

**A STUDY ON CUSTOMER SATISFACTION TOWARD DIGITAL
MARKETING
OF
JOY TECHNOLOGIES PRIVATE LTD.**

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

RASHIKA G

(40740283)



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL - 2023



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of RASHIKA G, (40740283) who carried out the Project Training at "Joy Technology Private Limited" under our supervision for a period of 3 months from January 2023 to March 2023.

DR. SHEEBA

Internal guide

External Guide

SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA
Dr. BHUVANESHWARI G. MBA, Ph.D.
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)
Dean - School of Management Studies
Jeppiaar Nagar, Rajiv Gandhi Salilam
Chennai-600 119

Submitted for Viva Voce Examination held on 08.05.2023

Internal Examiner

External Examiner

DECLARATION

I RASHIKA G, of the individual candidate (40740283) hereby declare that the Project work done by me under the guidance of Dr. SHEEBA (Internal) and Ms. THRISSHNA (External) at Joy Technology, 6th floor of Saravana Matrix, Seevaram village, Perungudi, Chennai-96. is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023



SIGNATURE OF THE CANDIDATE

PLACE: CHENNAI

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies**, and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Business Administration** for providing me with necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. Sheeba** for his valuable guidance, suggestions, and constant encouragement paved the way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the training.

RASHIKA G

ABSTRACT

The abstract of customer satisfaction with digital marketing focuses on understanding how customers perceive and respond to digital marketing strategies used by businesses. Digital marketing has become an essential part of business strategy with the increasing use of social media, websites, email, and mobile applications. The aim of this research is to explore the factors that influence customer satisfaction with digital marketing and how it impacts their attitudes and behaviours towards the brand. The study will use a mixed-methods approach, including a literature review, surveys, and focus groups. The results will provide insights into how businesses can improve their digital marketing strategies to enhance customer satisfaction, loyalty, and ultimately sales.

TABLE OF CONTENTS

CHAPTER NO.	TOPIC	PAGE NO.
	ABSTRACT	IV
	LIST OF TABLES	VI
	LIST OF CHARTS	VIII
	LIST OF FIGURES	IX
1	INTRODUCTION	
	1.1 Introduction about the Topic	1
	1.2 Industry profile	1
	1.3 Company profile	2
	1.4 Product profile	4
	1.5 Need for the Study	5
	1.6 Statement of the Problem	7
	1.7 Scope of the Study	9
	1.8 Objectives of the Study	10
	1.9 Limitations of the Study	11
	1.10 Chapter Framework	11
2	2.1 REVIEW OF LITERATURE	13
3	RESEARCH METHODOLOGY	
	3.1 Introduction	17
	3.2 Research Design	18
	3.3 Methods of Data collected	19
	3.4 Sample size	19
	3.5 Sample method	19
	3.6 Period of the study	20
	3.7 Analytical Tools	20
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Data Analysis and Interpretation	22

5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	42
	5.2 Suggestions	44
	5.3 Conclusion	45
	REFERENCES	47
	ANNEXURE (Questionnaire)	49

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Table showing gender of respondents.	22
4.1.2	Table showing Classification based on the website clears the traffic and provides SEO to the customer.	23
4.1.3	Table showing Classification based on the requirement of the customer on business.	24
4.1.4	Table showing Classification based on the Digital marketing company makes product selling easier and quicker	25
4.1.5	Table showing Classification based on the influences the decision of purchasing more efficiently to the customer.	26
4.1.6	Table showing Classification based on the Digital marketing makes the product or services to keep at the top in Search Engine Optimization to the customer	27
4.1.7	Table showing Classification based on the services provided by the digital marketing	28

	company to their clients are highly rated for their efficiency and speed.	
4.1.8	Table showing classification based on the strategy used by the company are innovative and unique	29
4.1.9	Table showing Classification based on trustworthiness were the claim made by the company in its digital marketing campaigns	30
4.1.10	Table showing Classification based on trustworthiness were the claim made by the company in its digital marketing campaigns	31
4.1.11	Table showing Classification based on the purpose of SEO and getting a higher ranking is easier for the marketing company	32
4.1.12	Table showing Classification based on the customer likely to use company digital marketing in the future.	33
4.1.13	Table showing Classification based on the overall experience with customer in digital marketing	34
4.1.14	Table showing Classification based on the suggesting and recommending of the digital marketing services provided to other	35
4.1.15	Table showing Classification based on the customers are how satisfied with the services provided by the digital marketing channel.	36
4.1.16	Table showing Classification based on the Digital marketing efforts align with overall customer experience with JOY TECHNOLOGY	37

4.1.17	Table showing Classification based on the how the customer often interacts with our digital marketing efforts on social media.	38
4.1.18	Table showing Classification based on how well does the digital marketing align with Customer interests.	39
4.1.19	Table showing Classification based on the company's digital marketing channels influence the brand perception.	40
4.1.20	Table showing Classification based on the How likely the customers are continue using the company's products or services based on your digital marketing experience	41
4.1.21	Table showing Classification based on the How likely the customer switch to a competitor based on your digital marketing experience with the company	42

LIST OF CHARTS

TABLE NO.	PARTICULARS	PAGE NO.
4.1(a)	Chart showing gender of respondents.	22
4.2(b)	Chart showing Classification based on the website clears the traffic and provides SEO to the customer.	23
4.3(c)	Chart showing Classification based on the requirement of the customer on business.	24
4.4(d)	Chart showing Classification based on the Digital marketing company makes product selling easier and quicker	25

4.5(e)	Chart showing Classification based on the influences the decision of purchasing more efficiently to the customer.	26
4.6(f)	Chart showing Classification based on the Digital marketing makes the product or services to keep at the top in Search Engine Optimization to the customer	27
4.7(g)	Chart showing Classification based on the services provided by the digital marketing company to their clients are highly rated for their efficiency and speed.	28
4.8(h)	Chart showing classification based on the strategy used by the company are innovative and unique	29
4.9(i)	Chart showing Classification based on trustworthiness were the claim made by the company in its digital marketing campaigns	30
4.10(j)	Chart showing Classification based on trustworthiness were the claim made by the company in its digital marketing campaigns	31
4.11(k)	Chart showing Classification based on the purpose of SEO and getting a higher ranking is easier for the marketing company	32
4.12(l)	Chart showing Classification based on the customer likely to use company digital marketing in the future.	33
4.13(m)	Chart showing Classification based on the overall experience with customer in digital marketing	34

4.14(n)	Chart showing Classification based on the suggesting and recommending of the digital marketing services provided to other	35
4.15(o)	Chart showing Classification based on the customers are how satisfied with the services provided by the digital marketing channel.	36
4.16(p)	Chart showing Classification based on the Digital marketing efforts align with overall customer experience with JOY TECHNOLOGY	37
4.17(q)	Chart showing Classification based on the how the customer often interacts with our digital marketing efforts on social media.	38
4.18(r)	Chart showing Classification based on how well does the digital marketing align with Customer interests.	39
4.19(s)	Chart showing Classification based on the company's digital marketing channels influence the brand perception.	40
4.20(t)	Chart showing Classification based on the How likely the customers are continue using the company's products or services based on your digital marketing experience	41
4.21(u)	Chart showing Classification based on the How likely the customer switch to a competitor based on your digital marketing experience with the company	42

LIST OF FIGURES

FIGURE NO	PARTICULARS	PAGE NO
1.1	Company profile	3
1.2	Link doctor i.o	4
1.3	Joy of android	4
1.4	Go schooler	5

CHAPTER 1

1. INTRODUCTION

1.1 INTRODUCTION TO THE TOPICS

Customer satisfaction towards digital marketing can be defined as the level of contentment or pleasure that customers experience with the digital marketing efforts of a company or brand. Digital marketing includes various activities such as social media marketing, email marketing, search engine optimization, online advertising, and website design, among others.

A high level of customer satisfaction with digital marketing indicates that customers feel that their needs and expectations are being met through the digital marketing efforts of a company. This can lead to increased customer loyalty, brand awareness, and ultimately, improved business outcomes such as increased sales and revenue. On the other hand, low customer satisfaction towards digital marketing can lead to customer churn, negative word-of-mouth, and a damaged brand reputation.

1.2 INDUSTRY PROFILE

The Digital Marketing Industry is a rapidly growing and evolving sector that provides businesses with innovative marketing strategies and solutions to reach their target audience through digital channels. The industry encompasses various areas, including search engine optimization social media marketing, content marketing, email marketing, and digital advertising.

The rise of digital technology and the increasing use of the internet and social media platforms have led to a significant shift in the way businesses market their products and services. As a result, the digital marketing industry has become an essential component of any successful marketing campaign. The industry is highly

competitive, with many companies offering a range of digital marketing services. These services typically include developing and implementing digital marketing strategies, creating and managing online advertising campaigns, managing social media accounts, producing content, and providing analytical data to measure the effectiveness of marketing campaigns. learning tools.

Help businesses identify and target their ideal customers more efficiently. The demand for digital marketing services is expected to continue to grow in the coming years as more businesses recognize the importance of a strong online presence. As such, the industry is projected to continue its expansion, with new players entering the market and existing companies expanding their service offerings.

1.3 COMPANY PROFILE

Joy Technologies is a registered trademark brand of Joy Kingdom Software Services, a startup IT company that provides innovative and cutting-edge solutions to businesses across various industries. Joy Technologies has been servicing clients since 2020 and has an estimated 200+ employees, with the company still actively hiring talented individuals to join its team.

COMPANY LOGO

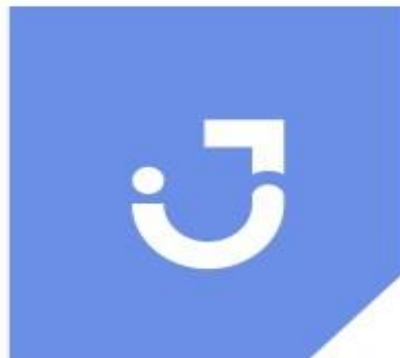


FIG 1.1

Joy Technologies is a company that operates in the Information Technology and Services industry. It employs 6-10 people and has \$1M-\$5M of revenue. The company is headquartered in Chennai, Tamil Nadu, India. Joy Technologies is committed to building brands that solve problems and create an impact. We turn ideas and visions into products and services.

Joy Technologies is a registered trademark brand of Joy Kingdom Software Services, a startup IT company that provides innovative and cutting-edge solutions to businesses across various industries. Joy Technologies has been servicing clients since 2020 and has an estimated 220 employees, with the company still actively hiring talented individuals to join its team.

1.4 RENDERING SERVICES

1.4.1 Link Doctor.io



Fig1.2

Link Doctor helps brands increase their sales and search rankings through high-quality organic backlinks. Through effective blogger outreach, guest posting services, and end-to-end SEO management, we help companies increase their online footprint and grow to the next level.

1.4.2 Joy of Android



Fig1.3

Joy of Android is an informational product devoted to helping Android users get the most out of their digital experience. We publish tech-driven content that gives our users all the latest tools, news, information, reviews, and apps they need to fully enjoy the Android operating system.

1.4.3 Go schooler



Fig1.4

Go Schooler is a complete school management software platform to manage School's administrative, communication, and organizational needs. Go Schooler's cloud-based platform makes schools more efficient and effective at what they do.

