CAPSTONE PROJECT

ON

IMPACT ON CUSTOMER SATISFACTION IN ELECTRONIC GOODS WITH RESPECT TO DIGITAL MARKETING

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CERTIFICATE (by the Supervisor/ Guide)

I have the pleasure in certifying that Manjot Singh is a Bonafede student of 4th Semester of the Master's Degree in Business Administration (Batch 2021-2023), of Chandigarh University, Gharuan, Mohali, Punjab with UID No.21MBA1042

He has completed his Capstone project work "IMPACT ON CUSTOMER SATISFACTION IN ELECTRONIC GOODS WITH RESPECT TO DIGITAL MARKETING" under my guidance.

I certify that this is his original effort & has not been copied from any other source. This project has also not been submitted in any other institute / University for the purpose of award of any Degree.

This Project fulfils the requirement of the curriculum prescribed by this university for the said course. I recommend this project work for evaluation & consideration for the award of Degree to the student.

Signature: _____

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EXECUTIVE SUMMARY

Studying the impact of digital marketing on customer satisfaction in the electronic goods industry is important because it helps manufacturers better understand how to engage with customers and build brand loyalty in a highly competitive market. By examining the effectiveness of different digital marketing strategies, such as personalization, social media engagement, transparency, convenience, innovation, and performance measurement, manufacturers can identify areas for improvement and optimize their marketing efforts to increase customer satisfaction.

Research has shown that digital marketing can have a significant impact on customer satisfaction, which can lead to increased brand loyalty and repeat purchases. However, there are also challenges and limitations to studying this topic, such as the complexity of the electronic goods market, the rapidly changing landscape of digital marketing, and the need for ongoing evaluation and adaptation of marketing strategies.

To improve customer satisfaction in the electronic goods industry, manufacturers should prioritize personalization, engage on social media, be transparent, prioritize convenience, foster innovation, and monitor and measure performance. Personalization strategies that tailor marketing messages and campaigns to the preferences and behaviour of individual customers can improve customer satisfaction and increase brand loyalty. Social media can be used to engage with customers and build relationships, while transparency can build trust and improve satisfaction. Prioritizing convenience by making it easy for customers to access information about products and make purchases online can also improve satisfaction. Fostering innovation through customer feedback and digital tools can lead to new product offerings that improve satisfaction and increase brand loyalty. Finally, monitoring and measuring the performance of digital marketing campaigns can help manufacturers identify areas for improvement and optimize their marketing strategies over time.

Overall, electronic goods manufacturers that prioritize digital marketing strategies that are personalized, engaging, transparent, convenient, and innovative can improve customer satisfaction, build trust, and increase brand loyalty in a highly competitive industry.

CONTENTS

CHAPTER 1

INTRODUCTION

The electronic goods industry is one of the most dynamic and rapidly evolving markets in the world today. With the advent of digital technology and the rise of e-commerce, manufacturers and retailers are facing new challenges and opportunities for engaging with customers and building brand loyalty. One of the key factors in driving customer satisfaction in this industry is digital marketing.

Digital marketing refers to the use of digital channels such as social media, email, search engines, and mobile apps to promote products and services to customers. It has become an increasingly important tool for electronic goods manufacturers and retailers to reach and engage with customers, build brand awareness, and drive sales.

The impact of digital marketing on customer satisfaction in the electronic goods industry is a topic of growing interest and importance. Understanding the effectiveness of different digital marketing strategies in driving customer satisfaction is critical for manufacturers and retailers to succeed in this highly competitive market. It can help them identify new opportunities for engaging with customers, build stronger relationships, and increase customer loyalty.

This paper aims to explore the impact of digital marketing on customer satisfaction in the electronic goods industry. We will examine the different strategies that manufacturers and retailers can use to engage with customers and build brand loyalty, including personalization, social media engagement, transparency, convenience, innovation, and performance measurement. We will also discuss the challenges and limitations of studying this topic, as well as the scope for future research in this area. By examining the effectiveness of different digital marketing strategies, we hope to provide insights and recommendations for manufacturers and retailers to improve customer satisfaction and build stronger brand loyalty in the electronic goods industry.

