

Customer Satisfaction through Digital Marketing-An Analysis

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Abstract

Digital Marketing or Internet Marketing is a sector of marketing where the promotion of products or services is done through various online mediums and digital technologies, they can be seen easily through desktops and mobile devices which expands the reach extensively. Digital Marketing has various forms: Social Media Marketing, Search Engine Optimisation, Email Marketing and more. The main role of this sector is to help in lead generation, garner new traffic, increase sales and reach the right customers who are interested in that specific product or service. Due to the pandemic, lockdowns were imposed all over the world and everything came to a standstill. Everybody was at home glued to their screens the day which meant the internet was the only source for brands to reach potential customers/ increase their base and ensure their visibility persists. Every industry was trying to increase its online presence and open new sources of revenue. Prior to the pandemic most brands stuck to organic marketing strategies and focused primarily on paid advertising as it gave quick results. But due to prevailing situation, the focus shifted to Social Media Marketing as brands could engage customers directly, create interactive content, build trust and maintain their visibility. This model will be followed post pandemic too as the importance. Search Engine Optimisation and content Marketing has shot up and will continue to play a central role in the future as well.

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Introduction

The COVID-19 pandemic has cast a dark cloud of uncertainty upon the world. Most of the industries, brands and businesses were struggling to find a strong foothold and maintain their enterprise. Digital Marketing has certainly helped revive a lot of businesses not only of large scale but the brick and mortar stores too.

Concept of Digital Marketing

Digital Marketing or Internet Marketing is a sector of marketing where the promotion of products or services is done through various online mediums and digital technologies, they can be seen easily through desktops and mobile devices which expands the reach extensively. Digital Marketing has various forms: Social Media Marketing, Search Engine Optimisation, Email Marketing and more. The main role of this sector is to help in lead generation, garner new traffic, increase sales and reach the right customers who are interested in that specific product or service. Due to the

pandemic, lockdowns were imposed all over the world and everything came to a standstill. Everybody was at home glued to their screens the day which meant the internet was the only source for brands to reach potential customers/increase their base and ensure their visibility persists. Every industry was trying to increase its online presence and open new sources of revenue. Prior to the pandemic most brands stuck to organic marketing strategies and focused primarily on paid advertising as it gave quick results. But due to prevailing situation, the focus shifted to Social Media Marketing as brands could engage customers directly, create interactive content, build trust and maintain their visibility. This model will be followed post pandemic too as the importance. Search Engine Optimisation and content Marketing has shot up and will continue to play a central role in the future as well. To increase their social media presence a lot of brands made content on the viral trends that were going on during the lockdown.

While the pandemic will be over soon, Digital Marketing is here to stay, and it is high time for companies to realise the potential of Digital Marketing and leverage on the benefits that come along with it. It is always said that the future is Digital and the world at a slow pace to get there.

Objectives of the Study

The main objective of the present study is to examine the role of Digital Marketing towards Customer Satisfaction in Bhadravati Kothagudem District. The sub-objectives of the present study as follows:

1. To understand the concept of the Digital Marketing.
2. To examine the role of Digital Marketing in high value audiences.
3. To evaluate the Customer Satisfaction through Digital Marketing by the selected customers in Bhadravati Kothagudem District, special reference with Kothagudem town.
4. To examine the problems encountered by the selected customers through Digital Marketing in the Bhadravati Kothagudem District, special reference with Kothagudem town.
5. To offer suggestions to improve the Digital Marketing strategies.

Need for the Study

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact on customer satisfaction. Problem of poor quality are the modern problems which began as a result of shift from the Traditional Marketing to Digital Marketing. The present study makes a modern attempt to examine the Digital Marketing impact on customer satisfaction.

Scope of the Study

The scope of the present study is confined to the Bhadravati Kothagudem district in relation to selected criteria. A dedicated discussion on each aspect has been given to the extent disclosed by the undertaking. The present study covers the entire district in overall manner. However for the purpose of detailed examination unit level practices are taken from kothagudem.

