



Customers satisfaction on digital marketing in rural areas - A case study of Ranga Reddy district of Telangana

V Shireesha

Associate Professor, Department of Commerce, Government City College, Nayapul Hyderabad, Telangana, India

Abstract

The digital marketing platform brought tremendous changes in business both from customers and business point of view where business carries in virtual mode. The usage of digital marketing is relied on the technical and business knowledge possessed by the customers. This is particularly significant in rural areas where literacy rate is low. However, pandemic period create demand for online marketing more than earlier in rural areas also. Therefore, present study emphasized on the on customer satisfaction in rural areas with reference to Ranga Reddy district of Telangana during post covid-period. The study adopted descriptive statistics, reliability test and ANOVA score. The mean values of all questions are in between 3-4 answer which indicates opinion on agree to the all statements. However the standard deviation is less than standard level which indicates insignificant variation among the total sample customers of 120 members of Ranga Reddy district. The sample customers are selected through simple random technique.

Keywords: Customer satisfaction, digital marketing, virtual marketing, online marketing, online marketing in rural areas

Introduction

Customer satisfaction is a state of a customer how he feels regarding the product after receiving and using goods and services from respective companies. If customers satisfy regarding their company products then ultimately it shows a good impact on their company otherwise if customer dissatisfy regarding respective company's products then for that company will have bad impact which results in decrease in sales. With the help of customer satisfaction a company will try to satisfy more their customers and also to retain their customers for a long time by improving quality in their products and services. Acquiring new customers in traditional marketing is somewhat difficult but in digital marketing it is not much difficult it may be possible to acquire new customers and also to retain old customers. With the help of this digital marketing customer satisfaction is increasing by getting their desired products within a specified period of time. If customer satisfies regarding that particular product and company then he refers that company products to others like friends, family members, colleagues. Business people are able know their customers satisfaction by getting their feedback from the customers and trying to improve better service towards the customers desire.

Nirmalasari, L., *et al* (2022) ^[4] studied that in this competitive business world, digital marketing has plays a role to grab attention and retain customers is one of the most important thing. In order to sustain the fulfilment of customer pleasure, customer has when consuming a good or service it might vary from one encounter to the next. It leads to create diversity it will be add to the further variety of customer experience. Dhayalan *et al* (2021) studied that the online shopping is very convenient, it also becomes a one of the biggest part of any form of business. The customers also prefer online shopping instead of waiting in queue due to the facility of online shopping. The maximum companies have also implemented the strategy of giving or taking reviews/ratings from customers accordingly to quality of products or accordingly to the online services which are provided by the company through their websites.

Conceptual Framework

AJ Parsons, M Zeisser, R Waitman (1996) ^[1] opined that digital marketing is performing marketing activities where digital platforms with or without internet. When the digital marketing has improved during the 1990s and 2000s were as changing technology, brand and using of business strategies, SEO, SEM, social media and email marketing are internet platforms and non-internet platforms are mobile phones like SMS and call back communications, where the digital marketing has mostly increase on during the covid-19 situation. Mohd Shoki Md Ariff, Michele Sylvester, Norhayati Zakuan, Khalid Ismail, Kamarudin Mat Ali Consumer Perceived Risk (2014) expressed that internet can mainly takes place on popularity in online shopping were it occupied 3rd place popularity of the of internet, were the negative impact can affect the purchasing behaviour were it is influence the online shoppers. Li, Na & Zhang, Ping. (2002) ^[3] revealed that consumer attitude behaviour believed the online shopping platforms were it can purchase a specific online internet store. and, measure the willingness of a

products, comparison of website to buy a specific platform of store and its concentrate on customer satisfaction were as needs and wants.

Durairaj (2019) ^[6] studied that in past decade growth of online digital marketing has been remarkable large number of people are tipping towards the digital marketing because of their convenience and ease. A very effective online marketer is the insurance company Geico who simply asks their users to enter their Zip code for an instant quote on a better saving through online marketing. Ait Yassine, Fatima. (2023) ^[8] studied that to test the impact of digital marketing strategy on customer outcomes. Marketing strategies are gain great attention from both academics and marketing practitioners. The current technologies in digital marketing are social media marketing, content marketing, e-mail marketing, green marketing, search engine optimization and content marketing. On the other hand, examples of customer outcomes including customer satisfaction, customer engagement, customer loyalty. This study also instructs the organizations about effected outcomes of customer in response to marketing strategy. Maher Alwan and Muhammad Alshurideh (2012) studied that how the digitalization trends was changed the individual behaviour and attitude towards the society and nature. Certainly the technology tools as well as digital platforms are not shown as intermediaries but, they have become more than a communication language which individual use in order to express their needs. Mostly the companies are made a great effort with the approaches and strategies to come with the new and emerging customer segmentation and the role of internet on the business of the companies.