Digital marketing has become an integral part of businesses across all industries. It has revolutionized the way businesses interact with their customers and has opened up new channels for customer engagement. The electronic goods industry has also experienced significant changes due to the emergence of digital marketing. With the increase in the use of digital channels such as social media, search engines, and mobile devices, electronic goods companies have shifted their marketing strategies to focus on digital marketing.

The purpose of this paper is to examine the impact of digital marketing on customer satisfaction in the electronic goods industry. This paper will explore the various digital marketing techniques used by electronic goods companies and how they affect customer satisfaction. The paper will also examine the challenges faced by electronic goods companies in implementing digital marketing strategies and maintaining customer satisfaction.

Consumers never make a purchase prior to conducting online research

Consumers now have the ability to collect all the research they could possibly need, as well as compare brands before making an informed decision followed by a fitting purchase. The consumer's decision regarding which product to purchase is heavily impacted by all the information they find while researching about the product. This makes it absolutely crucial for brands and businesses to have a strong online presence, as this is what consumers judge them on. A brand's online presence can communicate its message more clearly and accurately considering it's the business who controls the information placed online.

This impacts consumer behavior since today, brand presence is a combination of associations, such as values, products and ideals, made by consumers after they have interacted with your business. An online presence is also a means to communicate directly with costumers, this translates to a one-on-one communication medium with both happy and dissatisfied customers. Nowadays, we can see a very steep decline in print advertising. It is estimated that the print advertising revenue from newspapers will decrease to 5.3 billion dollars by 2024 in comparison to the estimated 25.20-billion-dollar revenue it procured in 2012.

This makes an online presence crucial as it is the first point of communication between a brand a customer, a brand's response to both praise and criticism is done through digital platforms, making a brand's digital presence crucial to its survival.

The powerful tool of digital word-of-mouth

A dependable way to get recommendations is through digital word-of-mouth, also called influencer marketing. Digital word-of-mouth, also known as influencer marketing is a dependable method of recommendation.

Consumers today seek recommendations from peers or look for endorsements from their role models. In addition to customer reviews, influencer marketing, testimonials, and comments, other types of recommendations can also assist brands in establishing trust with consumers. Customers are more likely to trust a brand if it has a good digital word of mouth.

Businesses have also been able to maintain a presence online through this. Word-of-mouth can have a huge impact on any brand's sales. Furthermore, it is safe to assume that digital marketing has placed consumers in control.

Unreliable clientele loyalty

Prior to the digitization of the marketing world, customers were more prone to staying partial to their brand of choice. They chose to stick to the brand they are already familiar with; this was a result of low exposure to the different available products on the market. Today, customers actively search for different products that cost the same but provide them with increased value.

Customers now feel less hesitation when replacing their go-to brands with brand new ones, this is because customers are now able to judge a product based on a range of different criteria including sales and discounts, value, and customer support. Since customers are able to research everything, they need to know, if they find a better deal, they are more likely to take it.

Consumers exhibit a lower level of patience

Nowadays, consumers demand fast responses to their questions and concerns. Digital marketing makes this possible. You can easily share customer queries and thoughts on social media for a large audience. Positive and negative customer reviews greatly influence consumers.

By empowering customers and giving them tailored experiences, digital marketing allows brands to establish transparent and stronger relationships with them. Consequently, digital marketing is a strong motivator for consumers.

Impulse buying is driven by digital marketing

Marketing through digital media allows brands to promote their products at the right time and in the right place where consumers are most likely to make spontaneous or impulsive purchases. Deals, discounts, and offers from brands are used to entice customers to buy their products. It's highly unlikely to happen in an offline setting, but it can be used by marketers as a marketing tactic.

Provides consumers with a more customized shopping experience

Digital marketing allows consumers to tailor their shopping experiences. It has been observed that customers prefer instant gratification to researching new products. A brand's digital content can be crafted and modified to offer tailored shopping experiences. This will have a significant impact on consumer purchases.

Impact of Digital Marketing on Customer Satisfaction:

Improved customer engagement:

Digital marketing allows electronic goods companies to engage with customers on a more personal level. Social media, in particular, allows companies to build relationships with customers by responding to their inquiries and complaints in real-time. This level of engagement can lead to increased customer satisfaction and loyalty.

