

Satisfaction of Customers with Digital Marketing Services

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Abstract

Customer satisfaction management is a frequently used approach for managing a company's relationships with customers, clients, and sales prospects. It entails utilizing technology to organize, automate, and synchronize company operations, primarily those related to sales, but also those related to marketing, customer care, and technical support. The overarching aims are to locate, attract, and keep new clients while nurturing and retaining those the organization already has; convince former clients to return; and minimize marketing and client service expenditures. Customer satisfaction refers to a company-wide business strategy that includes customer-service and other divisions. This research's major goal is to perform a statistical analysis on customer satisfaction with digital marketing services of sign ware technology. The research may be carried out by soliciting consumer input and comparing the outcomes to the predicted results. By studying and comparing the perception of the customers of sign ware an effective relationship with the customers is observed.

Keywords: Digital Marketing, Technology, Sales, Customer Satisfaction, Service, Feedback

1. Introduction

The art and science of selling products and services using digital networks such as the internet and cellular phone networks is known as digital marketing. Digital marketing is becoming an increasingly significant component of every company's multi-channel marketing strategy, and it is becoming a prominent issue in all business sectors [1]. It offers clients internet-based promotional marketing. Email marketing, search engine marketing, and social media marketing are all part of it. Nowadays, digital marketing is used as an important tool to change

the effect of any little business into a measurable and large one. It has such a significant influence that even tiny businesses are increasing their market share in such a vast market. Why shouldn't it be? You may succeed by using a range of instruments provided by digital marketing. Digital marketing provides you a number of possibilities to help your business develop and compete in the market. Digital Marketing: In internet marketing, we apply strategies like as SEO, SMM, SEM, and Content Marketing to boost the exposure of our brand. Every company's ultimate objective is to attract a large number of potential clients. And sensible business owners establish the same goals for digital marketing [2].

1.1. Customer Satisfaction

Customer satisfaction measures the degree to which a customer's expectations for a product or service provided by the company were met. Customer satisfaction encompasses several factors, including product quality, service quality, the atmosphere of the purchasing site, and the price of the product or service. Businesses frequently utilize customer satisfaction surveys to evaluate the level of consumer satisfaction. These surveys are utilized to gather data on client pleasure. Customer satisfaction ratings may have a significant impact within organisations. They instill in staff the significance of exceeding consumers' expectations. Furthermore, when these ratings fall, it signals a concern that might have an impact on sales and profitability. These measurements quantify a critical phenomenon. When a brand has loyal consumers, it benefits from free and extremely efficient word-of-mouth marketing. As a result, organisations must successfully manage consumer happiness. Firms require accurate and representative measurements of satisfaction to achieve this [3].

1.2. Purpose

Customer satisfaction is an important predictor of customer purchasing intentions and loyalty. Customer satisfaction statistics are among the most regularly obtained market perception indicators. Within organisations, the gathering, analysis, and dissemination of these data send a message about the significance of catering to customers and ensuring that they have a favorable experience with the company's services. Much study has been conducted to investigate the link between customer satisfaction and retention [4].

Individuals who rank their level of satisfaction as "5" on a five-point scale are more likely to become repeat customers and may even work for the company. A readiness to suggest is a

second significant indicator connected to satisfaction. This measure is defined as "the percentage of surveyed customers who say they would recommend the product to a friend." When a consumer is pleased with a product, he or she may suggest it to friends, family, and coworkers. This can be a significant marketing benefit. Individuals who rank their degree of pleasure as "1," on the other hand, are unlikely to return. Furthermore, they might harm the company by making disparaging remarks about it to prospective consumers. Willingness to suggest is an important indicator in customer satisfaction.

Customer satisfaction is the only thing that can maintain and expand a firm over time. Today, the success of a company is determined on its marketing strategy. This is why most firms nowadays rely on digital marketing services. Businesses have realized the significance of customer satisfaction throughout the years and are making every effort to maintain their present customers and gain more by pleasing each one of them [5].

Encourage face-to-face negotiations, be polite, pay attention to detail, and keep your promises, which has increasingly become a crucial component of corporate strategy. Anticipate your consumers' wants and go out of your way to assist them; establish a clear customer service strategy; reply to communications quickly; and keep your clients updated. This offers clients with relaxation and aids in the development of trust and confidence. The modern period is the era of social media, and the internet is brimming with social media sites [6].

