

Research Article

Customer Satisfaction Towards Digital Marketing Services

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ABSTRACT

Relationship management with consumers, clients, and potential buyers is often handled through Customer Satisfaction Management. Using technology to streamline, automate, and coordinate business processes is what it's all about. This includes sales-related tasks, but also marketing, customer service, and technical support. The main goals are to find new customers, keep the ones you have, and grow your business; get your old customers to come back; and reduce your marketing and customer service costs as much as possible. The term "Customer Satisfaction" describes an enterprise-wide approach to doing business that encompasses customer service and other departments. The primary objective of this project is to study the level of contentment that signware-based digital marketing services provide to their clients. To do the study, it is possible to ask consumers for their feedback and then compare the findings to the predictions. An effective interaction with clients can be achieved by analyzing and comparing their view of signware.

1. Introduction

Digital marketing is the practice of promoting a product or service through the use of electronic media, particularly the World Wide Web and mobile phone networks. 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. It offers clients internet-based promotional marketing. It includes things like social media marketing, email marketing, and SEO. The impact of even a small firm may be amplified into a massive one with the help of digital marketing nowadays. Because of its enormous impact, even very small companies are gaining ground in this massive industry. Why wouldn't that be the case? You can increase your chances of success with the help of digital marketing's many tools. When it comes to growing and competing in today's industry, digital marketing offers a plethora of alternatives. Digital Marketing: In online marketing, we employ tactics such 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.

1.1 Customer Satisfaction

A customer's level of satisfaction is a measure of how well your business met their expectations for the product or service they received. Several factors contribute to a customer's level of satisfaction with a product or service, including the quality of the product or service itself, the friendliness of the staff, the atmosphere of the store, and the affordability of the pricing. Businesses frequently utilize customer satisfaction surveys to gauge consumer happiness. We gather information on customer satisfaction through these surveys.

Organizations may be greatly affected by customer satisfaction ratings. They teach employees that going above

and beyond for customers is crucial. Falling ratings in this area can raise red flags that could affect sales and profits. A significant phenomenon is quantified by these measurements. Free and highly effective word-of-mouth advertising is a boon for brands who have devoted customers. Companies, then, need to master the art of customer satisfaction management. This can't happen until companies have reliable and representative satisfaction surveys [1-5].

1.2 Purpose

Customer happiness is a strong indicator of future purchases and brand loyalty. The percentage of satisfied customers is one of the most often cited measures of public opinion in the market. Companies show how important it is to focus on customers and make sure they have a good experience with their services by collecting, analyzing, and sharing this data. Much study has been conducted to investigate the link between customer satisfaction and retention.

Customers and potential employees who give the business a "5" on the satisfaction scale are more inclined to buy from them again and again. Another important measure of contentment is the willingness to recommend. "The percentage of surveyed customers who say they would recommend the product to a friend." That's how this metric is defined. Customers who are satisfied with a product are more likely to recommend it to others. This has the potential to be a huge boon for advertising. If someone rates their level of pleasure as a "1," they probably won't come back. On top of that, they could hurt the business by spreading negative word of mouth about it to potential customers. 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.

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 [5-10].

Customer service is a word used to describe how we assist customers 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. Organizations send a statement about the significance of consumer data through collecting, analyzing, and sharing this information.

Figure 1 Shows the social platform use: marketers vs consumers
source: Secondary Data

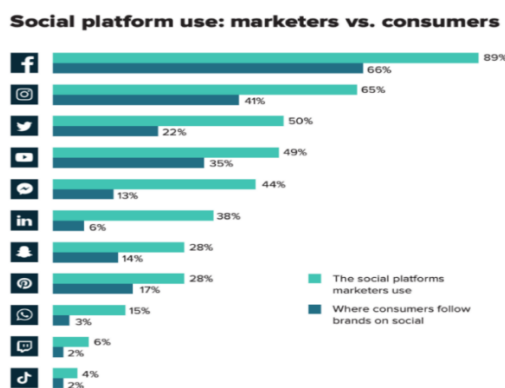


Figure 1. Showing the social platform use: marketers vs consumers
source: Secondary Data (www.smartinsights.com)