Statement of the Problem

With the advent of economic reforms and globalization competition has become very tough. In order to survive domestic as well as global competition more and more companies are recognized the importance and necessity of Digital Marketing in any marketing strategy, the goal of content marketing is to attract leads that ultimately convert into customers. But it does so differently than traditional marketing strategies. Instead of enticing prospects with potential value from a product or service, it offers value for free in the form of return material such as Blog Post, E-Books, News Letters, Video/Audio Transcripts and Info graphics.

Methodology and Database

The methodology adopted in the present study regarding selection of sample, period of study, data sources, analysis and interpretation of data. The present study is based on both primary as well as secondary data. Primary data is collected through questionnaire and personal discussions with selected customers. Secondary data was collected from the books, journals and various websites. While presenting the data,

charts and graphs are used at relevant places apart from table. Abbreviations are used for the term, which are repeated over a number of times the index of abbreviation is given at the beginning for the reader reference.

Sample Design

In order to evaluate the Digital Marketing practices towards Customer Satisfaction in Bhadravati Kothagudem district kothagudem town has been chosen. The kothagudem area is carved out of erstwhile Khammam district. The shares boundaries with Bhopalapalle, Mahabubabad, Khammam district and the states AP and Chattisgarh. The district comprises 24 mandals and 2 revenue divisions Kothagudem and Bhadrachalam. The headquarters is located at kothagudem town. Kothagudem is well connected through Bhadrachalam Road railway station. There are bus services from kothagudem to all important cities in Telangana and the other neighbouring districts. Kothagudem district boasts of some major industries, viz., SCCL, TSGENCO, ITC-PSPD. The total sample of customers is tentatively fixed as 200 which include 100 are from rural area and remaining are from urban area.

Period of Study

The present study covers a period of three years from 2020 - 2021 to 2022 - 2023 in order to draw trends in quality of Digital Marketing with regard to implementation of Customer Satisfaction in the town of Kothagudem.

Tools of Analysis

While analyzing the secondary data various Statistical Techniques like Mean, Weighted Average, Standard Deviation and Analysis of Variance through One Way Classification (F-test) have been computed and used.

Hypotheses

Unconformities with objectives of the study, certain hypotheses have been formulated after careful and in-depth examination of the existing literature relating to the customer satisfaction through Digital Marketing.

The following broad hypotheses are formulated and tested.

1. Customers live within their means and budget, focus less on brands and more on product functionality and pricing.
2. Customers focus on health and safety, choose products they trust to be safe and take minimal risks in the way they shop.
3. Customers try to minimize their impact on the environment and buy from brands that reflect their beliefs.
4. Customers believe in working together for the greater good, buy from organizations they find to be honest and transparent.
5. Customers live in the moment to make the most of life, open to trying new products, brands and experiences.

Limitations of the Study

1. Secondary data was sometimes gathered from more than one source, which in turn lacks of uniformity, consistency, and regularity, information taken from internal records suffers from limitation (non-availability/irregularity).
2. The questionnaires used for the purpose of collecting the primary data from the respondents also suffer due to different level of perception interpretation and behavior of sample respondents.

3. Customer satisfaction through Digital Marketing is also not gathered since they are widely spread over. Hence the study reflects the views of selected category only.
4. Since Digital Marketing involves at all levels, all organizations, all functions of Marketing, all activities and all process it can be studied from various angle.
5. While calculating the averages and percentages approximation have been made for the values up to two decimal digits.

Review of Literature

Having examined the Digital Marketing and various efforts put in implementation of Digital Marketing towards Customer Satisfaction over a period of time. Now, an attempt is made to review the literature available on the subject to find out the extent of research conducted in this field. A survey of literature on this title is indispensable as it will be useful to those who are concerned with subject by highlighting gaps in literature and acting as pointers to research trends in the field. This review encompasses various aspects of Digital Marketing. The main purpose of this is to draw the attention of maintenance of quality of Digital Marketing towards Customer Satisfaction. It is evident that lot of efforts have gone into conducting research in implementation Digital Marketing in kothagudem town. The experiment studies made in national and international in the fields of equality and a various of elements of Digital Marketing have been presented briefly.