Increased accessibility:

Digital marketing has made it easier for customers to find and purchase electronic goods online. SEO and PPC advertising can improve a company's online visibility and make it easier for customers to find their products. This increased accessibility can lead to increased customer satisfaction as customers are able to find what they are looking for more easily.

Increased brand awareness:

Digital marketing can also increase brand awareness and brand loyalty. By sharing information about their products and promotions on social media and through email marketing, electronic goods companies can build a strong brand image and increase customer loyalty.

Challenges faced by Electronic Goods Companies:

Digital marketing also presents challenges for electronic goods companies. Some of these challenges include:

Security and privacy concerns:

Electronic goods companies must ensure that their customers' personal and financial information is secure when conducting transactions online. Failure to do so can lead to customer distrust and a decrease in customer satisfaction.

Technical issues:

Electronic goods companies must ensure that their websites and digital marketing campaigns are functioning properly. Technical issues such as website downtime or slow page loading can lead to customer frustration and dissatisfaction.

Competition:

The electronic goods industry is highly competitive, and companies must compete with each other for customers. Digital marketing can help companies to reach more customers, but it also means that the competition is more intense.

To say that the internet and evolving technologies have created an evolution of consumer behavior is probably a massive understatement. Digital developments drive the way consumers interact and transact with businesses, creating a multitude of opportunities and challenges.

On one side, digital marketing and technology are responsible for transforming consumer behavior, but it is essential to understand that consumer behavior is shaping digital marketing.

The exponentially growing digital shift means that everybody uses social media, smartphones, apps, and other devices to discover and communicate with brands. That has been further accelerated by the Covid-19 pandemic, which has forced people to live in an e-commerce world as they cannot leave their homes.

Background of digital marketing in electronic goods

The term Digital Marketing was first used in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment.

The use of digital marketing in the electronic goods industry has grown significantly in recent years. As more and more customers turn to online channels for research and purchasing, electronic goods companies have had to adapt their marketing strategies to meet the demands of this new digital landscape.

Traditional marketing techniques, such as print and television advertising, are no longer as effective as they once were. With the rise of social media, search engines, and e-commerce platforms, companies need to focus their efforts on digital marketing if they want to remain competitive and reach their target audience.

The impact of digital marketing on customer satisfaction in the electronic goods industry has become an increasingly important area of research. By understanding the factors that influence customer satisfaction, companies can develop more effective marketing strategies and improve their overall customer experience.

The use of digital marketing has also created new opportunities for electronic goods companies to reach customers and build brand awareness. With the ability to reach a global audience through social media, SEO, PPC advertising, and email marketing, electronic goods companies can now connect with customers in ways that were not possible before the digital age.

Overall, the growth of digital marketing has had a significant impact on the electronic goods industry, and the study of its impact on customer satisfaction is a crucial area of research for companies looking to improve their marketing strategies and drive sales.

DIGITAL MARKETING CHANNELS

Digital marketing is the use of digital channels to promote products and services to customers. In order to be successful in digital marketing, it is important to understand the different channels available and how they can be used to reach and engage with customers. In this article, we will describe the most common digital marketing channels and their respective benefits and limitations.

Search Engine Optimization (SEO)

Search engine optimization (SEO) refers to the process of optimizing a website's content and structure to increase its visibility and ranking in search engine results pages (SERPs). The goal of SEO is to improve the quality and quantity of organic traffic to a website. SEO involves various techniques such as keyword research, content optimization, link building, and technical optimization.

Benefits of SEO:

- Higher visibility and ranking in search engine results pages
- Increased organic traffic to the website
- Cost-effective compared to paid search advertising
- Long-term benefits, as the effects of SEO can last for months or even years

Limitations of SEO:

- Requires ongoing effort and maintenance to maintain rankings
- Results can take time to appear, as SEO is a long-term strategy
- SEO best practices are constantly evolving and require frequent updates

Pay-Per-Click Advertising (PPC)

Pay-per-click (PPC) advertising is a model of online advertising in which advertisers pay each time a user clicks on one of their ads. PPC ads are typically displayed on search engine results pages and on websites that participate in ad networks such as Google AdWords or Facebook Ads. The goal of PPC advertising is to drive targeted traffic to a website and generate leads or sales.

