



Enhancing Customer Satisfaction Through Digital Marketing In Apparel Industry

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ABSTRACT: Consumers are always seen as savvy animals with ever changing needs and wants, all to be met by the firms through the supply of goods and services. The rise in consumer needs, competition and declining income levels made firms to blend their marketing strategies and encompass the recent digital marketing strategies. This was the optional marketing strategy firms were left to embrace has a 90% mobile phone ownership per household. The study was informed by Theory of planned behaviour. The target population for the study was low to medium income segment of the market mainly comprising of university students. Convenience sampling technique was used and the interviewer used respondents that were easy to reach and the planned number of interviews was 123, was reached and no further data was gathered. The study results showed differed perceptions from consumers based on their technological knowledge mainly many consumers showed willingness to embrace digital purchasing in the 21st century although many challenges included fear of cyber crimes, poor network, cost of data, age of the consumer and social networks influence. The results from the study will help many organisations in drafting their digital marketing strategies using consumer based perceptions.

KEYWORDS Digital purchasing, Consumer satisfaction, Theory of Planned Behavior, Digital Marketing, Digital marketing tools.

II. REVIEW OF LITERATURE

Pelsmacker (2018) He investigate to what extent digital marketing strategies (such as having a digital marketing plan, responsiveness to guest reviews, and monitoring and tracking online review information) influence hotel room occupancy and RevPar directly, and indirectly through the mediating effect of the volume and valence of

I. INTRODUCTION

In today's fast-paced digital era, businesses have realized the immense power of digital marketing in not only reaching their target audience but also in significantly impacting customer satisfaction. Digital marketing has revolutionized the way companies interact with their customers, allowing for personalized experiences, enhanced engagement, and tailored messaging. This article explores the profound influence of digital marketing on customer satisfaction, highlighting the strategies and techniques that businesses can employ to create meaningful connections with their audience. A digital marketing strategy is a comprehensive plan outlining how businesses utilize digital channels, platforms, and technologies to achieve their marketing objectives. This strategy encompasses various online tactics such as social media marketing, search engine optimization (SEO), content marketing, and email campaigns. The significance of a well-crafted digital marketing strategy lies in its ability to align marketing efforts with broader business goals, enhance online visibility, and effectively engage target audiences. A digital marketing strategy is a set of planned actions performed online to reach specific business goals. In simple terms, this means performing consistent actions at the right time via the most suitable online channels to increase revenue and improve relationships with audience..

online reviews they lead to, and to what extent this mechanism is different for different types of hotels in terms of star rating and independent versus chain hotels. The research was carried out in 132 Belgian hotels. The results indicate that review volume drives room occupancy and review valence impacts RevPar. Digital marketing strategies and tactics affect both the volume and valence of online reviews and, indirectly, hotel performance. This is



more outspoken in chain hotels than in independent hotels, and in higher-star hotels than in lower-tier hotels.

Abdelkader (2020) ChatGPT is an artificial intelligence model intended for conversational purposes that has grown in popularity in digital marketing, offering organizations a vital tool for engaging with clients and enhancing their marketing efforts. The main objective of this research is to investigate the impact of ChatGPT on the customer experience in digital marketing. Additionally, the study intends to investigate the moderating impacts of business type and technology familiarity and comfort on the customer experience. Furthermore, the research explores the moderating roles of gender, age, and education level. The data for this study were collected electronically from 394 clients who have interacted with ChatGPT in digital marketing using an open-access questionnaire. The results support the significance of the moderating role of (Familiarity and Comfort with Technology, Business Type, Age, and Education level on the relation between customer experience with ChatGPT and overall satisfaction with digital marketing, while Gender is not supported. This article's findings are intended to contribute to the current literature on the use of conversational AI models in digital marketing and customer experience, providing insights and recommendations for future research.