1. Yadav and Pavlou (2018) focuses on marketing in computer-mediated environments and reviews literature in both marketing and information system.
2. Lamberton and Stephen (2019) focuses on Customer Psychology, Motivations and expressions in Digital Environments to highlight a few.
3. Wedel and Kannan (2019) focuses on modeling and methodological issues in marketing analytics necessitated by the advent of digital, social and mobile environment.

It can be stated that though there are a number of studies on Digital Marketing in abroad and in India and particularly in Telangana. They are very few, present study makes a modest attempt to bridge the gap in the existing literature by studying the Digital Marketing towards Customer Satisfaction with the help selected customers from kothagudem.

Digital Marketing

The Digital marketing is the component of marketing that uses the internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and other digital media and platforms to promote products and services [1]. Its development during the 1990 s and 2000 s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life [2], and as people increasingly use digital devices instead of visiting physical shops [3], digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide

digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones [4]. The extension to non-Internet channels differentiates digital marketing from online advertising [5].

Development of Digital Marketing Concept

The development of digital marketing concept is inseparable from technology development. One of the first key events happened in 1971, when Ray Tomlinson sent the first email, and his technology set the platform to allow people to send and receive files through different machines [6]. However, the more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie Search Engine was created as an index for FTP sites. In the 1980 s, the storage capacity of computers was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker [7]. These kinds of databases allowed companies to track customer's information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not as efficient.

The term Digital Marketing (DM) was first coined in the year of 1990 [8], with debut of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant factor in marketing technology [9]. Fierce competition forced vendors to include more service into their software, are example, marketing, sales and service applications. Companies could update the data of customer needs and obtain the priorities of their experience.

In the 2000 s, with the increasing numbers of Internet users and the birth of iPhone, customers began searching products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company [10]. In addition, a survey in 2000 in the UK found that most retailers had not registered their own domain address [11]. These problems encouraged marketers to find new ways to integrate digital technology into market development. In 2007, marketing automation was developed as a response to the ever-evolving marketing climate. Marketing automation is the process by which software is used to automate conventional marketing processes [12]. Marketing automation helped companies segment customers, launch multichannel marketing campaigns, and provide personalized information for customers [13], based on their specific activities.

Digital Marketing became more sophisticated in the 2000 s and the 2010 s, when [14] the proliferation of devices capable of accessing digital media led to sudden growth [15]. Statistics produced in 2012 and 2013 showed that digital marketing was still growing [16]. With the development of social media in the 2000 s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in daily lives. Highly dependent on digital electronics in daily lives. Digital Marketing is also referred to as 'online marketing' or 'web marketing'. The term digital marketing has in popularity over time. In the USA online marketing is still popular term. In Italy, digital marketing is referred to as web marketing. Worldwide digital marketing has become the most common term, especially after the year 2013 [17].

Digital Media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from

businesses employing Online Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of privacy and data protection.

Traditional Marketing vs. Digital Marketing Approach

Digital marketing is a type of interactive marketing, is a long-term marketing approach which builds on businesses collecting information about an Internet user's online activities and trying to be visible in multiple areas. Digital marketing strategies are centered on reaching prospective customers across multiple online channels. Whereas

traditional marketing techniques involve direct, one-way messaging to customers via print, television, radio advertising.

Types of Digital Marketing Strategies

The types of digital marketing strategies involve efforts to adapt the advertising to different Platforms [18], and to tailor the advertising to different individual buyers rather than a large coherent audience [20]. The types of strategies are presented in the Figure – 1