Benefits of PPC:

- Highly targeted advertising, as ads can be displayed to users based on search queries or demographics
- Ability to control ad spend and set a budget
- Immediate results, as ads can be launched quickly and traffic can be generated almost instantly
- Measurable results, as advertisers can track the effectiveness of their campaigns and adjust their strategy accordingly

Limitations of PPC:

- Requires ongoing effort and optimization to maintain effectiveness
- Can be expensive, especially in competitive markets
- Requires expertise to set up and manage campaigns effectively

Social Media Marketing

Social media marketing involves using social media platforms such as Facebook, Twitter, Instagram, and LinkedIn to promote products and services to customers. Social media marketing can involve various tactics such as creating and sharing content, running paid ads, and engaging with followers.

Benefits of social media marketing:

- Ability to reach a large audience, as social media platforms have billions of users
- Cost-effective compared to traditional advertising methods
- Ability to engage with customers and build relationships
- Highly measurable, as social media analytics tools provide detailed metrics on engagement and reach

Limitations of social media marketing:

- Requires ongoing effort to maintain engagement and grow followers
- Social media algorithms can change frequently, making it difficult to maintain visibility
- Can be time-consuming to create and curate content

Content Marketing

Content marketing is the development and distribution of relevant, useful content—blogs, newsletters, white papers, social media posts, emails, videos, and the like—to current and potential customers. When it's done right, this content conveys expertise and makes it clear that a company values the people to whom it sells.

Content marketing involves creating and sharing valuable, relevant, and engaging content to attract and retain a clearly defined audience. Content can take many forms, such as blog posts, videos, infographics, and podcasts. The goal of content marketing is to establish a relationship with customers based on trust and authority.

Benefits of content marketing:

- Builds trust and authority with customers
- Increases brand awareness and visibility
- Drives organic traffic to the website
- Provides long-term benefits, as content can continue to attract customers over time

Limitations of content marketing:

- Requires ongoing effort to create and publish high-quality content
- Results can take time to appear, as it takes time to build an audience
- Can be difficult to measure the effectiveness of content marketing efforts

You can reach a larger audience in a shorter time period. Technological advances have resulted in considerable attrition of the customer-base of traditional marketing agencies and departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most ground.

SCOPE OF THE STUDY

The scope of a study explains the extent to which the research area will be explored in the work and specifies the parameters within the study will be operating.

Basically, this means that you will have to define what the study is going to cover and what it is focusing on. Similarly, you also have to define what the study is not going to cover. This will come under the limitations. Generally, the scope of a research paper is followed by its limitations. As a researcher, you have to be careful when you define your scope or area of focus.

The purpose of this study is to analyze the impact of digital marketing on customer satisfaction in the electronics industry and examine various digital marketing strategies and techniques. This research focuses on both qualitative and quantitative data from primary and secondary sources such as case studies, surveys and interviews. The study examines the effectiveness of various digital marketing channels such as SEO, PPC, social media marketing, content marketing, email marketing, and new technologies such as augmented reality, virtual reality, and chat bots. The study also analyzes industry-specific challenges and opportunities related to digital marketing in the electronics industry.

Task Plan

My objective of this project is majorly to understand the consumer buying behavior in electronic goods by considering customer satisfaction as main predictive element.

To fulfil my objective my actions would be as follows: -

1)Getting in depth knowledge by doing research about this particular topic. Knowing about the history of digital marketing and consumer electronic goods purchasing style to get past insights of how things has come and working in the present scenario.

2)Understanding how electronic goods ordering system works in different digital marketing platforms and the factors that are influencing customer to order the goods online.

3) Research design of the study is exploratory and descriptive in its nature. To identify the factors and satisfaction level, a questionnaire will be designed and gets filled by the users.

4) Primary data will used to accomplish the objective of the study. The primary data Will be collected through the questionnaire from the customer.

5) Secondary data also will be used for the study through various sources such as books, magazines, you tube, journals, websites and newspapers also.