Customer service is a word used to describe how the customers are assisted in purchasing goods and services. One of the most significant benefits of customer feedback surveys is the ability to collect client comments, ideas, and reactions concerning a company's services. The degree of customer happiness is an issue in the success of any organization; in order to support development and market share, firms must know how to satisfy clients; establishing long-term partnerships is a critical matter. Certain crucial features, such as quality and reasonable pricing, must be established.

1.3. Measuring Customer Satisfaction

Organisations must keep existing consumers while attracting new ones. Measuring customer satisfaction demonstrates the organization's performance in offering services to the market. A survey containing a collection of statements on a Likert scale is typical. The customer is asked to rate each statement based on their opinion and expectation of the organization being

measure's performance. Needs, wants, and desires all contribute to customer satisfaction. Today, the success of a company is determined on its marketing strategy. This is why most firms nowadays rely on digital marketing services. Customers have become increasingly important to organisations throughout the years. Within organisations, the collection, analysis, and dissemination of this data transmit a message about the importance of the data of tending to customers.

Social platform use: marketers vs. consumers

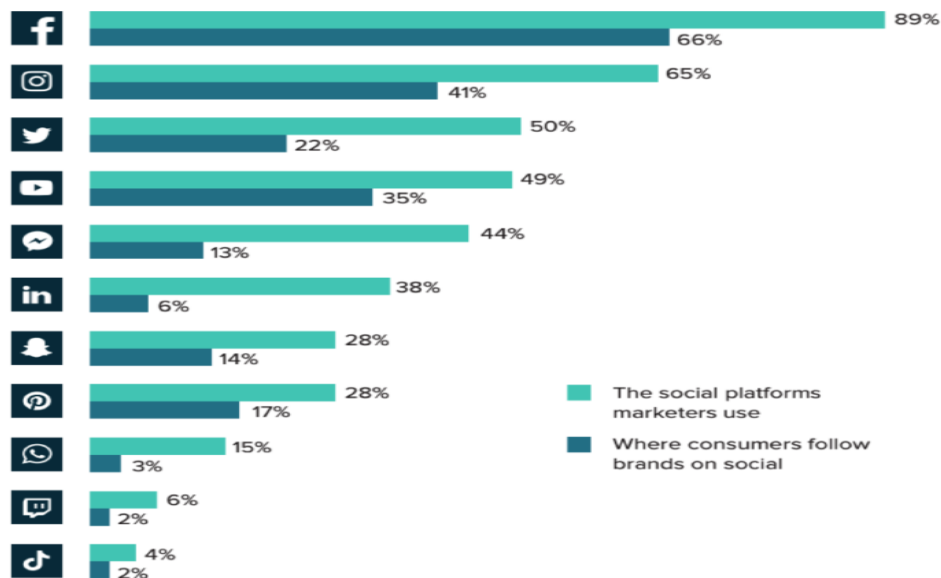


Figure 1. Showing the Social Platform Use: Marketers vs Consumers [16]

1.4. Source: Secondary Data (www.smartinsights.com)

According to the most recent Google Report, Instagram is the second most popular channel for companies behind Facebook, with 65% of marketers including the image-sharing site into their strategy. Again, fewer consumers (41%) follow brands on Instagram, but there are far more influencers on the site, which means companies have more choices for building interaction. On LinkedIn, the most significant distinction between brands and customers may be noticed. While 38% of marketers utilize LinkedIn as part of their marketing strategy, just 6% of consumers use the network to follow businesses. This implies that unless a plan is extremely focused, it may fall short of reaching the desired level of engagement on LinkedIn.

2. Digital Marketing

Digital advertising is the promotion of services or products through all possible digital stages. It offers advertising and marketing made through digital channels, mainly via the internet. It helps market your business online, like search, social media and paid channels. Search engine marketing is a paid marketing to improve the search engine rankings on search engines. Search engine optimization (SEO) is a service that aims to boost website exposure and, eventually, organic search traffic. There are two forms of SEO: on-page SEO and off-page SEO. The former promotes the product or brands on social media platforms and types of SMM are Facebook, Instagram, Reddit, Pinterest, YouTube.