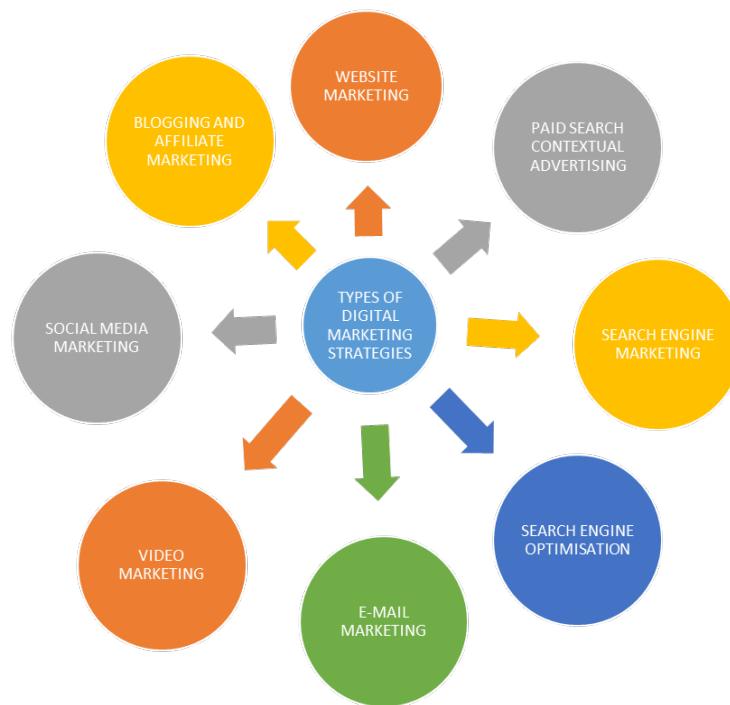


Fig 1: Types of Digital Marketing Strategies

Digital Marketing Strategy for Small Businesses and Beginners

For many small businesses and beginner digital marketers, getting started with digital marketing can be difficult. These

small businesses and beginner digital marketers can create an effective digital marketing strategy to increase brand awareness, engagement and sales by using the following steps and presented in Figure - 2

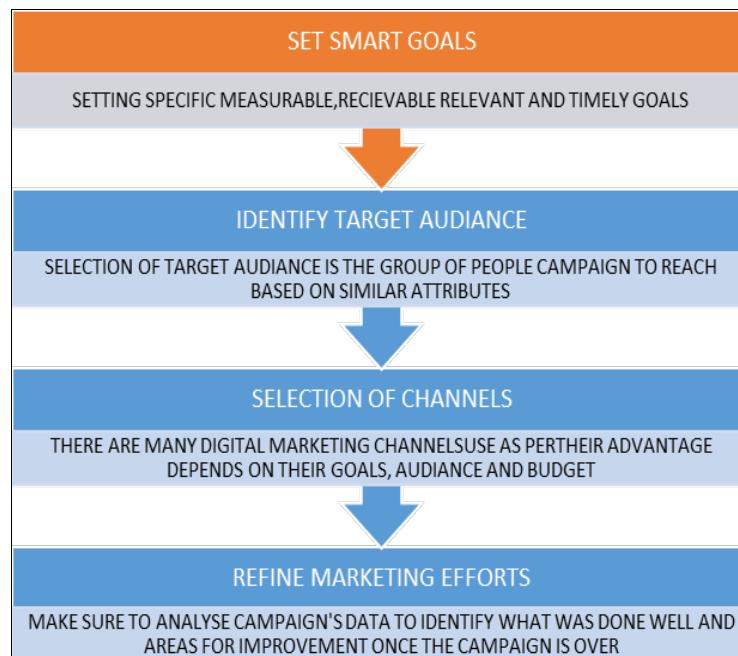


Fig 2: Digital Marketing Strategy for Small Businesses and Beginners

Importance of Digital Marketing

Digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone. From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses. Digital marketing strategies work for B2B (business to business) as well as B2C (business to consumer)

Customer Satisfaction through Digital Marketing

Successful business and Customer Satisfaction goes hand in hand. Customer Satisfaction is of paramount importance for all business, whether it is small or big. Customer Satisfaction is the only thing that will sustain and help grow a business in the long term. The quality of the product or service is not enough to gather customers in the perfect market. The success of the business depends upon the marketing strategies. This is the reason why most of the businesses depend upon Digital Marketing service today. Customer Satisfaction, a marketing term, is a measure of how well a company's products, services and overall customer experience meet or exceed customer expectations. Customer Satisfaction is defined as "the number of customers, or a percentage of total customers, whose reported experience with a company, its products or services exceeds specified satisfaction goals." It is regarded as a key performance indicator in business and is frequently included in a Balanced Scorecard. Customer Satisfaction is

seen as a key differentiator in a competitive market place where businesses compete for customers, and it has increasingly become a key component of business strategy.

There are five pillars in Customer Satisfaction through Digital Marketing i.e.