1.5 STATEMENT OF THE PROBLEM

Digital marketing faces several challenges and problems. Some of the common ones are:

PROBLEMS IN ADVERTISEMENT:

AD FRAUD

The practice of generating false ad impressions, clicks, or conversions, leading to the wastage of ad budget

Ad-blocking

The increasing use of ad-blocking software makes it harder for advertisers to reach their target audience.

Ad saturation

Consumers are overwhelmed by the increasing number of ads, making it harder for advertisers to stand out.

Ad viewability

Ads that are not fully visible or viewed by bots can lead to inaccurate campaign reporting and wastage of budgets.

Ad fatigue

Consumers may become tired of seeing the same ads repeatedly, leading to lower engagement rates.

Ad relevance

Ads that are not relevant to the consumer can lead to lower engagement rates and wasted ad spending.

PROBLEMS IN SITE MANAGEMENT:

Data privacy

The collection and analysis of consumer data can violate privacy laws and raise ethical concerns.

Measurement and attribution

Accurately measuring the impact of digital marketing campaigns and attributing conversions to the right channels is challenging.

Fragmentation

The diversity of digital channels and devices has made it challenging to reach audiences effectively.

Security

Data breaches and hacking attacks can expose consumer data, damaging the reputation of companies.

OTHER PROBLEMS:

Competition

The digital marketing landscape is becoming increasingly crowded, making it harder for smaller businesses to get noticed

Shifting consumer behavior

Consumer behavior is constantly evolving, and marketers must keep up with changing trends to remain relevant and effective.

Mobile Optimization

As mobile usage grows, marketers need to optimize their campaigns for mobile devices.

1.6 NEED FOR THE STUDY

Studying digital marketing is important because it is a rapidly growing field with a constantly evolving landscape. The following are some needs for studying digital marketing:

Understanding the Digital Ecosystem:

Digital marketing involves a variety of channels and platforms that are constantly evolving. Therefore, it is essential to understand the digital ecosystem and how it works, including search engines, social media, email marketing, mobile marketing, video marketing, and more.

Building Effective Marketing Strategies:

Digital marketing is about building effective marketing strategies that are tailored to specific business objectives. By studying digital marketing, you can learn how to create effective marketing campaigns that drive traffic, generate leads, and increase conversions.

Analyzing Data:

Digital marketing involves analyzing data to track the success of marketing campaigns and adjust strategies accordingly. By studying digital marketing, you can learn how to use various analytics tools to measure performance and make data-driven decisions.

Engaging with Customers:

Digital marketing allows businesses to engage with customers on a more personal level. By studying digital marketing, you can learn how to create engaging content

that resonates with your target audience and builds strong relationships with customers.

Staying Ahead of Competitors:

The digital landscape is highly competitive, and businesses that do not keep up with the latest trends and technologies risk falling behind. By studying digital marketing, you can stay ahead of the curve and position your business for long-term success.

1.7 SCOPE OF THE STUDY

The scope of study in digital marketing is vast and varied. The following are some areas of study within digital marketing:

Search Engine Optimization (SEO)

This involves optimizing a website to improve its visibility and ranking on search engines like Google. This includes on-page optimization, off-page optimization, and technical SEO.

Social Media Marketing (SMM):

This involves using social media platforms like Facebook, Twitter, LinkedIn, Instagram, and others to engage with audiences, build brand awareness, and drive traffic to websites.

Pay-Per-Click (PPC) Advertising:

This involves placing ads on search engines or social media platforms and paying for clicks. This includes keyword research, ad copywriting, bidding strategies, and performance tracking.

Content Marketing:

This involves creating and distributing valuable, relevant, and consistent content to attract and retain a defined audience and drive profitable customer action. This includes content creation, distribution, and measurement.

Email Marketing:

This involves using email to communicate with customers and prospects to promote products or services, build relationships, and drive sales. This includes email list building, segmentation, personalization, and automation.

Mobile Marketing:

This involves reaching customers and prospects through mobile devices like smartphones and tablets. This includes mobile-responsive websites, mobile apps, mobile advertising, and SMS marketing.

Analytics and Reporting:

This involves tracking and analyzing data to measure the success of digital marketing campaigns and make data-driven decisions. This includes using tools like Google Analytics, data visualization, and reporting.

Overall, the scope of study in digital marketing is constantly evolving, and new areas of study emerge as technologies and platforms change. It is important to stay up-to-date with the latest trends and technologies to remain competitive in the digital marketing landscape.

1.8 OBJECTIVE OF THE STUDY

The objective of a study on customer satisfaction towards digital marketing is to understand the level of satisfaction that customers have with digital marketing strategies used by companies to promote their products or services. The study may aim to identify the factors that contribute to customer satisfaction, such as the effectiveness of digital marketing in delivering relevant content, ease of use of digital marketing channels, personalization of marketing messages, and the overall customer experience. The study may also aim to understand the impact of customer satisfaction on customer loyalty, purchase behavior, and brand perception. Ultimately, the goal of the study is to provide insights that can help companies

improve their digital marketing strategies and enhance the customer experience, leading to increased customer satisfaction and business success. To understand the level of satisfaction, identify the factors that contribute to satisfaction, understand the impact of satisfaction on customer behavior, identify areas for improvement, and provide insights for future marketing strategies

PRIMARY OBJECTIVE

1. To Evaluate the effectiveness of different digital marketing channels in engaging and satisfying consumers.

SECONDARY OBJECTIVE

1. To Evaluate the impact of different types of content and messaging on consumer satisfaction with digital marketing efforts.
2. To Assess the role of personalization and targeting in driving consumer satisfaction with digital marketing campaigns.
3. To Identify factors that contribute to positive or negative consumer experiences with digital marketing, such as personalization, the relevance of content, and frequency of messaging.

1.9 LIMITATIONS OF THE STUDY

There are several limitations to a study on customer satisfaction towards digital marketing that should be considered:

Sample bias:

The study results may be biased if the sample of customers surveyed is not representative of the overall population of customers. For example, if the study only includes customers who are highly active on social media, the results may not be generalizable to the broader population of customers who may have different preferences and habits.

Self-reporting bias:

Customers may not always accurately report their satisfaction levels, which can lead to bias in the study results. Customers may be more likely to provide positive feedback if they feel socially desirable or may be more likely to provide negative feedback if they had a recent negative experience.

The limited scope of the study:

A study on customer satisfaction with digital marketing may focus on a specific aspect of digital marketing or a specific industry, which can limit the generalizability of the results to other contexts.

Lack of control over external factors:

External factors that are outside the control of the company, such as changes in the economy or competition, can also impact customer satisfaction and behavior, which may not be captured in the study.

Time-limited:

A study on customer satisfaction with digital marketing may become quickly outdated as digital marketing trends and technologies rapidly evolve. This means that the study results may not be applicable or relevant to the current digital marketing landscape.

In summary, the limitations of a study on customer satisfaction towards digital marketing may include sample bias, self-reporting bias, the limited scope of the study, lack of control over external factors, and time-limited results.

CHAPTER 2

REVIEW OF LITERATURE

(Chaffey, 2013) - Digital marketing is the use of technologies to help marketing activities to improve customer knowledge by matching their needs.

(Munshi, 2012) - monotonous advertising and marketing techniques have given way to digital marketing.

(Rohm & Hanna, 2011) - Marketing professionals must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing to the young audience's accessibility to social media and usage. Strategic integration approaches must be adopted in an organization's marketing communication plan.

(Zhang, 2013) - With the above reviews, we can assume that GST is a tax reform that will change the scenario of the country as a support for this review study Blogs as a tool 13. for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked well as part of their overall strategic marketing strategy.

(Helm, Möller, Maurine, Conrad, 2013) - Online service tools are more influential than traditional methods of communication

(Arnott, 2013) - As part of the study, it is proven that users experience an increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professionals.

(Cetin, Cristiana, Rădulescu, 2012) - Web experiences affect the mental process of consumers and enhance their buying decision online

(Annapolis, 2011) - Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at a disadvantage because the Internet is changing the brand, pricing, distribution, and promotion strategy.
more target customers.

Quiroga & Kamila (2010) - in their research-Marketing and Facebook, describe how fashion companies promote themselves on social media platforms such as Facebook. This study considered 34 Swedish companies.

Nida, Sadaf, Sa6nya & Umair (2010) - in their research-Evolution of Digital Media as an IMC tool and its relevance for Pakistan aim to analyze the trends of digital media within IMC over the years in Pakistan, the factors that have contributed to the change and explore the importance of digital media in the marketing mix in future.

(Jeremy) (2010) - Manufacturers are in a better position to monitor online discussions about their products: most U.S. companies that depend on copyright and trademark recognition currently engage in brand-protection activities through aggressive surveillance and litigation. Hospitals increasingly are using social networks for promotional purposes and to gauge consumer experiences with their organizations.

(Farrar, M., 2010) - The use of online promotions enables managers in an organization to control costs and lead the company to success. Advertising media are flexible including television (TV), press, and billboards to attract potential customers or the target market. However, managers should consider different agencies as digital media to help meet customer requirements including creative agencies, technology builders, and content providers.

(McKinsey) - survey showed that companies are using digital tools from Web sites to wikis extensively for customer service. Two-thirds use digital tools for product development and advertising online. Most companies today don't integrate their online and offline marketing efforts with an increased trend shortly for companies to use online tools across the full spectrum of marketing activities.

(Greene, J.A. & Kesselheim, A.S., 2010) - Facebook and Twitter, the largest social media Web sites, have more than 350 million users worldwide. Research surveys indicate that 60% of Americans turn first to the Internet when seeking health-related information as a result the pharmaceutical industries are gearing up to establish a social media presence.

(Mckensy reports April 2012) - Pharmaceutical industry should move towards digital and interactive media and from 2009 to till date the industry has adopted social media or digital media offering the possibility of online conversations with doctors and patients. In an article entitled "Demystifying social media," it was highlighted that social media still accounts for less than 1% of an average marketing budget but chief marketing officers want to increase this to 5%.

(Muala & Qurneh 2012) - showed that clear communication with the target market is vital for the success of any marketing program. This involves sales promotion, advertising, personal selling, public relations, and direct marketing.

(Martin, J.-françois, 2010) - the survey showed that companies are using digital tools from Web sites to wikis extensively for customer service. Two-thirds use digital tools for product development and advertising online. Most companies today don't integrate their online and offline marketing efforts with an increased trend soon for companies to use online tools across the full spectrum of marketing activities.

(Greene, J.A. & Kesselheim, A.S., 2010) - Facebook and Twitter, the largest social media Web sites, have more than 350 million users worldwide. Research surveys indicate that 60% of Americans turn first to the Internet when seeking health-related information as a result the pharmaceutical industries are gearing up to establish a social media presence

CHAPTER 3

3. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The research design for studying customer satisfaction toward digital marketing typically involves a combination of collecting primary and secondary data.

METHODS OF DATA COLLECTED

The study involves both primary and secondary data.

PRIMARY DATA

Data can be collected through surveys, and questionnaires depending on the research design.

SECONDARY DATA

Secondary data has been collected from the company's website, journals, books, and the Internet.

