



A Study on Customers Satisfaction on Digital Marketing in Rural Areas of Prayagraj District

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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 Prayagraj District. 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 150 members of Prayagraj District. The sample customers are selected through simple random technique.

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

Prologue

The scope of digital marketing has significantly expanded in 2020 and 2021. Despite the fact that the pandemic has affected every aspect of our lives for the second year in a row, growth in the digital space has been strong and surprising. A larger increase is expected in 2023. India has the world's second-highest number of internet users. In the country, internet penetration is at an all-time high. The number of active Indian internet users is expected to reach 666 million in India and over 5.3 billion globally by 2023. This indicates that more people are moving online, making it prudent and advantageous for retail brands to engage in digital marketing. Even during the pandemic, the amount of money spent on digital marketing and advertising has increased. Even the largest corporations are

reorganising their marketing budgets and shifting their emphasis to digital. Due to the pandemic and multiple lockdowns, statistics show that India's ecommerce market is expected to grow to Rs 7 trillion by 2023. This strongly suggests that digital marketing's growth is accelerating and has a positive impact on both businesses and people's lives.

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. Nirmalasari, L., et al (2022) 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.

II. Literature Review

AJ Parsons, M Zeisser, R Waitman (1996) in their study opined that digital marketing is performing marketing activities where digital platforms with or without internet. The authors



deliberated that In developed economies, businesses have come to recognize the significance of digital marketing. To thrive, companies must effectively integrate online methods with traditional approaches to better cater to customer needs. The role of social media and email marketing are internet platforms and non-internet platforms like SMS and call back communications, mostly increase on during the covid-19 situation.

Mohd Shoki Md Ariff, et al (2014) in their study 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) in their research paper opined that consumer attitude and behavior reflects their perceptopn on online shopping platforms were they can purchase goods from a specific online internet store. and, measure the willingness of a products, comparison of website to buy a specific platform of store and its concentre on customer satisfaction were as needs and wants.

Durairaj (2019)] 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) 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. This study also instructs the organizations about effected outcomes of customer in response to marketing strategy.

Maher Alwan and Muhammad Alshurideh (2012) analysed 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 employ great efforts and strategies to come with the new and emerging customer segmentation and the role of internet on the business of the companies.

Rekha Dahiya & Gayatri (2018) 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.

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 Prayagraj District . This study gains significance due to focused on the rural areas where no much earlier studies were observed on rural areas.

Objectives

Present study is aimed at examining the customer satisfaction on digital marketing services in rural areas of Prayagraj District



Hypothesis:

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 Prayagraj District

H0: There is insignificant correlation between demographic profile and customer satisfaction on digital marketing in rural areas of Prayagraj District

III. Research Methodology

Data Collection

The present study is based on the both secondary and primary data collected from the reliable sources.. In the present study primary data is collected from the targeted online marketing users through well structured questionnaire duly tested through reliability and validity , while the secondary data is based on information collected from referred journals, books and periodicals and related websites

Sampling Technique

The simple random technique is being adopted in the present study for collection of primary data.

Sample Size

The sample size of the present study consist of 150 rural customers who use digital tools in purchasing goods and services .

Area of Study

The area selected for the survey in the present study comprises of rural areas of Prayagraj District in Uttar Pradesh ,

Variables

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

Data Analysis

The study applied statistical techniques of percentage, Mean, Standard Deviation, Skewness Kurtosis and ANOVA to examine the hypothesis. The 5 Point Likert scale ranging from 1-5 (Strongly Disagreed to Strongly Agreed) is being used for the analysis of primary data.The application of SPSS software is being used as and were required

IV. Data Analysis and Interpretation

Table 1: Demographic Profile of the Respondents (See Annexure)

Table 2: Customer Satisfaction on Digital Marketing in Rural Areas of Prayagraj District

Particulars	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Online or mobile apps of digital marketing are highly user friendly	8(5.3%)	25(16.6%)	28(18.6%)	44(29.3%)	45(30%)
Digital marketing is a good platform for finding variety of quality products	10(6.6)	26(17.3)	18(12)	56(37.3)	40(26.6)
Discounts, coupons,of products in online marketing are very attractive and economical	12(8)	32(21.3)	20(13.3)	46(30.6)	35(23.3)
Order Placement, modification or cancellation options are very convenient	18(12)	34(22.6)	12(8)	54(36)	32(21.3)
Payment modes in online marketing are highly flexible, convenient and secured	12(8)	30(20)	18(12)	50(33.3)	40(26.6)
Product review in online digital market are reliable	14(9.3)	34(22.6)	20(13.3)	40(26.6)	42(28)
Delivery services are timely and accurate in digital marketing	10(6.6)	20(13.3)	16(10.6)	60(40)	44(29.3)
Delivery boy behavior is polite and good communication in digital marketing	8(5.3)	26(17.3)	14(9.3)	54(36)	48(32)
Post Purchase services such	10(6.6)	24(16)	18(12)	40(26.6)	58(38.6)



modification, return and price refund Policies Are Very Customer Friendly					
Overall, digital marketing services are satisfactory	10(6.6)	30(20)	12(8)	78(52)	20(13.3)

Source: Field Study (Figure in bracker represent Percentage)