Recently, Google released a report stating that 65% of marketers are utilizing Instagram as part of their plan, making it the second most popular channel for companies, right behind Facebook. Once again, just 41% of Instagram users follow brands, but the platform has a plethora of influencers, giving businesses more options for engaging with customers. There is a clear divide between brands and consumers on LinkedIn. Despite the fact that 38% of marketers use LinkedIn to promote their products and services, just 6% of customers actually follow companies on the platform. This implies that unless a plan is extremely focused, it may fall short of reaching the desired level of engagement on LinkedIn [10-15].

1.4 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, or SEM, is a form of paid promotion that aims to raise a website's visibility in search engine results. An SEO service's end goal is to increase a website's visibility in search engine results and, by extension, its organic search traffic. There are two forms of SEO: on-page SEO and off-page SEO is the promote the product or brands on social media platforms and types of SMM are Facebook, Instagram, Reddit, Pinterest, you tube.

Strategic advertising that focuses on creating and distributing preferred content is known as content marketing. Attracting and retaining a realistically defined audience requires material that is both relevant and consistent. The goal of mobile marketing is to reach a specific demographic using various mobile devices, such as smartphones, tablets, and other mobile advertising platforms. You have a lot of possibilities, including websites, emails, text messages (SMS and SMS), social media, and apps. The way people engage with brands is disrupted. Google Ads is an ad platform that Google created for the internet, accessible from any location Marketers pay for the privilege of having their service offerings, products, and videos shown on Google.

Email marketing is a powerful marketing channel to promote the business products and services in email. It helps the customers to aware of recent items. The Digital Marketing Solutions We Offer. Search Engine Optimization (SEO). Utilize a comprehensive approach to technical SEO, content marketing, and link-building to achieve brand-relevant keyword rankings. 2. Creating and Developing Websites. Thirdly, PPC (Pay Per Click) Ads. 4. Advertising on Social Media. 5-Seo for YouTube Videos and Marketing.

1.5 Digital Marketing Technique

Digital marketing is a type of natural marketing, optimizes your website's ranks in search results. When people conduct a search, search engines create organic search results based on the content of your website. Most businesses engage in SEO to undertake organic search marketing. It boosts your site's ranking in search results by optimizing both on and off-page elements. These services will assist your sites in ranking

better in relevant search results. If you want people to find your company via search, you must be on the top page of results.

1.5.1 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.

1.5.2 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.

1.5.3 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.

2. Review of Literature

Marwan Mohamed Abdeladayem (2022) It was said in "Customer satisfaction towards online marketing" that the objective was to have a better understanding of the aspects of service quality that impact customer satisfaction in online marketing from the customer's point of view. 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.

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.

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.

2.1 Need of The Study

More and more, individuals are turning to internet searches for any type of information. Consequently, firms are realizing the importance of digital marketing and shifting their advertising budgets to focus on this medium. 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. So, the purpose of this research is to find out how happy Sign ware Technologies' customers are with the digital marketing services they've received.

2.2 Objectives

- (1) To investigate the efficacy of digital marketing services at sign ware technology in Chennai.
- (2) Determine customer perceptions of the primary goal of digital marketing.
- (3) To provide appropriate ideas for enhancing the efficacy of digital marketing services and overall client happiness.
- (4) To investigate assurance in order to promote consumer trust and confidence through companies.
- (5) Recognize the most favored digital marketing approach for business promotion.
- (6) To investigate the influence of digital marketing on achieving top Google rankings for a website organically through search engine optimization.

2.3 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. In addition to assisting with future competition management and service quality enhancement, this study helps the organization prepare for the future. Incorporating potential enhancements, additions, new consumer strategies, and offers is another benefit. 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. [10-15]

3. Research Methodology

Research Design	Exploratory Research
Data Collection Method	Primary And Secondary
Research Tools	Questionnaire
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
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Limitation of the Study

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

3.1 Chi-Square Test

Age of Respondent and Number of leads getting through month on digital Marketing

Hypothesis

3.1.1 Null Hypothesis Ho

The number of leads generated each month by digital marketing is unrelated to the respondent's age.