3.2 SOURCES OF DATA

Several sources of data can be used to measure customer satisfaction with digital marketing. Here are a few examples:

Surveys:

Surveys are a common way to collect customer feedback. They can be administered online or offline and can be structured or unstructured. Surveys can be used to collect both quantitative and qualitative data.

Overall, these sources of data can provide valuable insights into customer satisfaction with your digital marketing efforts. By analyzing and acting on this data,

you can make data-driven improvements to your digital marketing strategy and improve customer satisfaction.

3.3 STRUCTURE OF THE QUESTIONNAIRE

When designing a questionnaire to measure customer satisfaction with digital marketing, it is important to consider the following:

Objectives:

Obtain feedback on customer experience, identify strengths and weaknesses, Measure effectiveness of digital marketing, identify customer needs, Benchmark against competitors are the objectives for structuring the questionnaire.

Demographics:

Collect basic demographic information such as age, gender, income, and education level. This information will help you to segment your data and identify any patterns or trends.

Likert scale questions:

Use a Likert scale to measure customer satisfaction. This is a scale that ranges from strongly agree to strongly disagree or very satisfied to very dissatisfied. For example, you could ask customers to rate their satisfaction with the website design or ease of use on a scale of 1-5.

Open-ended questions:

Include open-ended questions to allow customers to provide more detailed feedback. For example, you could ask customers to provide suggestions for how the website could be improved or what they liked most about a particular social media campaign.

Net promoter score (NPS) question:

The NPS question is a standardized question that measures customer loyalty. It asks customers how likely they are to recommend a brand to a friend or colleague on a scale of 0-10. This question can provide valuable insights into customer loyalty and advocacy.

Multiple choice questions:

Use multiple-choice questions to collect specific information about customer behavior. For example, you could ask customers how often they visit your website or which social media platforms they use most frequently.

Ordering questions:

Use ordering questions to ask customers to rank their preferences or priorities. For example, you could ask customers to rank the importance of different features on your website or which digital marketing channels they prefer.

3.4 SAMPLE SIZE

The sample size chosen for the study is 102 respondents.

3.5 SAMPLE TECHNIQUE

Several sampling techniques can be used to measure customer satisfaction in digital marketing. The choice of sampling technique will depend on the research question, the characteristics of the population being studied, and the resources available for data collection.

Convenience sampling:

Convenience sampling is used as a sample method for the study. This is a technique where the sample is selected based on convenience or availability. For example, a company could survey customers who have recently interacted with

their digital marketing channels, regardless of whether they are representative of the entire population.

It's important to note that the sampling technique has its strengths and weaknesses, and the choice of technique should be based on the specific research question and the characteristics of the population being studied.

3.6 PERIOD OF THE STUDY

The period of study on customer satisfaction with digital marketing was conducted for 3 months.

3.7 ANALYTICAL TOOLS:

Several analytical tools can be used to measure and analyze customer satisfaction with digital marketing. The choice of tool will depend on the research question, the specific aspects of the customer experience being measured, and the resources available for data analysis.

PERCENTAGE ANALYSIS

Percentage analysis is used as an analytical tool for the study. To conduct a percentage analysis for customer satisfaction towards digital marketing, you would need to gather feedback from customers who have interacted with your digital marketing efforts. This feedback can be collected through surveys and reviews of the customer.

Once you have collected the feedback, you can calculate the percentage of customers who are satisfied with your digital marketing efforts by dividing the number of satisfied customers by the total number of customers who provided feedback and multiplying by 100.

For example, if you received feedback from 100 customers and 80 of them were satisfied with your digital marketing efforts, the percentage of customer satisfaction would be 80% ($80/100 \times 100$).

You can also break down the satisfaction percentage by specific aspects of your digital marketing, such as website design, email campaigns, social media presence, etc. This can help you identify areas for improvement and better tailor your digital marketing to your customers' needs and preferences.

CHAPTER 4

4. DATA ANALYSIS AND INTERPRETATION:

4.1.1: Table showing gender wise classification of the respondents.

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	55	54
Female	47	46
Total	102	100

SOURCE: Primary Data

NO OF RESPONDENTS

■ Male ■ Female



FIG4.1(a) Chart showing the gender wise classification of the respondents

INTERPRETATION: From the above table, it is inferred that 54% of the customers are male and 46% of the customers are female.

TABLE 4.1.2: Classification based on the website clears the traffic and provides SEO to the customer.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	60	59
Agree	30	29
Neutral	5	5
Disagree	7	7
Strongly disagree	0	0
Total	102	100

SOURCES: Primary Data

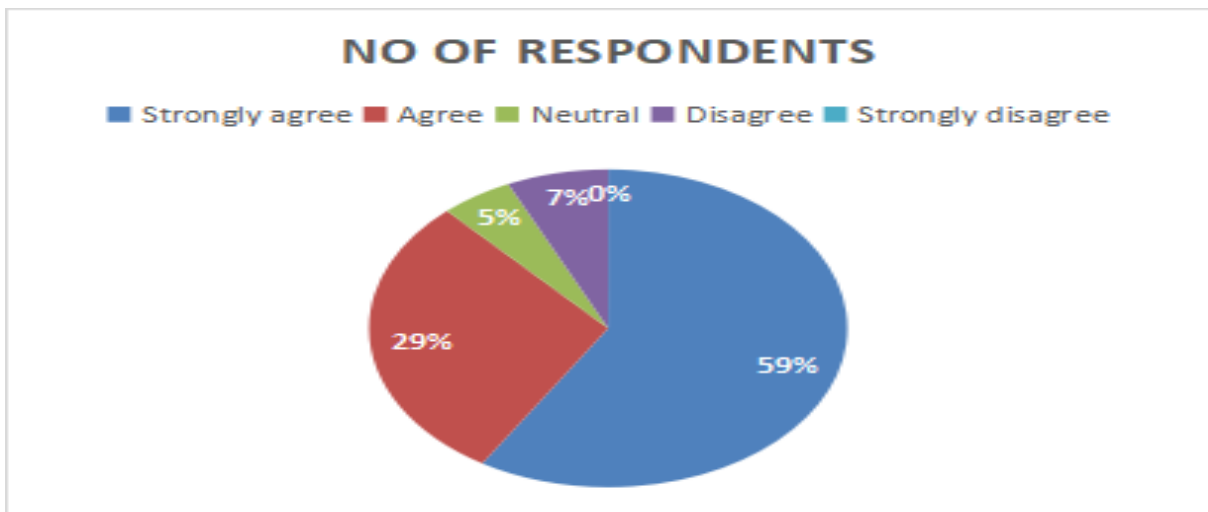


FIG4.2(b) Chart showing the website clears the traffic and provides SEO to the customer.

INTERPRETATION: From the above table, 59% of the customers strongly agree that marketing companies clarify website traffic and offer free search engine optimization for their clients. Another 29% of the customers agree with this statement. Around 5% of the customers have a neutral opinion on this matter. On the other hand, 7% of the customers disagree with the idea that marketing companies explain website traffic and provide free search engine optimization for their customers. No responses from strongly disagree.

TABLE 4.1.3 Classification based on the requirement of the customer on business.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Too often	54	53
often	30	29
Neutral	7	7
Not too often	4	4
Not often	7	7
Total	102	100

SOURCE: PRIMARY DATA

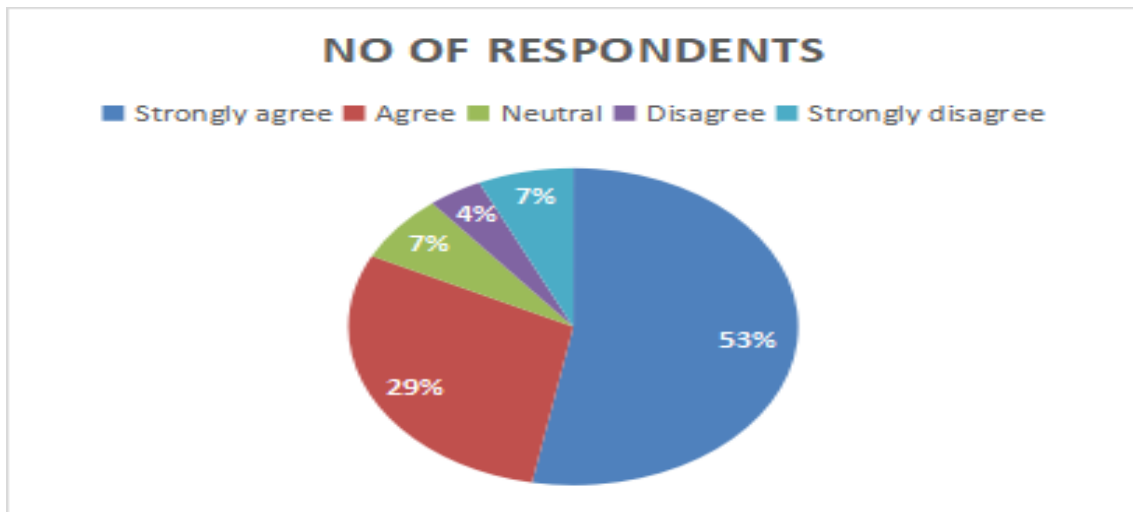


FIG4.3(c) Classification based on the website clears the traffic and provides SEO to the customer.

INTERPRETATION: From the above table, 53% of customers feel their requirements are considered and feedback is recorded through various methods. 29% feel their requirements are often met through these methods. 7% believe their requirements are not met enough, while 4% feel they are not met too enough. 7% report feedback is recorded through multiple-choice and rating questions.

Table 4.1.4: Classification based on the Digital marketing company makes product selling easier and quicker.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	48	47
Agree	24	23
Neutral	19	19
Disagree	5	5
Strongly disagree	6	6
Total	102	100

SOURCE: PRIMARY DATA

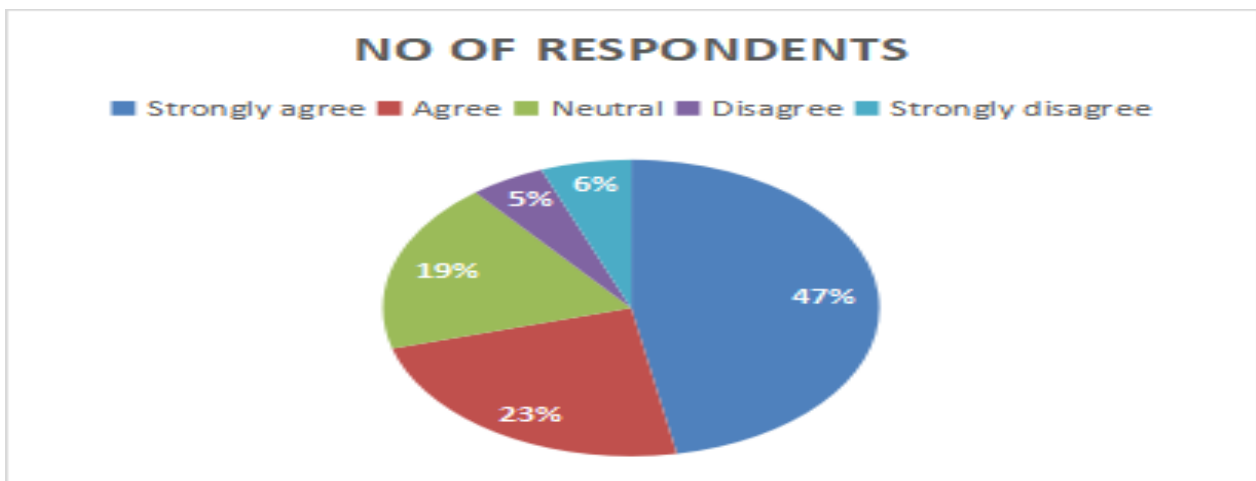


FIG4.4(d) This chart shows the Classification based on the Digital marketing company makes product selling easier and quicker.