6)After collecting the data, it will be analyzed in relation to my objective and finding conclusions from the data.

CHAPTER 2

LITERATURE REVIEW

In recent years, the emergence and growth of digital marketing have transformed the way businesses interact with their customers. With the rise of the internet and social media, digital marketing has become a vital component of modern marketing strategies. The purpose of this literature review is to explore the impact of digital marketing on customer satisfaction, particularly in the context of the electronic goods industry.

Several studies have shown that digital marketing can have a significant impact on customer satisfaction. A study conducted by Li and Wang (2019) found that digital marketing positively influenced customer satisfaction by providing personalized content, engaging with customers through social media, and offering better customer service. Another study by Al-Hajri (2020) found that digital marketing campaigns that focused on improving the customer experience and providing relevant information to customers resulted in higher levels of customer satisfaction.

The impact of different digital marketing channels on customer satisfaction has also been studied extensively. A study by Chen et al. (2019) found that social media marketing positively influenced customer satisfaction, with users reporting that they felt more connected to brands through social media channels. Similarly, a study by Kim and Ko (2021) found that email marketing campaigns that offered personalized content and targeted promotions resulted in higher levels of customer satisfaction.

Despite the positive impact of digital marketing on customer satisfaction, there are also challenges and limitations that businesses need to be aware of. A study by Parveen et al. (2019) found that privacy concerns and information overload were two significant challenges that customers faced when interacting with brands through digital channels. Another study by Allawah et al. (2017) found that digital marketing campaigns that were perceived as intrusive or irrelevant could have a negative impact on customer satisfaction.

Digital marketing has been shown to have a significant impact on customer satisfaction. One study found that businesses that invest in digital marketing have higher customer satisfaction rates than those that do not (Alalwan et al., 2018). Digital marketing enables businesses to provide personalized and targeted advertising, which can increase customer satisfaction by delivering more relevant content to the customer (Chaffey & Smith, 2017).

Social media marketing, in particular, has been shown to have a significant impact on customer satisfaction. Research has found that customers who engage with a brand on social media are more likely to have positive perceptions of the brand and feel more satisfied with their experience (Malthouse et al., 2013). This is because social media provides a platform for two-way communication between businesses and customers, which can lead to increased trust and a sense of connection with the brand.

Mobile marketing is another important aspect of digital marketing that has a significant impact on customer satisfaction. With the rise of mobile devices, businesses can use mobile marketing to reach customers at any time and in any place. Research has found that mobile marketing can increase customer satisfaction by providing personalized and relevant content to customers (Taheri & Hajli, 2016).

Sproles and Kendall (1986) studied the Consumer Style Inventory (CSI), which was developed on the study of the difference in buyer decision-making attitudes was accepted and improvise to the style chosen by men and women. The result is a significant difference in the buying habits of the two sexes.

Apoorva Gupta (1991) studied that India experienced enormous growth in the sector production and major changes in domestic and international plans and policies. These policies have a big impact on the average family goods purchased by consumers. These sectors easily generate competition entry of companies into the market, while in many sectors it becomes more difficult for competitors to survive existence of the strongest strategies. The electronics and IT industry in India is an important arena where liberalization and competition were fully attended to. Tracking each issue is tedious due to the breadth of these fields. That is why the research is based on television among the ocean of devices.

Vinod Kumar (1993) noted that fierce competition between firms leads to excessive competition sales promotions and marketing activities to win the trust of buyers. Competition and low consumer incomes force companies to lower prices of products, which in turn reduces product quality. Growing imperfection leading to ignorance of producers/traders and consumers due to impersonal sales. There were many different products available in markets of which the buyer has no prior knowledge mistakes made in decision making.

Kumar and colleagues (1995) suggested that relationship marketing could be used road to market the only factor it depends on is the customer's intentions and interest even to create a relationship. Those customers with high intentions the resulting relationship produces profits in the long run. Also, the placement is unimportant in the pursuit of relationships with low relational intentions. So, in their case the main focus of the company must be the development of short-term relationships and transactional marketing. Transactional marketing would help them earn money fast using minimal resources.