3.1.2 Alternate Hypothesis Ha

There is association between Age of the Respondent and Number of Leads getting through month on digital marketing.

Table 1 shows Cross tabulation of Chi-square test for Age of the Respondent and Number of leads

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 2 shows Chi-Square Test for Age of The Respondent and Number of Leads

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

3.1.3 Interpretation

With 9 degrees of freedom, Pearson's chi-square= 11.869. Greater than 0.05, the p-value is 0.37. thus, we accept the null hypothesis and conclude that there is no correlation

between respondent age and the amount of leads generated by digital marketing campaigns each month.

3.2 One Way Anova

3.2.1 Null Hypothesis Ho

There is no significant difference between Age of the Respondent and Service provided by the company

3.2.2 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 t 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			

Table 3 shows ANOVA Analysis of t significant difference between Age and Service

3.2.3 Interpretation

Given that the p-value is higher than 0.05. That.284>.005 is evident. thus, Ho is not true and the age of the respondent is significantly different from the service offered by the company.

3.3 One Sample T Test

3.3.1 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

3.3.2 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 Shows the one sample T statistics between Number of Respondent and Revenue.

Table 4. One sample T statistics between Number of Respondent and Revenue.

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

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

Table 5. One sample T test between Number of the Respondent and Revenue.

Test value =0 95% confidence Interval of the Difference

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

3.3.3 Interpretation

The results demonstrate that 0.00<.005. Thus, Ho is not supported, and there is a notable disparity between the quantity of respondents and the revenue generated from organic search results achieved through the company's digital marketing efforts.

4. Findings

- (1) 50% of the respondents belong to the age group of 36-45 years.

- (2) 88.3% of the respondents was Male.
- (3) 90.8% of the respondent was Married.
- (4) 56.7% of respondents Educational Qualification was others.
- (5) 31.7% of the respondents Income was 41,000-50,000.
- (6) 84.2% of the respondents have other company.
- (7) 59.2% of the respondents associated with sign ware for less than 1 year.
- (8) 43.3% of the respondent availed for website designing on signware technologies.
- (9) 39.2% of the respondent response may be sometime company change to our need.
- (10) 36.7% of the respondent respond 51-65 respondents getting per month through leads of digital Marketing.
- (11) 33.3% respondent response others service generate more traffic to our website.
- (12) 47.5% respondents got 10,001-25,000 organic search now generates income on a monthly basis.
- (13) 34.2% respondents major aim of digital marketing was quantity of traffic.
- (14) 35.8% respondent response forum submission organic media bring more traffic on websites.
- (15) 45% respondent preferred SEO and SMM digital marketing strategy to promoting their website.
- (16) 45.8% respondent satisfied with the website design service of signware technologies.
- (17) 81.7% respondent does not avail the same service from other company
- (18) 55.8% respondent response good to the service of sign ware technology.
- (19) 49.2% respondents rate the staff on signware technologies are varies on each visit.
- (20) 41.7% of the respondents some service you want to improve on sign ware technology.
- (21) 57.5% of the respondent agree as they provide the service as they promise.
- (22) 40.8% of the respondents some service the price of digital marketing services on sign ware are nominal.
- (23) 44.2% of the respondent some problem on service time.
- (24) 47.5% respondent get occasional wishes on additional benefits to the company.
- (25) 59.2% of the respondents may be sometimes recommend their friends for digital marketing services on signware.

5. Suggestions

- (1) 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.
- (2) To properly offer its services, the organization can improve the skills of its members.
- (3) 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.
- (4) 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.

- (5) 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.
- (6) 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.
- (7) 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.

6. Conclusions

Various forms of online advertising, including search engine optimization (SEO), social media marketing (SMM), email marketing (EM), content marketing (CM), influencer marketing (IMG), and display ads on mobile phones and other digital devices are collectively known as digital marketing. 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. we can reduce the price of digital marketing services. 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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