INTERPRETATION: From the above table, 47% of the customers strongly agree that effective support and communication from a digital marketing company can facilitate quicker and easier product selling. Additionally, 23% of the customers agree with this statement, while 19% remain neutral. On the other hand, 5% of the customers disagree and 6% of the customer are strongly disagree that support and communication from a digital marketing company can make product selling easier and quicker.

TABLE 4.1.5 Classification based on the influences the decision of purchasing more efficiently to the customer.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	59	58
Agree	22	21
Neutral	10	10
Disagree	9	9
Strongly disagree	2	2
Total	102	100

SOURCES: PRIMARY DATA

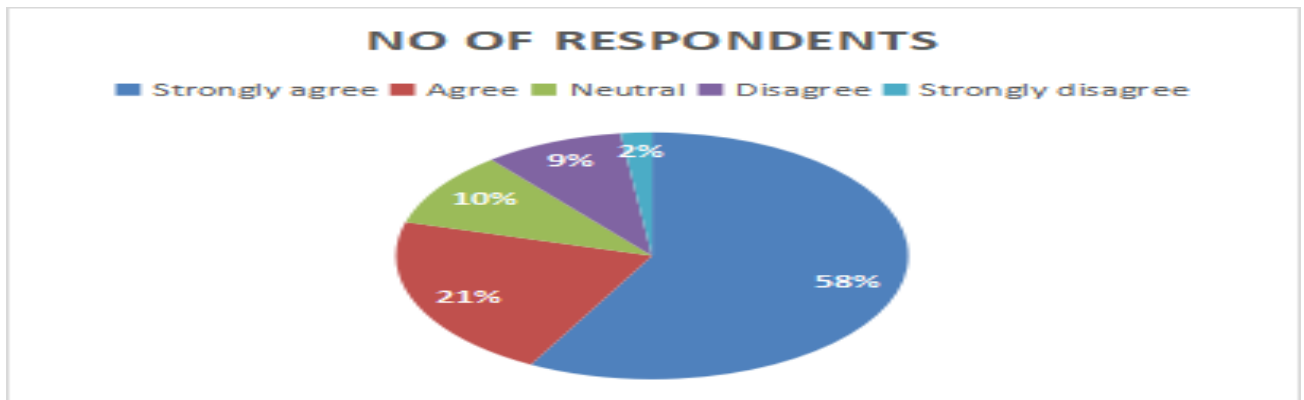


FIG4.5(e) This chart shows the Classification based on the influences the decision of purchasing more efficiently to the customer.

INTERPRETATION: From the above table, 58% of the customers strongly agree that digital marketing techniques have a significant influence on their purchasing decisions, making them more efficient in their buying process. In addition, 21% of the customers agree that digital marketing techniques effectively influence their purchasing decisions, while 10% remain neutral on this matter. On the other hand, 9% of the customers disagree and 2% are strongly disagree that digital marketing techniques have any influence on their purchasing decisions, and do not make their buying process more efficient.

Table 4.1.6 Classification based on the Digital marketing makes the product or services to keep at the top in Search Engine Optimization to the customer.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	44	43
Agree	23	22
Neutral	16	16
Disagree	14	14
Strongly disagree	5	5
Total	102	100

SOURCES: PRIMARY DATA

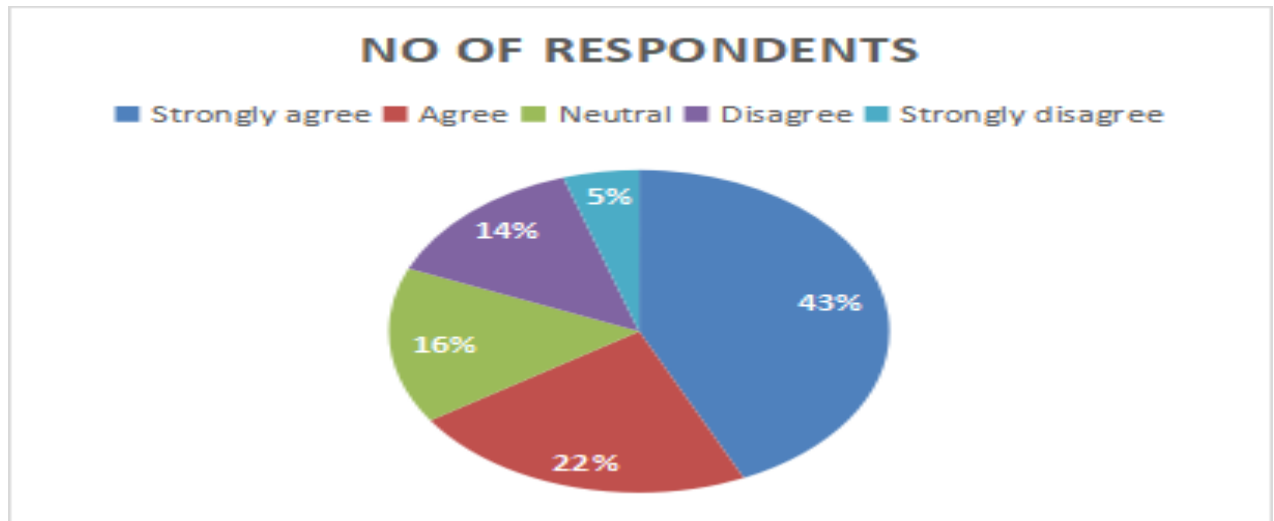


FIG4.6(F) This table shows Classification based on the Digital marketing makes the product or services to keep at the top in Search Engine Optimization to the customer.

INTERPRETATION: From the above table, 43% of customers strongly agree that receiving services from a digital marketing company through their marketing channels can keep their products or services at the top in search engine optimization. 22% agree with this statement, 16% are neutral, and 14% of the customers are disagree and remaining 5% of the customer are strongly disagree with getting services from a digital marketing company through digital marketing channels for maintaining their product or service's top ranking in search engine optimization.

TABLE4.1.7 Classification based on the services provided by the digital marketing company to their clients are highly rated for their efficiency and speed.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	53	52
Agree	21	20
Neutral	12	12
Strongly disagree	11	11
Disagree	5	5
Total	102	100

SOURCES: PRIMARY DATA

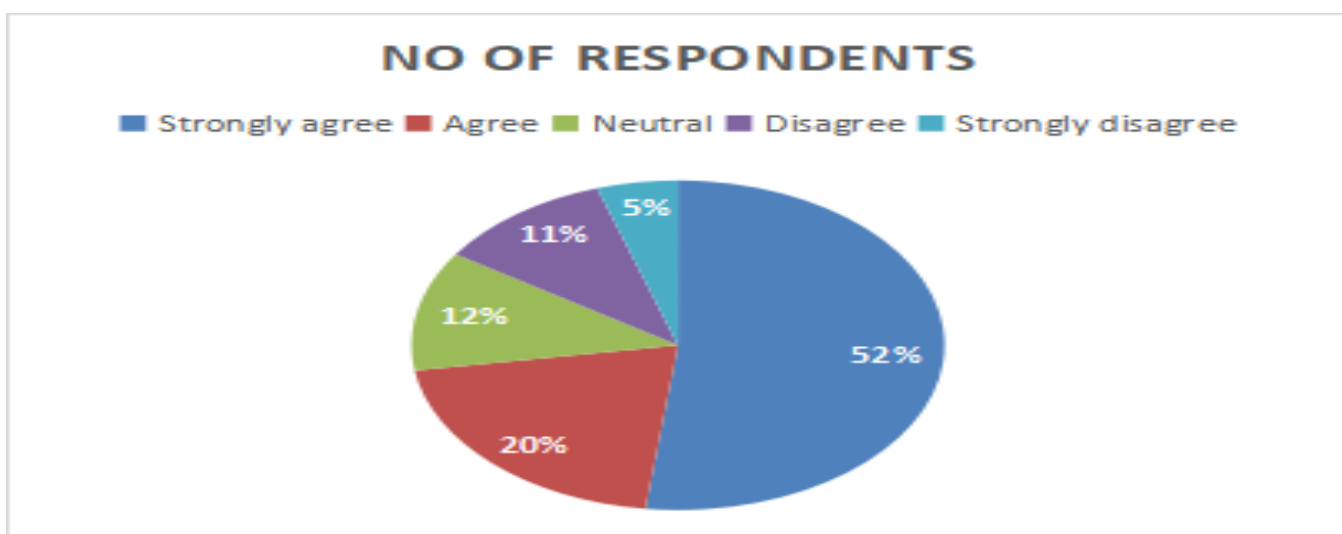


FIG4.7(g) This table shows the Classification based on the services provided by the digital marketing company to their clients are highly rated for their efficiency and speed.

INTERPRETATION: From the above table, 52% of customers strongly agree that digital marketing service providers offer efficient and speedy services to their clients. Additionally, 20% of customers agree with this statement, while 12% are neutral and 11% are strongly disagree and remaining 5% if the customer is disagree that digital marketing companies provide efficient and speedy services to their clients.

Table 4.1.8 Classification based on the strategy used by the company are innovative and unique.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	46	45
Agree	28	27
Disagree	17	16
Strongly disagree	9	9
Neutral	3	3
Total	102	100

SOURCES: PRIMARY DATA

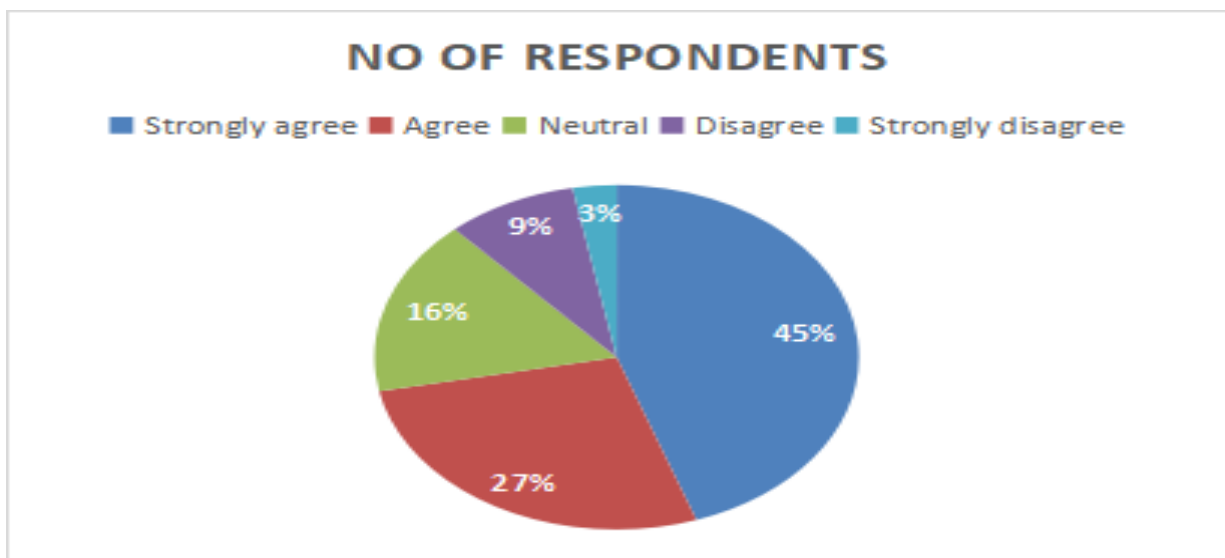


FIG4.8(H) This chart shows the Classification based on the strategy used by the company are innovative and unique.