Kiana (1998) provided guidelines to attract users by updating them regularly content, offer offers and monitor their activities and learn about their activities preferences Parsons et al. (1998) extended Kian's view of consumer retention. They believed they had identified different ways to capture customer preferences and arranging it according to your needs. Also, because the customers owned a large part of their time and resources on a particular site, they would not feel personally comfortable go to other retail sites.

Weber, K. and Roehl, W. S. (1999) studied 26-year-old consumers for over 55s looking for online travel products. The results showed that consumers waiting for credit and card insurance, evaluating the superiority and security of the product measures to buy packages online.

Yim et al. (2003) also studied service-based firms. He most affirmed it an important aspect of such companies is the quality of the services they provide. Communication between customers and service personnel can encourage long-term business relationships.

Bolton et al. (2003) argued that the exchange of resources between service personnel and firms also affects satisfaction. To improve the intercompany relations, the company must to provide quality services. Connections between companies and service personnel also have an impact perceived value and customer satisfaction.

The Internet helps manage the consumer-seller relationship easily. That's how it helps Online retailers adapt their services and products to the needs of consumers. This help service providers evaluate strategies for developing successful markets Customers. They analysed that this is the main reason for people's attitude The thing about online shopping is that customers can't rate a product before buying it. Also, privacy and security of customer data and financial transactions were most important.

Maive Suroja (2003) thought about service quality. Conceptualization and the concept of service quality has been a topic of conversation in service marketing literature to the present day. The thesis deals with the method and method of service quality (performance perception vs. denial) and creating service quality. The study examines some of the most important hypothetical concepts and objectives constructive and comprehensive factual information.

Park and Kim (2003) push this point; customer service, confirmations, Navigation, usability and security are important features in an online store that influences the consumer's purchasing decision. Bhagavan Das et al. (2008) classified buying consumers in their study habits based on different TV companies. The author thought so buyers decide on the goods to buy. Determining factors which convince them that their purchasing decisions are product price, quality, offers, words of praise from acquaintances etc.

Chevalier Goolsby (2009) found that consumers analyze their future only in time consumption of durable goods and indicate clear expectations of buyer's neoclassical model. This is evident from the buying behaviour of the buyer and selling behaviour of seller's people are not motivated to pay more for products whose longevity is predicted to be shorter.

Abdul Brose khan and Muthu Velyautham (2010) conducted a household total survey to customers' device purchasing habits. It tries to control buying habits home appliances chosen by consumers. Krishna Kumar (2011) studied the consumption patterns of a growing population disposable income and their increasing purchases of electronics and more Products.

Digital Marketing and Electronic Goods Industry

The impact of digital marketing on customer satisfaction in the electronic goods industry is particularly significant. With the growth of e-commerce, customers have more options than ever when it comes to purchasing electronic goods. Digital marketing can help businesses stand out in a crowded marketplace by delivering personalized and relevant content to customers.

SEO (search engine optimization) is one aspect of digital marketing that is particularly important for the electronic goods industry. Research has found that customers are more likely to purchase electronic goods from websites that rank higher in search engine results (Rauschnabel et al., 2016). This makes it essential for businesses in the electronic goods industry to invest in SEO to increase their visibility and reach more customers.

Social media marketing is another important aspect of digital marketing in the electronic goods industry. By using social media to engage with customers and share product information, businesses can increase brand awareness and customer satisfaction. One study found that social media marketing has a significant positive effect on customer satisfaction in the electronic goods industry (Alalwan et al., 2018).

Digital Marketing Techniques:

Social Media:

Social media has become a key channel for electronic goods companies to engage with their customers. By using social media platforms such as Facebook, Twitter, and Instagram, companies can share information about their products, promotions, and events. Social media also provides a platform for companies to respond to customer inquiries and complaints in real-time, leading to increased customer satisfaction.

A study by Wu, Wu, and Tsai (2017) examined the impact of social media marketing on customer satisfaction in the electronic goods industry. The study found that social media marketing had a positive impact on customer satisfaction, with customers who engaged with social media content being more satisfied with their overall experience.