- Affordability:** Live within customer's budget, focus less on brands and more on product functionality and pricing.
- Health:** Focus on health and safety, choose products that the customer's trust to be safe and take minimal risks in the way they shop.
- Planet:** Minimise customer's impact on the environment and buy from brands that reflect their beliefs.
- Society:** Believe in working together for the greater good, buy from organizations customers find to be honest and transparent.
- Experience:** Live in the moment to make the most of life, open to trying new products, brands and experiences.

The present study focuses on Customer Satisfaction through Digital Marketing in terms of Socio-Economic features of sample customers, Reasons for opt DM, Level of Customer Satisfaction and Marketing Strategies for improvement of Customer Satisfaction.

Socio-Economic Features of Sample Customers

The Socio – Economic features of sample customers analysed and the results are presented in the Table – 1

Table 1: Socio-Economic Features of Sample Customers

S. No.	Demographical Variables	Categories	No. of Customers	Percentage
01	Gender	Male	123	61.50
		Female	77	38.50
		Total	200	100.00
02	Age Group	15 – 20 Years	46	23.00
		21 – 30 Years	86	43.00
		31 – 40 Years	31	15.50
		41 – 50 Years	21	10.50
		Above 50 Years	16	08.00
		Total	200	100.00
03	Geographical Segmentation	Rural	100	50.00
		Urban	100	50.00
		Total	200	100.00
04	Educational Qualification	Secondary	23	11.50
		Higher Secondary	32	16.00
		Graduation	80	40.00
		Post – Graduation	65	32.50
		Total	200	200.00
05	Occupation	Business	28	14.00
		Government	44	22.00
		Private	76	38.00
		Retired	15	07.50
		Students	37	18.50
		Total	200	100.00
06	Monthly Income	Less than Rs. 10,000	18	09.00
		Rs. 10,001 – Rs. 20,000	28	14.00
		Rs. 20,001 – Rs. 30,000	64	32.00
		Rs. 30,001 – Rs. 40,000	57	28.50
		Above Rs. 40,000	33	16.50
		Total	200	200

Source: Compiled from Questionnaire Data

The Table - 1 represents the demographic profile of the sample customers. The Socio -Economic features of sample customers were analysed and the results show that about 61.50 Percent are male, while 38.50 Percent of customers are female. It is observed that 43 Percent of customers belongs to age group of 21 -30 years followed by 15 – 20 years with 23 Percent, 41 -50 years with 10.50% and above 50 years with 8%.

Regarding to Geographical Segmentation the results shows that 50 percent of sample customers belong to Rural Area and remaining 50 percent belongs to Urban Area. The results

indicate that about 40 Percent of Graduates followed by Post - Graduates with 32.50 Percent, Higher Secondary with 16% and Secondary with 11.50%. Regarding to occupation variable the results reveals that about 38 Percent of customers are working Private Sector followed by Government Sector with 22%, Students with 18.50%, Business with 14% and retired with 7.50%. The results reveals that about 32% of customers belong to the Monthly Income Group of Rs.20,001 – Rs.30,000 followed by Rs.30,001 – Rs.40,000 with 28.50%, more than Rs.40,000 with 16.50%, Rs.10,001 – Rs.20,000 with 14% and Less than Rs.10,000 with 9%.

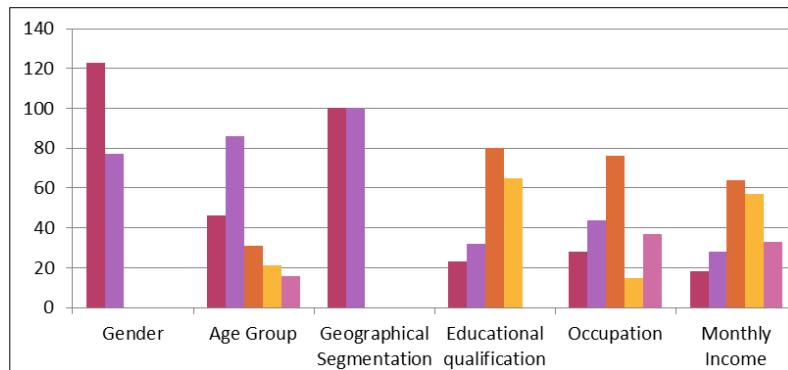


Chart 1: Demographical Variable

Reasons to OPT Digital Marketing by Sample Customers

The data relating to reasons to opt Digital Marketing by Sample Customers is presented in the Table - 2.