Statistical Results: Table 3: Descriptive Statistics

Statements	1	2	3	4	5	6	7	8	9	10
Mean	3.556	3.510	3.262	3.102	3.452	3.325	3.256	3.618	3.552	3.419
Standard Dev	1.289	1.327	1.352	1.395	1.389	1.325	1.418	1.659	1.368	1.340
Skewness	-0.387	-0.395	-0.089	-0.039	-0.450	-0.235	-0.589	-0.478	0.359	-0.229
Kurtosis	-1.025	-1.079	-1.296	-1.312	-1.149	-1.225	-0.897	-1.562	-1.234	-1.219

Source: SPSS Confidence Level (95.0%)

V. Data Analysis

Table no 1&3 exhibit the demographic profile of the sample respondents in the area under study and the perception of customer regarding their satisfaction on digital marketing.. The analysis of the data revealed that, 30 percent of customers strongly agreed and 29.3 percent agreed that using of mobile apps are highly user friendly, while 16.6 percent disagreed and 5.3 percent indicated strong disagreement on the issue and 18.6 percent took neutral status regarding satisfaction on usage of mobile app. The computed mean value of 3.556 indicates that majority of respondents agreed with the usage of mobile app while the computed Standard Deviation of 1.289 indicates insignificant deviation responses among the sample customers.

Regarding digital marketing acting as a good platform for finding variety of products with good quality it was analysed that , 26.6 percent of sample customers strongly agreed while 17.3 percent disagreed and 12 percent took neutral status regarding the statement . The analysis further indicated the mean value of 3.510 which indicates that majority of respondents are agreed to the statement while Standard Deviation is 1.327 which indicates insignificant deviation in responses.

In context of the fact that online marketing is very attractive and economical the analysis of data reveals that 23.3 percent of customers strongly agreed while 21.3 percent disagreed 13.3 percent took neutral on the issue. The analysis further reveals that the mean value of 3.262 which indicates that majority of respondents neutral to the statement while the Standard Deviation of the statement is 1.352 which indicates insignificant deviation in the responses.

Regarding order placement and cancellation being convenient in digital marketing

the data analysis indicates that 21.3percent of sample customers strongly agreed while 22.6 percent disagreed and 8 percent took neutral status regarding statement. The computed mean value was 3.102 which indicates that majority of respondents agreed with order placement and cancellation while the Standard Deviation of 1.395 indicates insignificant deviations in customer responses.

In context of flexibility of payment mode in online marketing the analysis of data revealed that,26.6 percent of customers strongly agreedwhile 20 percent disagreed on the statement. The analysis observed the mean value 3.452 which indicates that majority of respondents are agreed to the statement while the Standard Deviation of 1.389 infers insignificant deviations in responses of customers.

Regarding the reliability of product review in online marketing the analysis revealed that, 28 percent of sample respondents strongly agreed while 22.6 percent disagreed and 13.3 percent took neutral status regarding statement. Further on analysis it was observed that the mean value of 3.452 which indicated that majority of respondents are agreed on the issue while the Standard Deviation of 1.389 which indicates insignificant deviations among customer's responses

In context of the in-time delivery services the analysis of data reveal that 29.3 percent of sample customers strongly agreed while 13.3 percent disagreed with in-time delivery services.Further the analysis indicated that the mean value was 3.325 which indicates that majority of respondents strongly agreed with in-time delivery services while the computed , Standard Deviation of 1.325 indicates insignificant deviations among the customer responses.

Regarding the behavior of delivery boy in online marketing the data analysis revealed that, 32



percent of strongly agreed and while 17.3 percent disagreed on the statement. The analysis observed the mean value of 3.256 which indicated that majority of respondents strongly agreed to the statement while the Standard Deviation of 1.418 indicates insignificant deviations in responses.

In context of post purchase services, the data analysis revealed that, 38.6percent of strongly agreed while 6.6 percent indicated high disagreement on the issue . Further the analysis indicated the mean value of 3.552 which infers that majority of sample respondents agreed with post

purchase services while standard Deviation of 1.368 indicates insignificant deviations in responses.

Regarding the overall digital marketing services the data analysis reveal that 13.3 percent of sample respondent strongly agreed while 20 percent disagreed on the statement. Overall, the mean value of 3.419 infers that majority of respondents agreed with post purchase services while SD of 1.340 indicates insignificant deviations in responses.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Number of Items
0.980	0.983	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. hence, 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

ANOVA						
Source of Variation	Ss	Df	Ms	F	Pvalue	F Crit
Rows	2041.19	119	17.15	126.05	0	1.238
Colum	33.7	9	3.75	27.57	3.1416E	1.888
Error	145.73	1071	0.136			
Total	2220.69	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 Prayagraj District

knowledge possessed by the customers. This is particularly significant I rural areas where literacy rate is low. Therefore, present study emphasized on the on customer satisfaction in rural areas with reference to Prayagraj District.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 150 respondents of Prayagraj District . The sample customers are selected through simple random technique.

VI. 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

Annexure

Particulars		Frequency	Percentage
Gender			
	Male	123	82
	Female	27	18



Age			
	Below 20Years	48	32
	20-30	75	50
	30-40	15	10
	Above 40	12	8
Marital Status			
	Married	108	72
	Single	42	18
Occupation			
	Employee	65	43
	Student	31	21
	Farmer	36	24
	Self employed	18	12
Annual Income			
	Less than 30K	87	58
	30k-40K	38	25
	Above 40K	25	15
Online Usage			
	Frequently	114	76
	Occasionally	17	11
	Rarely	19	13

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