Review of Literature

AJ Parsons, M Zeisser, R Waitman (1996) ^[1] studied that digital marketing is the present trend in the marketing, where it is focus on the customer experience and satisfaction during the pandemic situation has software sector can do work on work from home and increase on online transactions, online shopping's etc. Mohd Shoki Md Ariff, Michele Sylvester, Norhayati Zakuan, Khalid Ismail, Kamarudin Mat Ali Consumer Perceived Risk, (2014) found that development of ecommerce were increase the popularity in online shopping's in the world wide were it is mainly based on the customer behaviour to buy on a product were they can think product quality, trust to deliver the product, convince and price of the product. Li, Na & Zhang, Ping. (2002) ^[3]. When it study looks like the customer satisfaction and behaviour were it analyse the developed the based on taxonomy were it can define customer needs and perceived risk and attitude of the customer were it can maintain customer relationship as an positive attitude and trust. Rekha Dahiya & Gayatri (2018) ^[5] Digital marketing have a positive and negative effects on customers they studied that the impacts of digital marketing on customers. They take an example of consumer buying decision process in car market they result in digital marketing communication is capable of even triggering need recognition in high involvement in product category like car.

Durairaj (2019) ^[6] measure the customer satisfaction on online marketing in chennai, his literature reveals that the most of the studies to understanding whether rust matters or not in online marketing and understanding the risk perception in online marketing. He realized the need for an extensive and intensive study to analyse the risk perception in online marketing. Debansu Chatterjee (2015) studied that the "consumer behaviour is the study of process involved in when an individual select, purchases, disposes of products, services, ideas, or experiences to satisfy their needs and desires". Use of technology has opened a new doors and opportunities that enable for a more convenient life style today. Likewise variety of quicker services, reduced prices and more number of products are available are the significant ways for the online shopping influenced people in India and world. Dhayalan (2013) studied that the consumers, all over the world are increasingly shifting to one clicks online shopping than go to the crowded stores. However the convenience are offered in online shopping it is far from being the most preferred form of shopping in India. And also, the online shopping reveals that it brings optimum convenience to customers as well as privacy and security risk also emerges frequently as a reason for being wary about internet shopping.

Research Problem

Digital marketing is fast growing sector in India where customers can purchase the product virtually without visiting the products and services. The digital marketing is great platform which facilitates wide products and services to the customers at one place and choosing the best products at economical rate. Therefore, customer satisfaction on digital marketing platform should be measured in right way which contributes its growth and development in the long run. Thus, present study focused on the measuring of the customer satisfaction on digital marketing services in rural areas of the Ranga Reddy district of Telangana. This study gains significance due to focused on the rural areas where no much earlier studies were observed on rural areas.

Research Objectives

Present study is aimed at examining the customer satisfaction on digital marketing services in rural areas of Ranga Reddy district of Telangana

Hypothesis: In the present study, alternative hypothesis are formulated and tested with appropriate statistical tools as per the objectives of the study

H₁: There is significant correlation between demographic profile and customer satisfaction on digital marketing in rural areas of Ranga Reddy district of Telangana

H₀: There is insignificant correlation between demographic profile and customer satisfaction on digital marketing in rural areas of Ranga Reddy district of Telangana

Research Methodology

The present study is based on the both secondary and primary data collected from the reliable sources. The present study is focused on the customer satisfaction on the digital marketing aspects of mobile app utilization, pricing policy and refund policy, delivery services, promotion, product returns and modification. The sample size of the present study is 120 customers selected by simple random technique. The sample size of the study comprises of rural areas of Ranga Reddy district of Telangana, particularly revenues villages. In the present study primary data is collected from the targeted online marketing users through well structured questionnaire. The study applied statistical techniques of ANOVA to examine the hypothesis.

Data Analysis and Interpretation

Table 1: Demographic Profile of the Respondents

1. Gender	Male	Female	Total	2. Age	Below 20 years	20-30 Years	30-40 Years	>40 Years	Total
	86 (81.67)	34 (18.33)	120 (100)		38 (31.67)	62 (51.67)	15 (12.50)	05 (4.17)	120 (100)
3. Marital Status	Married	Single	Total	4. Occupation	Employee	Student	Farmer	Self Employee	Total
	98 (71.67)	22 (28.33)	120 (100)		43 (35.83)	31 (25.83)	28 (23.33)	17 (14.17)	120 (100)
5. Online using rate	Frequently	Occasionally	Rarely	Total	6. Annual Income	< Rs 20 thousands	Rs 20-50 K	>Rs 50 K	Total
	96 (81.67)	11 (9.17)	13 (10.83)			120 (100)	78 (65)	25 (20.83)	17 (14.17)