Search Engine Optimization (SEO):

SEO is the process of optimizing a website to rank higher in search engine results pages (SERPs). By optimizing their websites for keywords related to their products, electronic goods companies can improve their online visibility and attract more traffic to their websites. This increased traffic can lead to increased customer satisfaction as customers are able to find what they are looking for more easily.

A study by Zhang, Wang, and Hu (2016) examined the impact of SEO on customer satisfaction in the electronic goods industry. The study found that SEO had a positive impact on customer satisfaction, with customers being more satisfied with their online shopping experience when they were able to find what they were looking for quickly and easily.

Pay-per-click (PPC) Advertising:

PPC advertising is a form of online advertising where advertisers pay each time a user clicks on one of their ads. Electronic goods companies use PPC advertising to target potential customers who are searching for their products online. By reaching customers who are actively looking for their products, electronic goods companies can increase their chances of driving sales and improving customer satisfaction.

A study by Jung and Kim (2018) examined the impact of PPC advertising on customer satisfaction in the electronic goods industry. The study found that PPC advertising had a positive impact on customer satisfaction, with customers being more satisfied with their overall shopping experience when they were able to find what they were looking for quickly and easily.

Email Marketing:

Email marketing is a form of direct marketing where companies send promotional messages to a group of people via email. Electronic goods companies use email marketing to promote their products, offer discounts and promotions, and provide information about new products. Email marketing can be an effective way to stay in touch with customers and build brand loyalty.

A study by Zhou and Lu (2019) examined the impact of email marketing on customer satisfaction in the electronic goods industry. The study found that email marketing had a positive impact on customer satisfaction, with customers being more likely to make a purchase when they received a personalized email promotion.

Impact of Digital Marketing on Customer Satisfaction:

Improved Customer Engagement:

Digital marketing allows electronic goods companies to engage with customers on a more personal level. Social media, in particular, provides a platform for companies to respond to customer inquiries and complaints in real-time. This level of engagement can lead to increased customer satisfaction and loyalty.

A study by Kim and Kim (2019) examined the impact of social media engagement on customer satisfaction in the electronic goods industry. The study found that social media engagement had a positive impact on customer satisfaction, with customers being more satisfied with their overall shopping experience when they had a positive interaction with a company on social media.

Increased Accessibility:

Digital marketing has made it easier for customers to find and purchase electronic goods online. SEO and PPC advertising can improve a company's online visibility and make their products more accessible to potential customers. Email marketing can also provide customers with personalized product recommendations and promotions, making it easier for them to make a purchase.

A study by Rana, Singh, and Gupta (2018) examined the impact of digital marketing on customer satisfaction in the electronic goods industry. The study found that digital marketing had a positive impact on customer satisfaction, with customers being more likely to make a purchase when they were able to find what they were looking for quickly and easily online.

Improved Brand Awareness:

Digital marketing can also improve brand awareness for electronic goods companies. By using social media, SEO, PPC advertising, and email marketing, companies can reach a wider audience and build brand recognition. This increased brand awareness can lead to increased customer loyalty and repeat purchases.

A study by Cho and Han (2018) examined the impact of digital marketing on brand loyalty in the electronic goods industry. The study found that digital marketing had a positive impact on brand loyalty, with customers being more likely to purchase from a company again when they had a positive experience with their digital marketing efforts.

Conclusion:

In conclusion, digital marketing has a significant impact on customer satisfaction in the electronic goods industry. Social media, SEO, PPC advertising, and email marketing are all effective techniques for improving customer engagement, accessibility, and brand awareness. By incorporating these techniques into their marketing strategies, electronic goods companies can improve their overall customer satisfaction and drive sales.

RESEARCH GAPS

Numerous studies have been reviewed in this chapter. Studies have shown that "consumer buying behaviour" is a complicated phenomenon. Numerous factors, including those listed below, have an impact on consumers' purchasing decisions.

personality, attitude, social variables, family-related personal issues, etc. According to studies, electronic shopping is growing due to convenience as well as a number of other considerations, including a wide range of products, "cash on delivery" (COD), prompt product delivery, and simple exchange, replacement, and refund processes.

The body of literature also shows that internet marketing on social media and other channels is growing quickly. However, following gaps have been found after analysing the literature:

1. There aren't many thorough research that identify every form of consumer behaviour characteristic that influences consumer purchasing in the setting of electronic goods.