Content marketing is a strategic advertising method placed on making and dispensing the favored. Relevant and consistent content is required to attract and retain a realistically defined audience. Mobile marketing is a multi-channel, digital advertising approach focused at reaching a target market via smartphones, tablets, and/or other mobile devices. Websites, email, SMS & MMS, social media, and apps are all options. It unsettles the means individuals interact with brands. Google Ads is an internet advertising platform developed by Google. Anywhere in Google, advertisers pay to show service offerings, product listings, and video content.

Email marketing is a powerful marketing channel to promote the business products and services in email. It helps the customers to be aware of recent items. The Digital Marketing Services. 1 SEO Services. Get ranked for the most relevant keywords for the brand with a holistic technical SEO, content and link-building strategy. 2 Website Design and Development. 3 Pay Per Click (PPC) Advertisement. 4 Social Media Marketing. 5 Video Marketing & YouTube SEO [6-9].

2.1. Digital Marketing Technique

Digital marketing is a type of natural marketing, optimizes the website's ranks in search results. When people conduct a search, search engines create organic search results based on the content of the website. Most businesses engage in SEO to undertake organic search marketing. It boosts the site's ranking in search results by optimizing both on and off-page elements. These services will assist the sites in ranking better in relevant search results. If the organization wants people to find the company via search, the company details must be on the top page of results.

2.2. Attractive Contents

The content that will be shown on the internet must be catchy, interesting, and clear. It must not create a false impression in the mind of the buyer. The information should emotionally and rationally connect with the audience. Marketers should not make up offers or discounts in order to attract customers' attention.

2.3. Search Engine Optimization

Marketers should give equal attention to diverse advertising platforms, such as desktop, laptop, mobile, and so on. Thus, optimizing both desktop and mobile marketing is critical for improving consumer experience and retention. Marketers must ensure that their website is suitable with both desktop and mobile devices in order to reach a diverse range of consumers.

2.4. Organic Search

It refers to unpaid searches on social media platforms since they involve a larger number of people. The majority of consumers prefer to get product and service information via social media.

3. Review of Literature

Marwan Mohamed Abdeladayem (2022) "Customer satisfaction towards online marketing" said that the goal was to obtain a better knowledge of the service quality characteristics that influence customer satisfaction in online marketing from the customer's perspective. The information was gathered through a questionnaire distributed to 200 clients. Customer satisfaction based on product, pricing, and quality is required to move businesses towards digitalization by utilizing cutting-edge technology [15].

Maher Alwan & Muhammad Turki Alshurideh (2022) According to the study "Effect of digital marketing on purchase intention: Moderating effect on brand equity," marketing managers are encouraged to work with the most influential digital marketing platforms, such as social media, and the enormous advantages and influence that might result from its deployment. The data validated the hypothesis that digital marketing had a positive significance [15].

Vidhya.M & Rajkumar.S(2022) The report "Impact of Digital Marketing with References to Coimbatore City" noted that technology has advanced significantly over the years to give customers with a better digital marketing experience. The researcher gathered the

necessary information from 200 respondents who were actively involved in internet marketing. Consumers with an average age of 40-50 years are the most active in digital marketing. The aggregate findings show that respondents viewed digital marketing positively [15].

3.1. Need of the Study

Most people are changing more towards online search to get any kind of information. So companies are turning to a digital marketing channel for advertising, they are doing digital marketing for the success of their businesses. Some agencies provide these services. Signware Technologies is based in Chennai and is one of the companies that offer digital marketing services to its clients. When a company provides services to its clients, it is always dangerous to measure the level of satisfaction; otherwise, it would be difficult to keep them in the competitive market. Therefore, this study is aimed at studying the levels of client satisfaction toward the digital marketing services provided by Sign ware technologies.

3.2.Objectives

- To investigate the efficacy of digital marketing services at sign ware technology in Chennai.
- Determine customer perceptions of the primary goal of digital marketing.
- To provide appropriate ideas for enhancing the efficacy of digital marketing services and overall client happiness.
- To investigate assurance in order to promote consumer trust and confidence through companies.

3.3.Scope of the Study

The scope of the study includes the theoretical and practical frameworks of satisfaction levels of clients using digital marketing. It gives accurate pictures of the current system and it ensures the level of effectiveness of digital marketing. It additionally helps in putting conceivable upgrades, and options for the clients. It helps the marketer to understand the customers in the market and their expectations. This study also helps the company to improve their standard of service & handle the competition in the near future. It also helps in putting in possible improvements, additions, and new strategies and offers to the customers. The strength and

weaknesses of the company are determined with the help of this study. This study helps the organization to identify how to expand their services and how to attract their customers. The major finding of the study will provide valuable information to the company. This helps the company to take necessary steps to improve the quality of service to meet the expectation of customers.