Table 2: Reasons to OPT Digital Marketing by Sample Customers

S. No.	Reasons to OPT Digital Marketing	No. of Customers	Percentage
01	Information is clear	60	30.00
02	Easy Navigation	32	16.00
03	Easy Access of Payment Mode	28	14.00
04	Easy Buying	32	16.00
05	Good Customer Services	24	12.00
06	Update Delivery Status and Order Summary	20	10.00
07	Refund Policies	04	02.00
	Total	200	100.00

Source: Compiled from Questionnaire Data

It is clear from the Table-3.2 that on the whole a majority of 30 percent of the sample customers to opt the Digital Market due to availability of information clear. The customers also feel that it is easy to navigation and easy buying with 16 percent. The 14 percent of sample customers express that payment mode is flexible and easy buying with 12 percent.

The sample customers also feel that customer services were good and update delivery status and order summary maintenance with 12 and 10 percent respectively. Only 2 percent of sample customer opt Digital Marketing due to refund policies system.

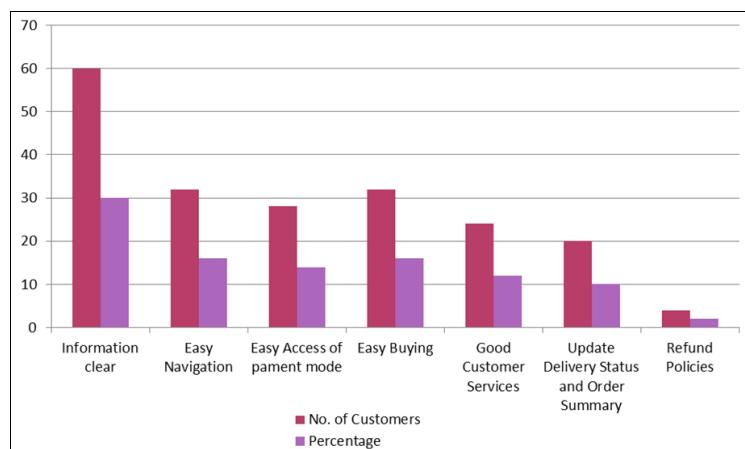


Chart 2: Reasons to OPT Digital Marketing

Reasons VS. Level of Satisfaction by Sample Customers

The success of business is directly proportional to how thoroughly customers are satisfied. The customer satisfaction score is a critical determinant that portrays how far-fetched their loyalty will go on. "While it is said that sales in engine that is the driver of the business, customer satisfaction is the one that acts as fuel". The present study analyse the level of customer satisfaction in terms of Reasons to opt DM i.e. Reasons vs. Level of satisfaction by sample customers presented in the Table – 3.

Table 3: Reasons VS. Level of Satisfaction by Sample Customers

S. No.	Reasons	Level of Satisfaction					Total
		SA	A	N	DA	SDA	
01	Information is clear	35	102	56	06	01	200
02	Easy Navigation	37	99	53	08	03	200
03	Easy Access of Payment Mode	60	92	37	10	01	200
04	Easy Buying	44	115	32	07	02	200
05	Good Customer Services	28	96	63	10	03	200
06	Update Delivery Status and Order Summary	53	104	33	07	03	200
07	Refund Policies	29	100	61	08	02	200
	Total	286	708	335	56	15	1400

Source: Compiled from Questionnaire Data

The Table-3 has been analysed by using One-Way ANOVA from which it is clear that the result of analysis is significant at $P<0.05$. Hence, these factors are responsible for Level of Customer Satisfaction in DM.