INTERPRETATION: From the above table, 45% of the respondents were strongly agreed for based on the strategy used by the company and 27% of the respondents agreed with the strategy used by the company 16% of the percentage of the respondents are disagree the strategy used by the company 9% of the response are strongly disagree and remaining 3% of customer are neutral for the strategy used by the company.

Table 4.9 Classification based on trustworthiness were the claim made by the company in its digital marketing campaigns.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Extremely trustworthy	40	39
Trustworthy	24	20
Neutral	17	17
Untrustworthy	12	12
Extremely untrustworthy	9	9
Total	102	100

SOURCES: PRIMARY DATA

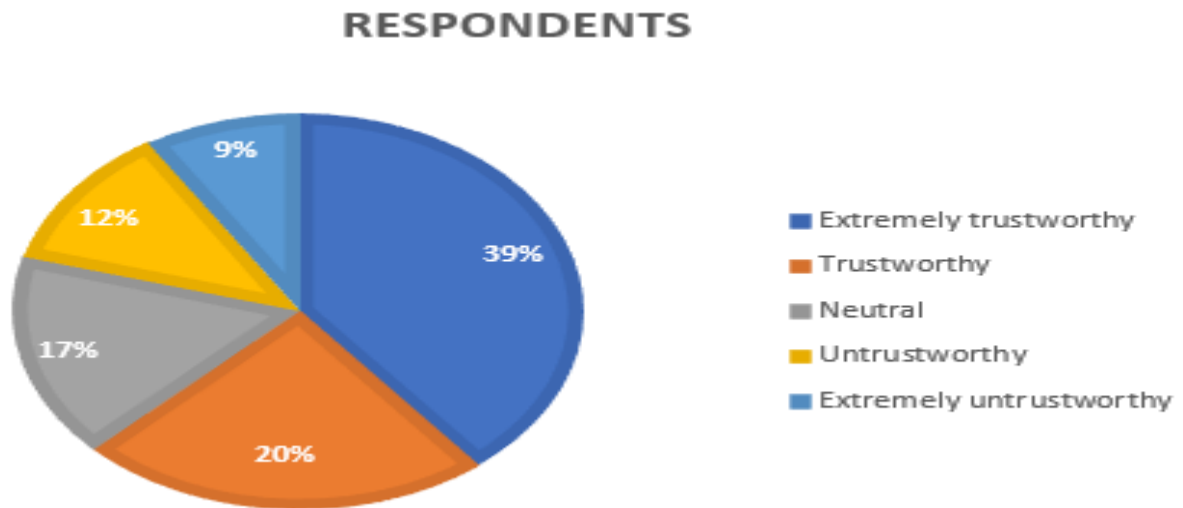


FIG4.9(i) This chart shows the Classification based on trustworthiness were the claim made by the company in its digital marketing campaigns.

INTERPRETATION: From the above table, 39% of the respondents where extremely trusted were the for the company in the digital marketing campaigns 20% of the respondents where trusted work the by the company for the digital marketing campaigns, and 17% of the respondents were neutral made by the company in the digital marketing campaigns 12% of the respondents were untrustworthy and 9% were extremely untrusted made by the company in the digital marketing campaigns.

Table4.1.10 Classification based on the purpose of SEO and getting a higher ranking is easier for the marketing company.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	27	34
Agree	60	43
Neutral	8	15
Disagree	5	4
Strongly disagree	4	4
Total	102	100

SOURCES: PRIMARY DATA

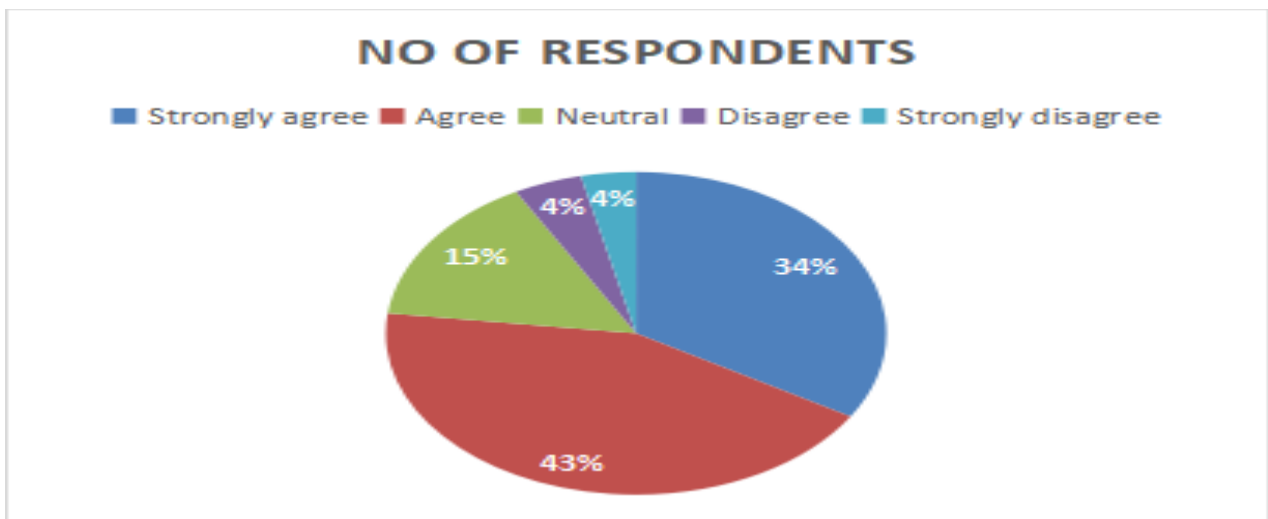


FIG4.10(j) This chart shows the Classification based on the purpose of SEO and getting a higher ranking is easier for the marketing company.

INTERPRETATION: From the above table, 34% of the respondents waste strongly agree with getting a higher ranking is easier by a marketing company 43% of the respondents agreed for SEO and getting a higher ranking is easier by a marketing company 15% of the respondents where neutral and getting higher ranking and 4% of the response were disagree and 4% were strongly disagree to get a higher ranking is easier by marketing company marketing company.

Table 4.1.11 Classification based on the customer likely to use company digital marketing in the future.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Very likely	52	51
Likely	30	29
Neutral	10	10
Unlikely	5	5
Very unlikely	5	5
Total	102	100

SOURCES: PRIMARY DATA

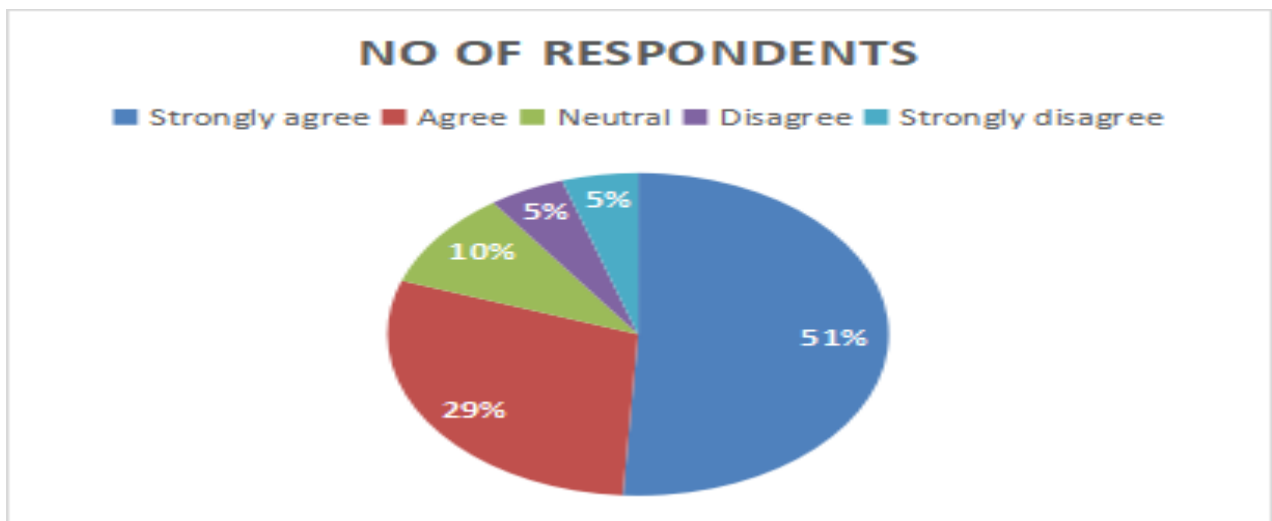


FIG4.11(k) This chart shoes the Classification based on the customer likely to use company digital marketing in the future.

INTERPRETATION: From the above Table, 51% of the respondents said very likely for the use of use for using company digital marketing in the future 29% of the respondents ere said likely for the customers using company digital marketing in the future 10% of the respondents said neutral for the customer using company digital marketing in the future 5% of the respondents were unlikely and also remaining 5% of the customer were very unlikely using company digital marketing in the future.

Table 4.1.12 Classification based on the overall experience with customer in digital marketing.

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Extremely satisfied	50	49
Satisfied	25	24
Neutral	14	14
Dissatisfied	7	7
Extremely dissatisfied	6	6
Total	102	100

SOURCES: PRIMARY DATA

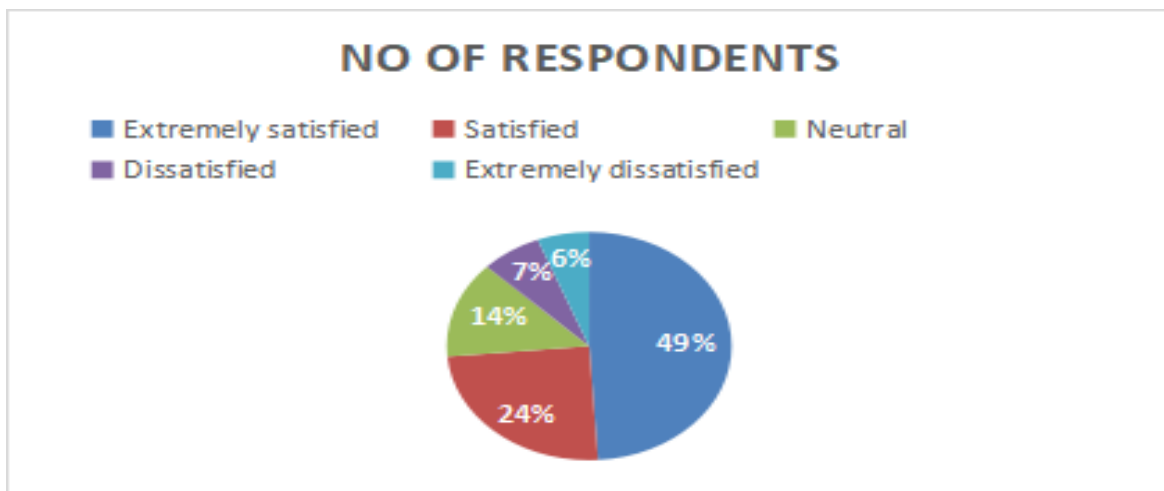


FIG4.12(I) This chart shows the Classification based on the overall experience with customer in digital marketing.