4. Research Methodology

Research Design	Exploratory Research
Data Collection Method	Primary And Secondary
Research Tools	Questionnaire
Questionnaire Via	It was via the use of email and direct communication with the responder that the questionnaire was ultimately collected.
Sampling	Individual Observations
Sample Method	Non-Probability Sampling
Sampling Technique	Judgmental Sampling
Sample Size	120 Respondents
Company	Signware, Chennai
Tools Used	Ms-Excel:
Statistical Analysis	Chi-Square Test, One Way ANOVA, One Sample T-Test

4.1. Statistical Analysis

4.1.1. CHI-Square Test

Include the details of the age of respondent and number of leads getting through month on digital marketing.

Hypothesis

Null Hypothesis Ho: There is no association between age of the respondent, and number of leads getting through month on digital marketing.

Alternate Hypothesis: Ha: There is association between age of the respondent and number of leads getting through month on digital marketing.

Table 1. Cross tabulation of Chi-Square Test for Age of the Respondent and Number of Leads

Number of Leads						
		Less than 50	51-65 Res	66-80 Res	Above 81Res	Total
Age	25-35 yrs	5	6	5	1	17
	36-45 yrs	25	27	7	1	60
	46-55 yrs	11	11	15	2	39
	Above 56 yrs	2	0	1	1	4
		43	44	28	5	120

Table 1 shows the cross tabulation observed for the number of leads through the month of digital marketing for various respondents of age ranging from 25 to 56. From the results, it was observed that there was an increase in the lead for the respondents in the early middle age range of 36 to 45 years.

Table 2. Chi-square Test for Age of the Respondent and Number of Leads

	Value	Df	p-value
Pearson chi-square	11.869	9	0.37

Interpretation

Pearson's Chi-square= 11.869 for 9 degrees of freedom. The p-value is **0.37** is greater than 0.05. therefore, null hypothesis is accepted and there is no association between age of the respondent and number of leads getting through month on digital marketing. The study found no significant association between the age of the respondent and the number of leads received through digital marketing, with a p-value of 0.37, indicating a null hypothesis.

4.1.2. One Way ANOVA

Null Hypothesis Ho: There is no significant difference between age of the respondent and service provided by the company.

Alternate Hypothesis Ha: There is significant difference between age of the respondent and service provided by the company.

Table 3. The Table showing ANOVA Analysis of significant difference between Age and Service.

	Sum of Sq	Df	Mean sq	F	Sig
Between Groups	2.925	4	.975	1.282	.284
Within Groups	88.242	116	.761		
Total	91.167	120			

Interpretation

Since p value is greater than 005. This shows .284 > .005. hence Ho is rejected and there is significant difference between age of the respondent and service provided by the company. The p-value is greater than 005, indicating a significant difference between the respondent's age and the company's service, thereby rejecting the null hypothesis.

4.1.3. One Sample T Test

Null Hypothesis Ho: There is no significant difference between number of the respondent, and revenue generates in organic search through digital marketing services by the company

Alternate Hypothesis Ha: There is significant difference between number of the respondent and revenue generates in organic search through digital marketing services by the company.

Table 4. The Table showing one sample T statistics between Number of Respondent and Revenue.

	N	Mean	Std. deviation	Std. Error Mean
Revenue	120	2.12	.735	.067

Table 5. The Table showing one sample T test between Number of the Respondent and Revenue.

Test value =0 95% confidence Interval of the Difference

	T	df	Sig(2-tailed)	Mean diff	Lower	Upper
Revenue	31.527	119	.000	2.117	1.98	2.25

Interpretation

This shows $0.00 < .005$. hence H_0 is rejected and there is significant difference between Number of the Respondent and Revenue generates in organic search through digital marketing services by the company. The statistical analysis indicates a significant difference between the number of respondents and the revenue generated by the company through organic search and digital marketing services.

5. Findings

- A significant proportion of the responses, namely fifty percent, are between the age range of thirty-six to forty-five years.
- Males made up 88.3 percent of the total responses.
- 90.8% of the individuals who responded were married.
- Among the responders, 56.7% had educational qualifications that were not specified.
- There were 31.7% of respondents whose income was between 41,000 and 50,000.
- In terms of the replies, 84.2% of them have other companies.
- The percentage of responders who have been involved with sign ware for less than one year is 59.2%.