Summary of Data							
S. No.		Level of Satisfaction					
		SA	A	N	DA	SDA	
01	N	7	7	7	7	7	35
02	ΣX	286	708	335	56	15	1400
03	MEAN	40.86	101.14	47.86	8.00	2.14	40.00
04	ΣX^2	12564	71926	17117	462	37	102106
05	Std.Dev	12.10	7.27	13.45	1.91	0.90	24.63

Result Analysis						
Source	SS	df	MS	$F = 10951.64 \div 76.65 = 142.8785$		
Between Level of Satisfaction	43806.56	4	10951.64			
Within Level of Satisfaction	2299.44	30	76.65			
Total	46106	34				

The Table Value of 'F' at 5% Significant Level $v_1 = 4$ & $v_2 = 30$ is 2.6896, therefore, the result is Significant Level at $P<0.05$

Marketing Strategies for Improvement of Level of Customer Satisfaction

Superior Customer Satisfaction provides a clear strategic advantage and an inimitable resource for a business – particularly in today's complex and often uncertain markets. Two decades of academic research have qualified the impact of Customer Satisfaction on a number of beneficial customer behaviours and consequent financial performance. It is clear that businesses that manage their customers as well as costs realize greater financial returns compared to firms that ignore Customer Satisfaction.

In the process of field work, it was noticed that most of the sample customers indicated more than one marketing strategy or a combination of several marketing strategies. Therefore, it was thought better to use weighted ranks for identifying priority of marketing strategies for improvement of level of satisfaction and presented in the Table – 4.

Table 4: Marketing Strategies for Improvement of Level of Customer Satisfaction

S. No.	Marketing Strategy	Rank
01	Customer Feedback	I.
02	Build Customer Focus Culture	II.
03	Develop User-Friendly Website	III.
04	Invest in Personalised Email Marketing	IV.
05	Empathy	V

Source: Compiled from Questionnaire Data

It is evident from Table 4 that the Marketing Strategies for Improving Level of Customer Satisfaction with which a majority of respondents confronted with Customer Feedback (Rank – I), followed by Build Customer Focus Culture (Rank – II), and Develop User – Friendly Websites (Rank – III). Among the other Marketing Strategies Invest in Personalized E – mail Marketing and Empathy were important.

Major Findings and Suggestions

The major findings that have emerged from the study are presented followed by a few suggestions in the light of major findings.

Major Findings

- Out of 200 sample customers, 61.50% of customers are male as they mostly prefer Digital Marketing.
- 43.33% of sample customers falls under the age group of 21 – 30 years as they feel comfortable to go cashless.
- Customers are clear with the information (30%) that are available in the Digital Marketing.
- Respondents also feel that it is easy to use and easy to buy with 16%.
- Customers are happy with payment mode are flexible and easy (14%).
- Customers are also feel that customer services available are good with 12%. The Digital Marketing shows the update delivery status and order summary and allows refund policies with 12% and 2% respectively.
- Regarding to marketing strategies for improving level of customer satisfaction with which a majority of respondents confronted with customer feedback.

Suggestions

- Digital Marketing plays a crucial role in today's digitally-led business landscape. With good marketing strategies, businesses can spark customer loyalty by proving exceptional thus driving customer satisfaction.
- Seeking feedback from customers through different social media platform highlights the brand for new and potential customers. Ensure that the feedback remains uninfluenced from the company/organization end, which is helpful for improving products and services for more customer satisfaction through Digital Marketing.
- Effective and timely interactions with customers contribute to their satisfaction level.
- Pay-Per-Click advertisements can help attract customers.

- Personalized emails customer engagement and improve the open rates of emails.
- User – friendly websites give rise to positive customer experiences ultimately driving satisfaction.
- Since convenience is the major factor to go digital, the e-retailers must ensure that digital process through sites must be made simple and cost effective.
- The e-business people can introduce third party insurance to gain more trust.
- Accuracy in delivery should not be delayed.
- Safety measures can be taken to avoid fraud websites.

Conclusion

From the study, it is concluded that all business organizations are moving towards digitalization and consumers are also avoiding direct contact with retailers. There are few constraints like time, cost and health issues due to which they prefer. They feel safe and secure to shop from trusted online sites those who give quality of products on packing. They also feel that trusted sites does not involve in fraud acts on payment system. Hence, it can be concluded that Digital Marketing to improve the level of Customer Satisfaction.

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