Source: Field study

Table 2: Customer Satisfaction on Digital Marketing in Rural Areas of Ranga Reddy District of Telangana

Q. No	Statement	SD (1)	DA (2)	N (3)	AG (4)	SA (5)	Total
01	The online or mobile apps of digital marketing are highly user friendly	8 (6.67)	20 (16.67)	28 (23.33)	24 (20)	40 (33.4)	120 (100)
02	The digital marketing is a good platform for finding variety of products with good quality	10 (8.33)	26 (21.6)	18 (15.00)	30 (25)	36 (30)	120 (100)
03	The discounts, coupons, rewards and prices of the products in online marketing are very attractive and economical	12 (10.00)	32 (26.67)	20 (16.67)	26 (21.67)	30 (25)	120 (100)
04	The order placement, modification or cancellation options are very convenient	18 (15.00)	34 (28.33)	12 (10.00)	32 (26.67)	24 (20)	120 (100)
05	The payment modes in online marketing are highly flexible, convenient and secured	12 (10.00)	22 (23.33)	18 (15.00)	26 (21.67)	42 (35)	120 (100)
06	The product review in online digital market are reliable	14 (11.67)	26 (21.67)	20 (16.67)	26 (21.67)	34 (28.33)	120 (100)
07	The delivery services are timely and accurate in digital marketing	10 (8.33)	20 (16.67)	16 (13.33)	32 (26.67)	42 (35)	120 (100)
08	The delivery boy behavior is polite and good communication in digital marketing	8 (6.67)	26 (21.67)	14 (11.67)	28 (23.33)	44 (36.67)	120 (100)
09	The post purchase services such as product modification, return and price refund policies are very customer friendly	10 (8.33)	24 (18.33)	22 (18.33)	20 (16.67)	44 (38.33)	120 (100)
10	In overall, I am agreed with digital marketing services	10 (8.33)	30 (25)	12 (10.00)	36 (30)	32 (26.6)	120 (100)

Source: Field Study

Statistical Results: Table 3: Descriptive Statistics

Statements	I	II	III	IV	V	VI	VII	VIII	IX	X
Means	3.567	3.508	3.250	3.083	3.533	3.333	3.633	3.617	3.533	3.417
SD	1.288	1.328	1.355	1.400	1.390	1.392	1.334	1.348	1.378	1.338
Kurtosis	-1.022	-1.087	-1.307	-1.391	-1.152	-1.278	-0.922	-1.162	-1.235	-1.238
Skewness	-0.390	-0.412	-0.095	-0.039	-0.452	-0.238	-0.594	-0.482	-0.365	-0.332

Source: SPSS Confidence Level (95.0%)

Discussion on Research Result

Table no 01&3 exhibit the responses of customer regarding their satisfaction on digital marketing in rural areas. The study revealed that, 33.4 percent of customers strongly agreed and 20 percent is agreed that using of mobile apps are highly user friendly, in contrast, 16.67 percent disagreed and six percent are strongly disagreed with operating of mobile app, while 23.3 percent took neutral status regarding satisfaction on usage of mobile app. In overall, the study observed mean value of 3.567 which indicates that majority of respondents agreed with the

usage of mobile app. Similarly, Standard Deviation of the statement is 1.288 which indicates insignificant deviation responses among the customers. Therefore, the study witnessed that, 30 percent of customers strongly agreed and 25 percent is agreed that the digital marketing is good platform for finding variety of products with good quality, in contrast, 21.6 percent disagreed and 8.33 percent are strongly disagreed with the statement, while 15 percent took neutral status regarding finding the variety of good quality products. In overall, the study observed mean value of 3.508 which indicates that majority of respondents are agreed to the statement. Similarly, Standard Deviation of the statement is 1.328 which indicates is insignificant deviation in responses. The study investigated that, 25 percent of customers strongly agreed and 21.67 percent is agreed that online marketing is very attractive and economical, in contrast, 26.67 percent disagreed and 10.00 percent is strongly disagreed with the statement, while 16.67 percent took neutral to the regarding the online marketing is very attractive and economical. In overall, the study observed mean value of 3.250 which indicates that majority of respondents neutral to the statement. Similarly, Standard Deviation of the statement is 1.355 which indicates insignificant deviation in the responses.