- Among the respondents, 43.3% decided to utilize signware technology for the purpose of website designing.
- The response from 39.2% of the respondents indicates that there is a possibility of a corporate change in response to our requirements.
- 36.7% of the respondents said that they were obtaining between 51 and 65 leads per month using digital marketing for their business.
- A total of 33.3% of respondents stated that other services produce a greater amount of traffic to our website.
- As of present, organic search produces money on a monthly basis, with 47.5% of respondents receiving between 10,001 and 25,000 dollars.
- For 34.2% of respondents, the primary objective of digital marketing was to increase the amount of traffic.
- There is a 35.8% increase in the amount of traffic on websites that is brought about by organic media (forum submission).
- When it comes to advertising their website, forty-five percent of respondents favored the digital marketing strategies of search engine optimization (SEO) and social media marketing (SMM).
- The website design service provided by signware technologies results in a satisfaction rate of 45.8% among the respondents.
- It is observed that 81.7% of the respondents do not utilize the same service from any other provider.
- Of the respondents, 55.8% expressed a positive response to the service provided by signware technology.
- There is a variation in the staff's rating of signware technologies on each visit, as indicated by 49.2% of the personnel.

- When it comes to sign ware technology, 41.7% of the respondents have expressed a desire to enhance certain services.
- There is a consensus among 57.5% of the respondents, as they deliver the service as they have promised.
- The price of digital marketing services on sign ware is considered to be nominal by 40.8% of the respondents, who are some of the respondents.
- In terms of service time, 44.2% of the respondents reported experiencing some kind of difficulty.
- One-fourth of the respondents, or 47.5%, express occasional desires about further advantages to the organization.
- It is possible that 59.2% of the individuals who participated in the survey may occasionally refer digital marketing services on signware to their friends.

6. Suggestions

- Special incentives can be made available to encourage clients to use all of Signware Technologies' digital marketing services. This will assist Signware Technologies in growing its entire company.
- To properly offer its services, the organization can improve the skills of its members.
- Each customer is assigned an additional point of contact. This will allow them to provide clients with regular updates on the status of website optimization.
- Customers can receive specialized training to help them comprehend the different new breakthroughs that have occurred in the field of website optimization. This would encourage clients to use additional digital marketing services provided by sign ware technology.
- Signware Technologies may reinvent its SEO services in order to continue giving good website traffic boosting services and to gain more reference business contacts from existing clients.

- Maintain an eye on the analytic data and use it to inform customers about promotional and content strategies. Keep track of the most popular articles and pages and keep the client updated. As a consequence, customers will be pleased.
- Must try to know the customers' needs and must try to create an effective advertising that attracts customers by understanding it in a better way and make an impact on customer buying decision making.

7. Limitation of the Study

- i) Time is a significant restriction that restricts effective data collecting.
- ii) Inability to acquire data from Signware Technologies clients residing in international countries.
- iii) Customers of Signware Technologies who are clients were only been asked to fill the questionnaire.
- iv) The analysis's reliability and correctness are dependent on the respondent's honesty and openness to each item in the questionnaire.
- v) This research outcome may not be suitable for any other IT Service sector.
- vi) This study is purely for academic purpose and the tools used for analysis are limited.
- vii) The study is especially limited to the company and its customers.

8. Conclusion

Digital marketing is the marketing of products or services via digital technologies, primarily the internet, but also mobile phones, display advertising, and other digital medium activities such as Search Engine Optimization, Social Media Marketing, Email marketing, content marketing, influencer marketing, and so on. Digital promotion offers extended to customers are a simple system to get information, can directly address the required customer and create an impact of their feelings and thoughts that influences the decision making of customers as we can see the company is doing it in a better way to attract their clients and making an effort to resolving their issues and retaining them. service provider will provide service in friendly and

helpful on every visit of customers. The price of digital marketing services can be reduced. Client satisfaction incorporates a direct impact on loyalty and it must satisfy the clients and meet their expectations. This research was conducted to better evaluate the overall performance of Signware Technologies' Digital Marketing Services. Customer answers have been gathered and analyzed for this purpose. Based on the study findings, a few helpful suggestions have been made to the management of signware Technologies in order to increase the overall performance of its Digital marketing service for its clients.

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