Kuppusamy (2021) Decision-making in real-world scenarios often faces the challenge of uncertainty. Traditionally, fuzzy theory has been a means to perspective of four business strategies: prospectors, analyzers, low-cost defenders, and differentiated defenders. In this article, we provide marketing managers with insights into how businesses

III. RESEARCH METHODOLOGY

A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure". The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

Data Source:

The primary source of data collection in this study is structured questionnaires administered to aspino employees. These questionnaires are designed to gather information on employees and satisfaction

represent and navigate such uncertainty. In this study, we propose a pioneering approach that incorporates a bipolarity analysis into multi-criteria decision-making processes, with a focus on its application in digital marketing. 16 The proposal allows the analysis to be more encompassing by considering both the positive and negative dimensions of data, leading to better-informed decisions. A cornerstone of our contribution is integrating bipolarity into Pythagorean fuzzy soft matrices, a fresh mathematical framework that broadens the utility of bipolar fuzzy theory. Through rigorous computational experimentation, we determine the prioritization of alternatives, ultimately identifying the most effective strategy for digital marketing platforms. In our study, Facebook emerges as the foremost platform for implementing digital marketing strategies. When compared to existing techniques, our approach showcases significant advantages, underlining its potential to improve decisionmaking in uncertain scenarios. Our research offers profound insights for businesses aiming to refine their digital marketing strategies in an ever-evolving digital landscape.

Olson et.al., (2021) The internet brought disruptive change to the business landscape through the creation of a whole host of digital marketing tactics. But with these new tactical options has come the need for marketing managers to (1) prioritize what they wish to accomplish and (2) determine which digital marketing tactics to invest in. We consider these issues from the

pursuing various strategies approach these digital marketing issues, with the ultimate goal being to assist managers in the efficient and effective implementation of their firm's adopted strategy.

levels of the employees

Period of Study:

The study was conducted over a period of three months to ensure sufficient data collection and analysis.

Sampling Techniques:

Convenience sampling techniques were used for the study.

Population:

Population refers to the entire group of individuals or items that meet certain criteria and are of interest to the researcher. This group is the target of the study and represents the larger context within which the research is conducted.



Sampling Size:

A study focused solely on clients within companies across the Madurai district has been expanded to include taluks, with two taluks selected using a simple random technique, comprising a total, including:

1. Frequency Analysis: This tool was used to determine the frequency of customer satisfaction through digital marketing
2. Correlation Analysis: Correlation analysis was conducted to examine the relationship between customer satisfaction through digital marketing.
3. Chi-Square Analysis: Chi-square analysis was employed to investigate the association between the frequency of customer satisfaction through digital marketing

Data Analysis:

Frequency Analysis:

Frequency analysis involved examining the frequency of responses for each variable in the questionnaire. This analysis provided insights into the prevalence of different behaviors or opinions among participants.

population of 170. From this population, a sample of 123 respondents was chosen for the study.

Statistical Tools:

Several statistical tools were utilized for the analysis of collected data

Correlation Analysis:

Correlation analysis aimed to explore the relationship between two continuous variables in the study. By calculating correlation coefficients, this analysis helped determine the strength and direction of the relationship between variables such as customer satisfaction through digital marketing

Chi-Square Analysis:

Chi-square analysis was used to investigate the association between two categorical variables. Specifically, it assessed whether there was a significant relationship between the frequency of customer satisfaction through digital marketing

Ethical Considerations:

Ethical considerations were paramount throughout the research process. Measures were taken to ensure participant confidentiality, voluntary participation, and informed consent.

IV. DATA ANALYSIS

FREQUENCY ANALYSIS

ACHIEVE DIGITAL MARKETING	RESPONDENTS	PERCENTAGE
Attractive customer	36	29.3%
Market research	33	26.8%
Creating internet presence	28	22.8%
Getting contact information	26	21.1%
TOTAL	123	100.0%

Interpretation

The table shows that 29.3% of the respondents said attractive customers achieved by digital marketing, 26.8% of the respondents said marketing research achieved by digital marketing, 22.8% of the respondents said creating an internet presence achieved by digital marketing, and the remaining 21.1% of the respondents said getting contact information achieved by digital marketing. Majority 29.3% of the respondents said attractive customers achieved by digitalmarketing.



