critical key resources to maximize the business value which this call the management to increase the budgets of online marketing than ever before. On other hand, the companies have tried to motivate and satisfy the customers through producing new services or products for value creation (Rahmani, Ranjbar, & Gara, 2017), therefore, the economics digital-based currently involves new modern opportunities for a value creation and proposition. Although some values look to be hard and impossible compared to the old traditional perspectives and they can't be easily made, the companies through these opportunities that arise tend to offer several the projects to find out new values for the digital customers (Flores & Vasquez-Parraga, 2015). The literature related to this relationship (e.g Mahmoud, Hinson, & Anim, 2018) confirmed a significant and positive relationship between value creation and customer satisfaction, the study also has stated a positive intention of the customers to repurchase again through maintaining the processes of innovation development to create value for the customers. Similarly, the arguments and debates supported the hypothesized relationship between these two variables and indicated that the customers' value creation is viewed as a significant factor and driver for customer satisfaction (Oyner & Korelina, 2016). The global business and economies which are influenced by the rapid and dynamic changes enable the companies to largely address the links and results that can be used by the companies to create greater value (Clauss, Kesting & Naskrent, 2019). The value proposition can also impact the core value of the companies and make dramatic changes to the overall performance. The different reasons that trigger the companies to develop processes of value proposition and maintain the market position motivate them to increase their various value creation approaches for desirable performance (Woratschek, Horbel, & Popp, 2020). Also, the studies stated that innovation refers to the offerings of the companies which should be adapted and provide solutions to the customer and meet their needs in a way which can

add value as seen and expected by the customers. The customers define value by different perspectives, and they differ from customer to customer and from time to time. This definition indicates the customer satisfaction indicates the response to the evaluation of the performance of the perceived product or service, according to the customer's experiences and judgements of the values that they received (Carlson et al., 2019). Also, the customer satisfaction can be addressed through the positive attitudes related to the consumption experience and purchase decisions in the future, which the customers can perceive greater levels of the value received. Therefore, the study postulates the research hypotheses as follow:

CONCLUSION

The purpose of this data was to demonstrate how satisfied customers were with the digital marketing tools utilized in the City of Coimbatore. We have determined that the digital marketing tools have significantly influenced consumer behavior and consumer-business interactions in the City of Coimbatore based on the entire research process, including data collection, analysis, and participant responses. These tools are being used by Coimbatore City consumers in their everyday decision-making. Consumer behavior in this city has been significantly impacted by the ability to communicate quickly, to narrow their shopping response based on personalized content, and to shop at their own pace while communication takes place in real-time. There is a certain amount of caution regarding data privacy issues, unwanted promotions and information, and limited shopping experiences without human interaction and presence, even though the majority of customers enjoyed the benefits of target marketing, expedited service, and the ease of internet-based information access. Older consumers did prefer traditional forms of marketing, but younger and tech-savvy consumers were more satisfied with these levels. Additionally, companies that use digital marketing report higher levels of customer satisfaction. Companies with user-friendly websites, clear and detailed data privacy policies for clients, and easy-to-use customer support have higher customer satisfaction ratings. The importance of Coimbatorebased companies continuing to adapt to the shift in the era of digital trends while attending to

customer needs and trust issues was highlighted in this evidence-based case study. In conclusion, Coimbatore's digital marketing has evolved, and the effective use of these technologies and the adoption of personalization will be critical to ensuring customer satisfaction. To survive in the rapidly evolving digital landscape, businesses will need to strike a balance between innovation and customer-facing tactics.

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