In the similar line, the study observed that, 20 percent of customers strongly agreed and 26.67 percent is agreed that order placement and cancellation are very convenient, in contrast, 28.33 percent disagreed and 15 percent is strongly disagreed with to order placement and cancellation, while 10 percent took neutral status regarding statement. In overall, the study observed mean value of 3.083 which indicates that majority of respondents agreed with order placement and cancellation. Similarly, Standard Deviation of the statement is 1.400 which indicates insignificant deviations in customer responses. The study revealed that, 35 percent of customers strongly agreed and 21.67 percent is agreed with flexibility of payment mode in online marketing, in contrast, 23.33 percent disagreed and 10 percent is high disagreed, while 15 percent took neutral status regarding statement. In overall, the study observed mean value 3.533 which indicates that majority of respondents are agreed to the statement. Similarly, Standard Deviation of the statement is 1.390 which indicates insignificant deviations in responses of customers. The study revealed that, 28.3 percent of strongly agreed and 21.67 percent is agreed that the reliability of product review, in contrast, 21.67 percent disagreed and 11.67 percent is high disagreed, while 16.67 percent took neutral status regarding statement. In overall, the study observed mean value of 3.333 which indicates that majority of respondents are agreed reliability of product review. Similarly, Standard Deviation of the statement is 1.392 which indicates insignificant deviations among customer's responses

In the similar line, the study observed that, 35 percent of strongly agreed and 246.67 percent is agreed in-time delivery services, in contrast, 16.67 percent disagreed and 8.33 percent is strongly disagreed with in-time delivery services, while 13.33 percent took neutral status regarding statement. In overall, the study observed mean value 3.633 which indicates that majority of respondents strongly agreed with in-time delivery services. Similarly, Standard Deviation of the statement is 1.334 which indicates insignificant deviations among the customer responses. The study revealed that, 36.67 percent of strongly agreed and 23.33 percent is agreed with behavior of delivery boy in contrast, 21.67 percent disagreed and 6.67 percent is high disagreed behavior of delivery boy while 11.67 percent took neutral status regarding statement. In overall, the study observed mean value 3.617 which indicates that majority of respondents are strongly agreed to the statement. Standard Deviation of the statement is 1.348 which indicates insignificant deviations in responses. The study revealed that, 38.33 percent of strongly agreed and 16.67 percent is agreed with post purchase services, in contrast, 18.33 percent disagreed and 8.33 percent is high disagreed, while 18.33 percent took neutral status regarding statement. In overall, the study observed mean value of 3.533 which indicates that majority of respondents are agreed with post purchase services. Similarly, Standard Deviation of the statement is 1.338 which indicates insignificant deviations in responses. Finally, the study added that, 26.6 percent of strongly agreed and 30 percent is agreed with overall digital marketing services, in contrast, 25 percent disagreed and 8.33 percent is high disagreed, while 10 percent took neutral status regarding statement. In overall, the study observed mean value of 3.417 which indicates that majority of respondents are agreed with post purchase services. Similarly, SD of the statement is 1.338 which indicates insignificant deviations in responses.

Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.980	.983	16

Cronbach's alpha technique is used to assess the reliability, or internal consistency, of a set of scale or test items. The results of the test will be in range from (α) 0 to 1. If $\alpha = 0$, it indicates independency of all scale items one with another where $\alpha = 1$ indicates entire dependency of all scale items and high covariance. Therefore, increasing the value indicates high reliability. In general, suggestible Cronbach alpha reliability coefficient level is .980. In the present study reliability test results is .983 which is higher than standard acceptable level of 0.70, this indicates high reliability and consistency of data and fit of ANOVA.

ANOVA Results

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Rows	2041.192	119	17.15288	126.0579	0	1.238337
Columns	33.7675	9	3.751944	27.57334	3.1416E-43	1.888606
Error	145.7325	1071	0.136071			
Total	2220.692	1199				

The analysis reveals that, in this case the Sig value is 0.000 which is less than 0.05 so we reject the null Hypothesis and accept alternative Hypothesis and conclude that “There is significant difference in between and within group’s customer satisfaction on digital marketing in rural areas in Ranga Reddy district of Telangana.

Conclusion

The digital marketing platform brought tremendous changes in business both from customers and business point of view where business carries in virtual mode. The usage of digital marketing is relied on the techniques and business knowledge possessed by the customers. This is particularly significant I rural areas where literacy rate is low. However, pandemic period create demand for online marketing more than earlier in rural areas also. Therefore, present study emphasized on the on customer satisfaction in rural areas with reference to Ranga Reddy district of Telangana during post covid-period. The study adopted descriptive statistics, reliability test and ANOVA score. The mean values of all questions are in between 3-4 answer which indicates opinion on agree to the all statements. However the standard deviation is less than standard level which indicates insignificant variation among the total sample customers of 120 members of Ranga Reddy district of Telangana. The sample customers are selected through simple random technique.

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