Current recognition and rewards system in your organization	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	14	11.0	11.0	11.0
Satisfied	75	59.1	59.1	70.1
Neutral	28	22.0	22.0	92.1
Disagree	7	5.5	5.5	97.6
Highly disagree	3	2.4	2.4	100.0
Total	127	100.0	100.0	

CORRELATION ANALYSIS

The table shows that the relationship between channel and satisfaction scope of market targets.

		CHANNEL	STATISFCATION
OCCUPATION	Pearson Correlation	1	.078
	Sig. (2-tailed)		.394
	N	123	123
GEOGRAPHIC SCOPE OF MARKET TARGETS	Pearson Correlation	.078	1
	Sig. (2-tailed)	.394	
	N	123	123

Nonparametric Correlations

			CHANNEL	STATISFCATION
Kendall's tau_b	OCCUPATION	Correlation	1.000	.059
		Coefficient		.438
	Sig. (2-tailed)			
	N	123	123	
GEOGRAPHI	Correlation	.059	1.000	
	Coefficient			



	C SCOPE OF MARKET TARGETS	Sig. (2-tailed)	.438	
		N	123	123
Spearman's rho	OCCUPATION	Correlation Coefficient	1.000	.073
		Sig. (2-tailed)	.	.422
		N	123	123
	GEOGRAPHI C SCOPE OF MARKET TARGETS	Correlation Coefficient	.073	1.000
		Sig. (2-tailed)	.422	.
		N	123	123

RESULT This is a positive correlation. There are relationships between channel and satisfactionscope of market targets.

CHI-SQUARE ANALYSIS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.079 ^a	9	.159
Likelihood Ratio	13.651	9	.135
Linear-by-Linear Association	.011	1	.916

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal Gamma	-.047	.113	-.417	.677



Measure of Agreement	Kappa	.094	.052	1.952	.051
N of Valid Cases		123			

Symmetric Measures

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

RESULT

The significant value (.159) is > greater than the P value (0.000). Hence Due to insufficient evidence failed to reject null hypothesis so there in no significant relationship annual sales for company in a year and flexible budgets for the mentioned.

Symmetric Measures

- c. Not assuming the null hypothesis.
- d. Using the asymptotic standard error assuming the null hypothesis.

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IV. FINDINGS SUGGESTIONS AND CONCLUSION

FINDINGS

- The respondents said getting contact information achieved by digital marketing. Majority 29.3% of the respondents said attractive customers achieved by digitalmarketing.
- There are relationships between channel and satisfactionscope of market targets.
- There in no significant relationship annual sales for company in a year and flexible budgets for the mentioned.

SUGGESTIONS

From the above discussions, a number of recommendations can be made to the garment sector in order for the companies to fully benefit from the use of digital platforms in interacting with customers. The recommendations include: Consumer education is critical in order to overcome the challenges experienced by the consumers in regard to the use of digital marketing platforms in the purchase of clothing. Most of the consumers indicated that they do not

know what to do on the online platforms; hence companies need to advertise their products informing the customers on how to get the products. Companies must also provide a variety of payment options on the website so that it's easy for customers to move from one point to the next. It is also recommended that the images displayed on the digital platforms must show the exact products being offered by the company in question. This is because some customers indicated that what they received was sometimes different from what they would have ordered.

CONCLUSION

This made the customers to be able to get the products that they needed, clothing, in this case because it is one of the basics that had to be taken care of even under the pandemic. From the study it is clear that there are many benefits being enjoyed by customers through the use of these digital platforms. However, consumers indicated a number of challenges that affected the adoption and use of the different digital platforms, however there are recommended strategies to overcome the challenges.



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