INTERPRETATION: From the above Table, 49% of the respondents said extremely satisfied and 24% of the respondents said satisfied with the overall experience with customers in digital marketing, 14% of the respondents said neutral with the overall experience with customers in digital marketing two percent of the respondents said neutral for the overall experience with customers in digital marketing and 7% of the respondents said that they are dissatisfied and 6% of the respondents said that they are extremely dissatisfied for the overall experience with customers in digital marketing.

Table 4.1.13 Classification based on the suggesting and recommending of the digital marketing services provided to other

RESPONSES	NO OF RESPONDENTS	PERCENTAGE
Very likely	45	44
Likely	40	39
Neutral	6	6
Unlikely	7	7
Very unlikely	4	4
Total	102	100

SOURCES: PRIMARY DATA

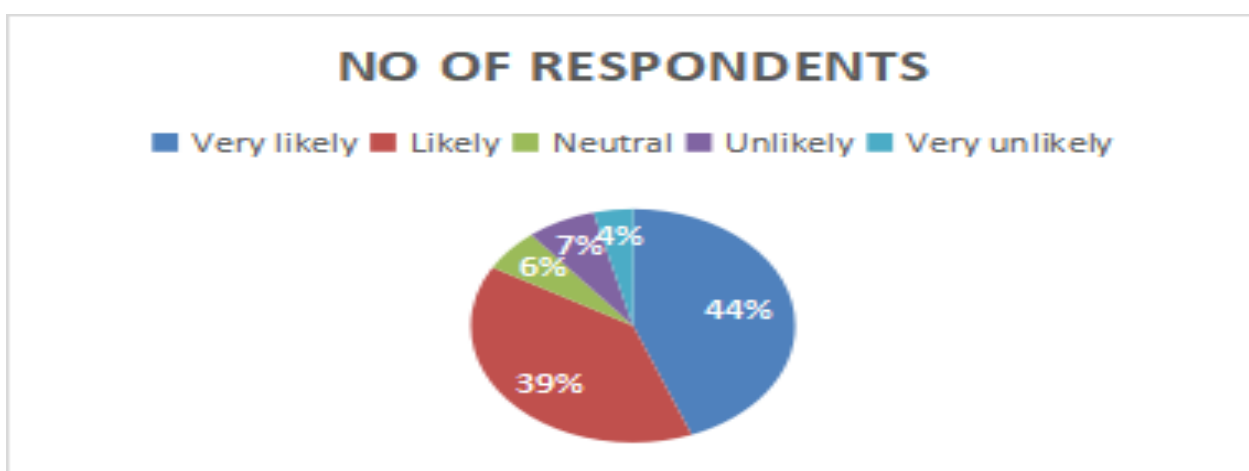


FIG4.13(m) Classification based on the suggesting and recommending of the digital marketing services provided to other.

INTERPRETATION: From the above Table, 44% of the respondents were very likely for suggesting and recommending the digital marketing services provided to others 39% of the respondents were somewhat likely for suggesting and recommending the digital marketing services provided to others 6% of the response where neutral for suggesting and recommending about the digital marketing services provided to 7% of the response where unlikely and other 4% were very unlikely for suggesting and recommending about the marketing services provided to others.

Table 4.1.14 Classification based on the customers are how satisfied with the services provided by the digital marketing channel.

Responses	Respondents	Percentage
Very satisfied	41	40
Satisfied	20	20
Neutral	18	18
Dissatisfied	13	13
Very dissatisfied	10	10
Total	102	100

SOURCES: PRIMARY DATA

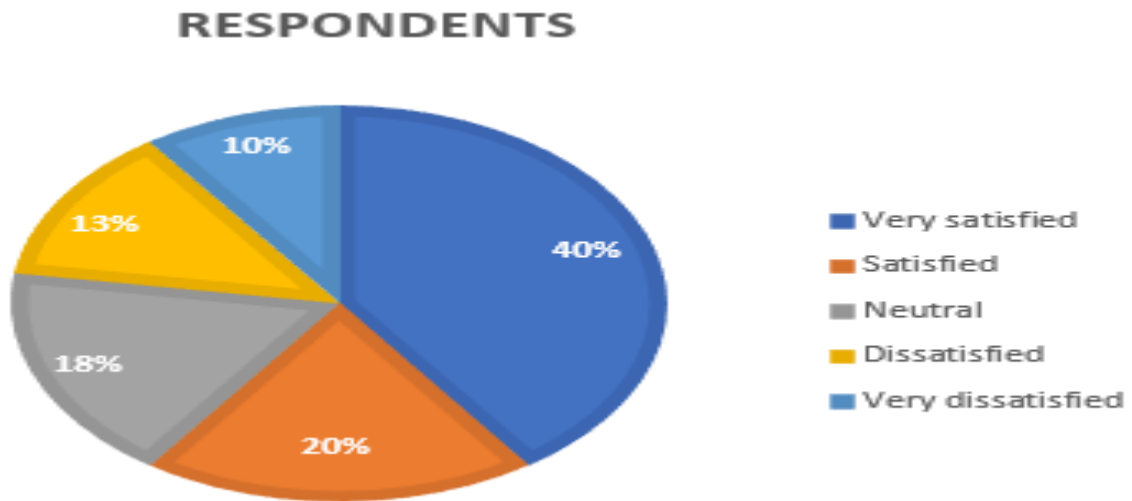


FIG 4.14(n) This chart shows the Classification based on the customers are how satisfied with the services provided by the digital marketing channel.

INTERPRETATION: From the above Table, 40% of the respondents were very satisfied for the customers or how satisfied with them services provided by the digital marketing channel 20% of the respondents were satisfied with the services provided by the textile marketing channel 18% of the response neutral with the service provider by the digital marketing channel 13% of the respondents were dissatisfied with their services provided by the digital marketing channel 10% then where very dissatisfied for the services provided by the digital marketing channel.

Table 4.1.15 Classification based on the Digital marketing efforts align with overall customer experience with JOY TECHNOLOGY.

Responses	Respondents	Percentage
Extremely well	71	69
Well	16	16
Somewhat well	7	7
Not very well	4	4
Not at all well	4	4
Total	102	100

Sources: Primary data

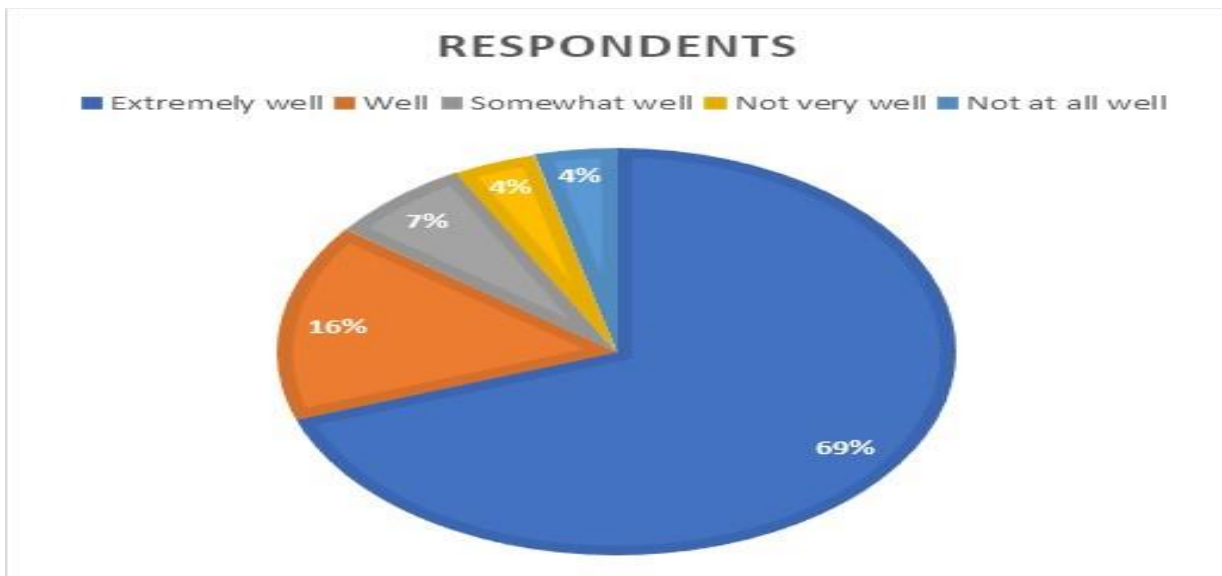


Fig 4.15(o) This chart shows the chart Classification based on the Digital marketing efforts align with overall customer experience with JOY TECHNOLOGY.

INTERPRETATION: From the above Table, 69% of the respondents were extremely well for the effect a line with overall customer experience with digital marketing 16% of the respondents were well for the effects online with overall customer experience with joy technology 7% of the respondents says that somewhat well for the efforts alliance with overall customer experience with joy technology other 4% of the respond and says that not very well for the first online with overall customer experience with joy technology 4%respondents say that not at all well for the efforts align with overall customer experience with joy technology.

Table 4.1.16 Classification based on the how the customer often interacts with our digital marketing efforts on social media.

Responses	Respondents	Percentage
Daily	35	34
Weekly	45	44
Monthly	13	13
Rarely	6	6
Never	3	3
Total	102	100

Sources: primary data

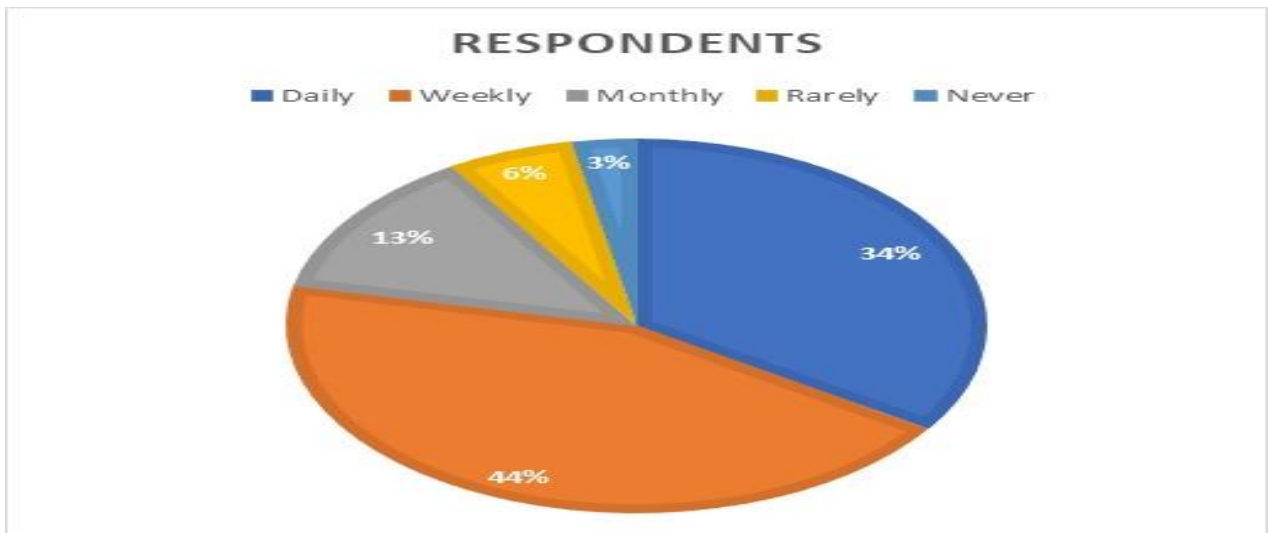


Fig 4.16(p) Classification based on the how the customer often interacts with our digital marketing efforts on social media.

INTERPRETATION: From the above table, 34 percentage of the customer says that they daily interacts with digital marketing effort on social media and 44 percentage of the customers says that they monthly interacts with digital marketing efforts on social media 13% of customer says that day monthly interacts with digital marketing efforts on social media 6 percentage of customer says that there is interest with digital marketing efforts on social media three percentage of the customer says that day never interacts with digital marketing on social media.

Table 4.1.17 Classification based on how well does the digital marketing align with Customer interests.

Responses	Respondents	Percentage
Extremely easy	35	34%
Easy	45	44%
Neutral	13	13%
Not very easy	6	6%
Not at all easy	3	3%
Total	102	100%

Sources: primary data

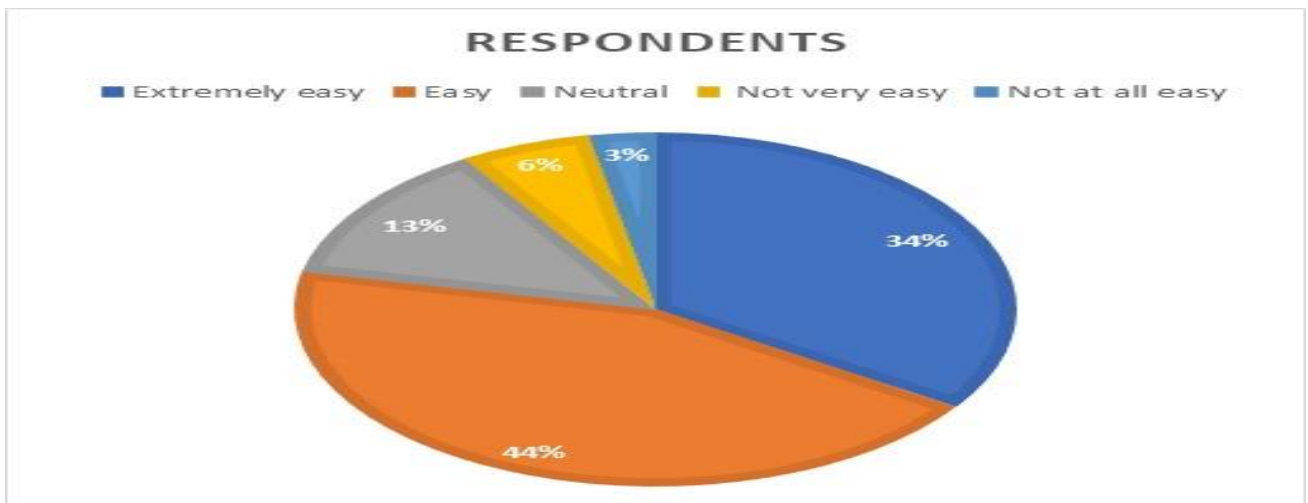


Fig 4.17(q) This chart shows the Classification based on how well does the digital marketing align with Customer interests.

INTERPRETATION: From the above Table, 34% of the customer said that the daily interacts with digital marketing efforts on social media 44 percentage of the customer said that they weakly interacts with digital marketing effects on social media 13% of customer said that the monthly interacts with digital marketing social media 6 percentage of customer said that there are le interacts with digital marketing effects on social media 3% of customers said that they never interacts with digital marketing effects on social media.

Table 4.1.18 Classification based on the company's digital marketing channels influence the brand perception.

Responses	Respondents	Percentage
Very much	50	49
Neutral	45	44
Not very much	7	7
Total	102	100

Sources: Primary data

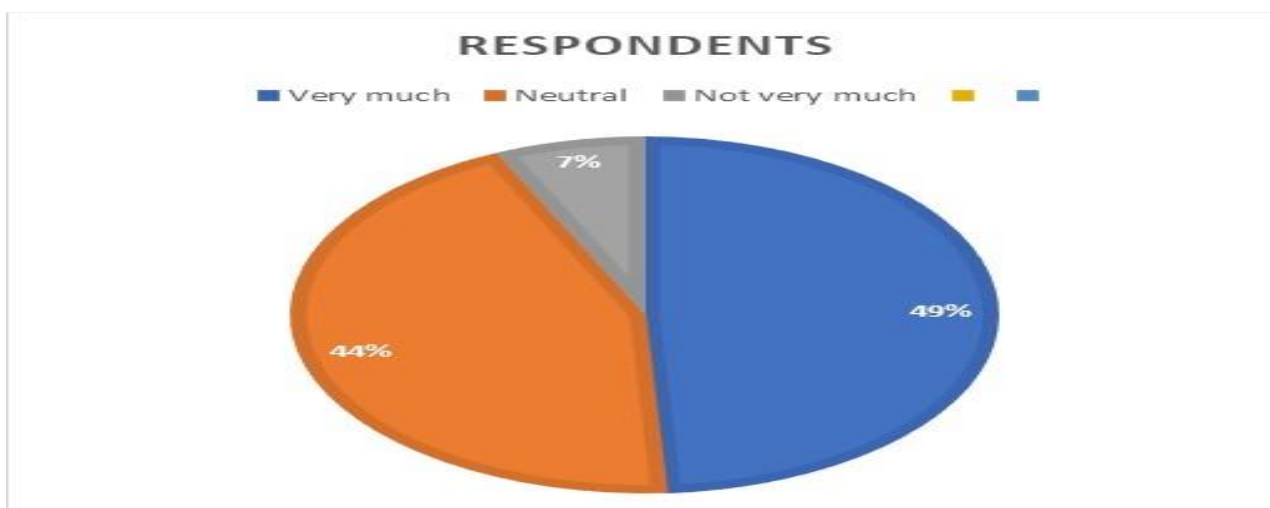


Fig 4.18(r) This chart shows the Classification based on the company's digital marketing channels influence the brand perception.

INTERPRETATION: From the above Table, 49% of the customers with very much influenced for the companies digital marketing channels influencing the brand perception. 44% of the customer said they are neutral for influencing the brand perception. 7% of the customer says that they are not very much influencing the brand perception.

Table 4.1.19 Classification based on the How likely the customers are continue using the company's products or services based on your digital marketing experience.

Responses	Respondents	Percentage
Very likely	49	48
Somewhat likely	32	31
Neutral	14	14
Unlikely	4	4
somewhat unlikely	3	3
Total	102	100

Sources: Primary data

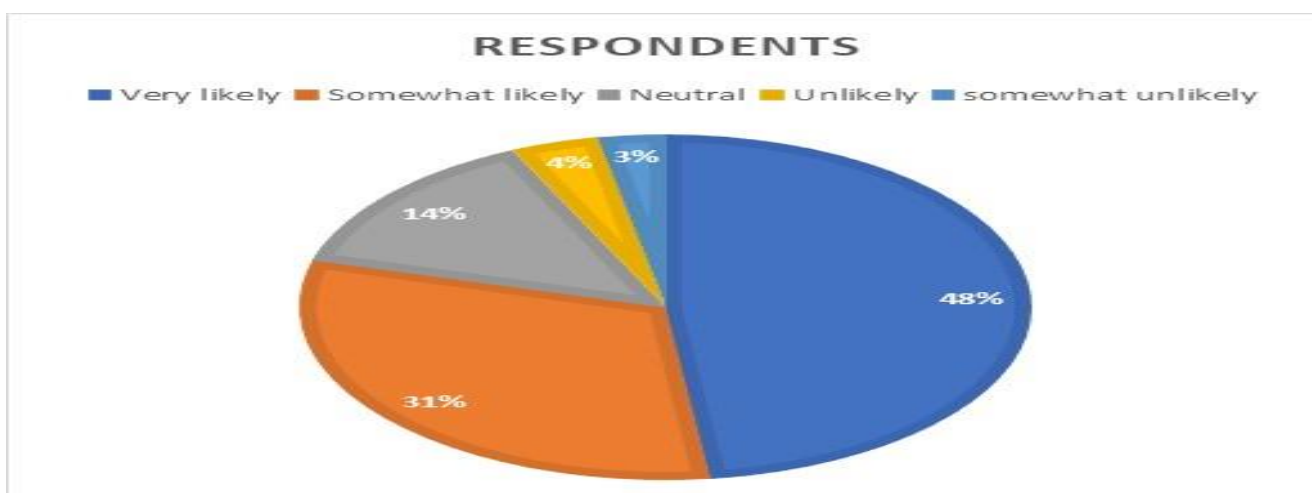


Fig 4.19(s) This chart shows the Classification based on the How likely the customer is continue using the company's products or services based on your digital marketing experience.

INTERPRETATION: From the above Table, 48% of the customer says that they are very lucky for using the company's product and services 31 %of the customers says that they are they are somewhat likely for using the company's production services 14% of customer says that they are neutral for using the company's products and services. 4% of the customer says that they are unlikely using the companies' productions 3% of the customer says that they are somewhat unlikely for using the company's production services based on digital marketing experience.

Table 4.1.20 Classification based on the How likely the customer switch to a competitor based on your digital marketing experience with the company

Responses	Respondents	Percentage
Very likely	27	26
Somewhat likely	20	20
Neutral	27	26
Unlikely	20	20
somewhat unlikely	8	8
Total	102	100

Sources: primary data

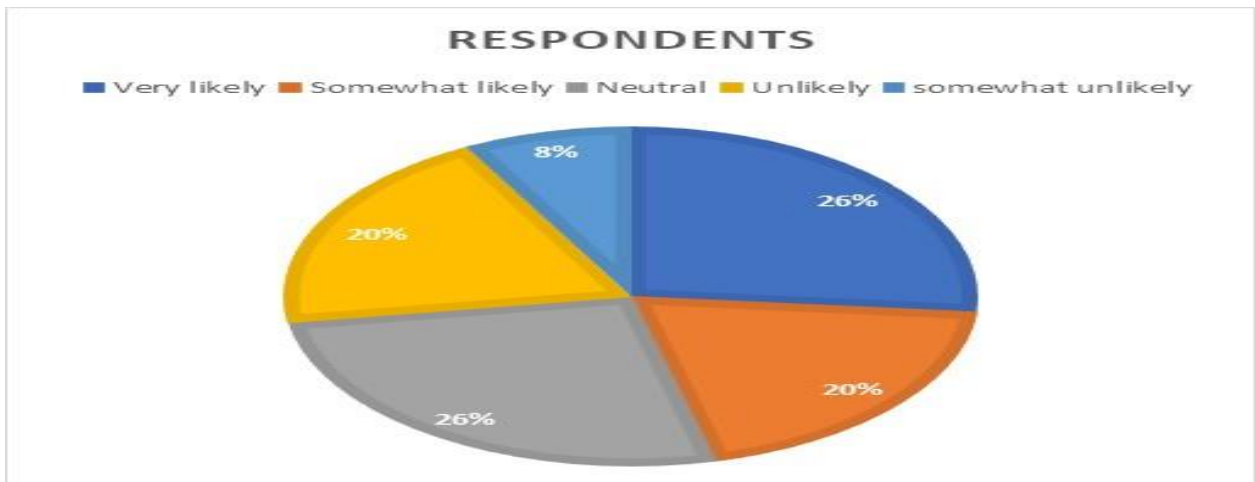


Fig 4.20(t) This chart shows the Classification based on the How likely the customer switch to a competitor based on your digital marketing experience with the company.

INTERPRETATION: From the above Table, 26% of the customers says they are very likely for reaching competitor based on this demarcating experience with the company 20% of the customer says that have somewhat likely for digital marketing experience with the company 26% of the customer says that neutral for digital marketing experience with the company 20% of the customer says that they are unlikely digital marketing experience with the company 8% of the customer says that they are somewhat unlikely for the digital marketing experience with the company.

CHAPTER 5

5. FINDINGS OF THE STUDY, SUGGESTIONS AND CONCLUSION:

5.1 FINDINGS OF THE STUDY:

Majority of the respondents 54% are male.

59% of the customers strongly agree that marketing companies clarify website traffic and offer free search engine optimization for their clients

53% of customers feel their requirements are considered and feedback is recorded through various methods.

47% of the customers strongly agree that effective support and communication from a digital marketing company can facilitate quicker and easier product selling.

58% of the customers strongly agree that digital marketing techniques have a significant influence on their purchasing decisions, making them more efficient in their buying process.

43% of customers strongly agree that receiving services from a digital marketing company through their marketing channels can keep their products or services at the top in search engine optimization.

52% of customers strongly agree that digital marketing service providers offer efficient and speedy services to their clients.

45% of the respondents were strongly agreed for based on the strategy used by the company

43% of the respondents agreed for SEO and getting a higher ranking is easier by a marketing company

51% of the respondents said very likely for the use of use for using company digital marketing in the future

49% of the respondents said extremely satisfied on the overall experience with customer in digital marketing.

44% of the respondents were very likely for suggesting and recommending the digital marketing services provided to other.

40% of the respondents were very satisfied for the customers or how satisfied with them services provided by the digital marketing channel.

69% of the respondents were extremely well for the effect a line with overall customer experience with digital marketing.

44 percentage of the customers says that they monthly interacts with digital marketing efforts on social media.

49% of the customers with very much influenced for the companies digital marketing channels influencing the brand perception.

48% of the customer says that they are very lucky for using the company's product and services.

26% of the customers says they are very likely for reaching competitor based on this demarcating experience with the company.

5.2 SUGGESTIONS:

Focus on website usability:

Businesses can improve website usability by ensuring that their website is easy to navigate, loads quickly, and provides relevant information to customers.

Personalize content:

Businesses can use customer data and insights to personalize content and make it more relevant to each customer.

Improve advertising effectiveness:

Businesses can improve the effectiveness of their digital marketing campaigns by targeting them more effectively, making them more engaging, and providing clear value propositions.

Increase social media engagement:

Businesses can engage with customers on social media platforms, respond to their feedback, and provide helpful information to increase customer satisfaction.

Optimize for mobile devices:

Businesses can optimize their digital marketing efforts for mobile devices, ensuring a seamless mobile experience for customers.

Priorities for data privacy and security:

Businesses can prioritize data privacy and security and build trust through transparent and ethical practices.

Collect and act on customer feedback:

Businesses can collect customer feedback regularly and use it to make informed decisions to improve customer satisfaction.

Continuously monitor and improve digital marketing efforts:

Businesses can continuously monitor their digital marketing efforts, track performance metrics, and make improvements based on customer feedback and industry trends.

By implementing these suggestions, businesses can improve customer satisfaction with digital marketing and build long-term customer loyalty.

5.3 CONCLUSION:

In conclusion, customer satisfaction with digital marketing is a crucial aspect of business success in today's digital age. A study on customer satisfaction towards digital marketing can provide businesses with valuable insights into the factors driving customer satisfaction, areas for improvement, and strategies to enhance customer loyalty.

Based on the findings and suggestions from such a study, businesses can develop effective digital marketing strategies that focus on improving website usability, personalizing content, increasing social media engagement, optimizing for mobile devices, prioritizing data privacy and security, and continuously monitoring and improving their digital marketing efforts.

By prioritizing customer satisfaction with digital marketing, businesses can not only enhance their brand image and reputation but also boost customer loyalty, leading to increased sales and profitability in the long run. Therefore, businesses must invest in customer satisfaction research and implement effective strategies to improve customer satisfaction with their digital marketing efforts.

Digital marketing has become an essential part of modern business practices. It allows companies to reach a large audience, target specific customer segments, and measure the effectiveness of their campaigns. Digital marketing includes various channels such as social media, email marketing, search engine optimization, and paid advertising.

REFERENCES

Giese, J. L. (2015). Teaching philosophy. In New Meanings for Marketing in a New Millennium (pp. 239-239).

Springer, Cham. Leong, S. M., Ang, S. H., Cote, J. A., Lee, Y. H., & Houston, M. J. (2016).

What is consumer well-being for Asians? Social Indicators Research, 126(2), 777-793. Muniraju, K. M. (2017).

Disease severity and yield losses caused by false smut disease of rice in different rice ecosystems of Karnataka. International Journal of Microbiology Research, ISSN, 0975-5276. Chitra, S., & Shobana, E. (2017).

A Study on Customer Satisfaction on Online Marketing in India. International Research Journal of Management, IT and Social Sciences, 4(1), 106-113.

Dave Chaffey, Fiona Ellis-Chadwick (2012), Digital Marketing: Strategy, Implementation and Practice 4)

Ekaterina Walter, Jessica Gioglio (2014), The Power of Visual Storytelling: How to Use Visuals, Videos, and Social 5)

Ryan Deiss, Russ Henneberry (2016), Digital Marketing for Dummies 6)

Guy Kawasaki, Peg Fitzpatrick (2014), The Art of social media: Power Tips for Power Users 7)

Simon Kingsnorth (2016), Digital Marketing Strategy: An Integrated Approach to Online Marketing

Rajesh Cheeyancheri. (2010). Social networking in customer care centers – Thought paper, Infosys.

Jeffrey Henning. (2010). Consumer Attitudes towards Social Media Market Research – casrotech.

Baines P, Fill C, Page K (2013) Essentials of Marketing. Oxford University Press.

Behl S (2016) Victoria's Secret case study. Digital Vidya Blog.

Schiffman LG, Kanuk LL (2010) Consumer Behaviour. 7 edn. India: New Delhi, Prentice Hall

Websites

➤ www.greenadsglobal.com

➤ blog.hubspot.com

➤ www.marketo.com

➤ www.sas.com

➤ www.wikipedia.com

ANNEXURE

1. Gender

a.) male

b.) Female

2. The content marketing by marketing company clears the web traffic and provides free search optimization for customers.

a.) Strongly agree

b.) Agree

c.) Neutral

d.) Disagree

e.) Strongly disagree

3. The Frequency of considering the requirement of customer is through surveys and record their feedback via multiple-choice questions, rating questions, open-ended questions, etc.

a.) Too often

b.) Often

c.) Neutral

d.) Not too often

e.) Not often

4. The personalized support from and communications from the digital marketing company makes product selling easier and quicker.

a.) Strongly agree

b.) Agree

c.) Neutral

d.) Disagree

e.) Strongly disagree

5. The Effective digital marketing techniques influences the decision of purchasing more efficiently.

- a.) Strongly agree
- b.) Agree
- c.) Neutral
- d.) Disagree
- e.) Strongly disagree

6.) Getting service from the digital marketing company through their digital marketing channels makes my product or services to keep at the top in search engine optimization.

- a.) Strongly agree
- b.) Agree
- c.) Neutral
- d.) Disagree
- e.) Strongly disagree

7. Digital marketing services provided by companies are highly rated by clients for their efficiency and speed.

- a.) Strongly agree
- b.) Agree
- c.) Neutral
- d.) Disagree
- e.) Strongly disagree

8. The digital marketing strategies used by the company are innovative and are unique as suits.

- a.) Strongly agree
- b.) Agree
- c.) neutral
- d.) Disagree
- e.) Strongly disagree

9. How trustworthy were the claims made by the company in their digital marketing campaigns?

- a.) Extremely Trustworthy
- b.) Trustworthy
- c.) Neutral
- d.) Extremely Untrustworthy
- e.) Untrustworthy

10. The primary purpose of SEO and getting higher rankings on search engines made much easier by marketing company.

- a.) Strongly agree
- b.) Agree
- c.) Neutral
- d.) Disagree
- e.) Strongly disagree

11. How likely are you to continue using our company's digital marketing services in the future?

- a.) Very likely
- b.) Likely
- c.) Neutral
- d.) Unlikely
- e.) Very Unlikely

12. The overall experience with digital marketing company are up to satisfiable range and within budgeted.

- a.) Extremely Satisfied
- b.) Satisfied
- c.) Neutral
- d.) Extremely Dissatisfied
- e.) Dissatisfied

13. Suggesting and recommending the company's digital marketing services providers to others

- a.) Very likely
- b.) Likely
- c.) Neutral
- d.) Unlikely
- e.) Very Unlikely

14. How satisfied were you with the customer service provided by the company through their digital marketing channels?

- a.) Extremely Satisfied
- b.) Satisfied
- c.) Neutral
- d.) Extremely Dissatisfied
- e.) Dissatisfied

15. How well do our digital marketing efforts align with overall customer experience with our company?

- a.) Extremely well
- b.) well
- c.) Somewhat well
- d.) Not very well
- e.) Not at all well

16.) How often do you interact with our digital marketing efforts on social media?

- a.) Daily
- b.) weekly
- c.) Monthly
- d.) Rarely
- e.) Never

17. How well does our digital marketing align with your interests?

- a.) Extremely Easy
- b.) Easy
- c.) Neutral
- d.) Not very easy
- e.) Not at all easy

18. How much did the company's digital marketing channels influence your brand perception?

- a.) Very much
- b.) Neutral
- c.) Not very much

19. How likely are you to continue using the company's products or services based on your digital marketing experience?

- a.) Very likely
- b.) Likely
- c.) Neutral
- d.) Unlikely
- e.) Very Unlikely

20. How likely are you to switch to a competitor based on your digital marketing experience with the company?

- a.) Very likely
- b.) Likely
- c.) Neutral
- d.) Unlikely
- e.) Very Unlikely