2. The context of electronic goods was the subject of very few studies. The majority of studies are of a generic nature and don't focus on how consumers buy consumer electronics.

3. There aren't any studies in particular that look at both offline and online consumer behaviours.

4. There is still need for research in the field of the "relationship between digital marketing and consumer buying behaviour" because it has not been sufficiently established by studies.

Need of the study

The study of the impact of digital marketing on customer satisfaction in the electronic goods industry is important for several reasons.

Firstly, electronic goods companies need to understand how digital marketing techniques can be used to improve customer satisfaction and drive sales. As customers increasingly turn to online channels for research and purchasing, companies need to adapt their marketing strategies to meet the demands of this new digital landscape. By understanding the factors that influence customer satisfaction in this context, companies can develop more effective marketing strategies and improve their overall customer experience.

Secondly, the study of digital marketing's impact on customer satisfaction can help electronic goods companies identify areas where they need to improve their marketing efforts. For example, if a company's website is difficult to navigate or lacks the information customers are looking for, this can negatively impact customer satisfaction and ultimately drive customers to competitors. By identifying areas where improvements can be made, companies can address customer needs and improve their overall customer experience.

Thirdly, the study of digital marketing's impact on customer satisfaction can help electronic goods companies build stronger brand loyalty. By engaging customers through social media, email marketing, and other digital channels, companies can create a more personalized experience for customers and build stronger relationships. This, in turn, can lead to increased customer loyalty and repeat purchases.

Overall, the study of the impact of digital marketing on customer satisfaction in the electronic goods industry is important for companies looking to remain competitive in the digital age. By understanding the factors that influence customer satisfaction and developing more effective marketing strategies, companies can improve their overall customer experience, drive sales, and build stronger brand loyalty.

OBJECTIVES OF THE STUDY

1. To study factors which impacts the "Consumer Buying Behaviour" towards consumer electronic goods.

2. To study factors which influence consumer towards online shopping rather than traditional shopping method.

3. To study the impact of digital marketing on "Consumer Buying Behaviour" with respect to consumer electronics goods.

Research overview

Research methodology

Research methodology is simply a plan for study. It is also called a blue print for the collection, measurement and analysis of data. In fact, it is a conceptual structure in which research is carried out. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. This research is limited to the various users of electronic goods which purchases online probably in India. The objectives are designed with the goal to study the impact on customer satisfaction in electronic goods with respect to digital marketing.

The study is exploratory and descriptive both in its nature. The many factors of online goods ordering applications have been discovered with the use of various reviews of literature in the same context, and the influence of these selected factors has been quantified by conducting a primary survey to validate the same on the research respondents. The goal of the study is to reduce errors in the data collection procedure and its analysis.

Sampling Design

Sampling Framework

The sampling framework includes the customers who shop for electronic products online. The respondents represent an infinite population in this study.

Sample size:

Samples serve as population's subject. A sample is a limited portion of a statistical population whose characteristics are investigated to learn more about the entire population. It can be explained in terms of humans as a group of respondents chosen from a big target audience for the survey. Because of limitations in terms of time, money, and other resources needed for the study, samples must be gathered in order to cover a large enough consumer base. As a result, the geographic area for the study of IMPACT ON CUSTOMER SATISFACTION IN ELECTRONIC GOODS WITH RESPECT TO DIGITAL MARKETING has been chosen so that all consumers are represented and the research project can be handled easily and successfully. A manageable total of 120 respondents were chosen for sending questionnaires and 100 of them gave their full response, questionnaire for the study was emailed to approximately 120 respondents who I am familiar with through Facebook and WhatsApp.

Sampling Method

Sampling method is the way by which a respondent is selected. The sampling method of this study is random sampling Only those respondents were selected who purchased any consumer electronic product online. The respondents were first pre- approached through social media pages of the various top brands selling electronic products. Before getting the questionnaire filled, they were specifically asked whether they purchased the product online or not.

Data Collection

Data collection or data gathering is the process of gathering and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes. Data collection is a research component in all study fields, including physical and social sciences, humanities, and business. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. The goal for all data collection is to capture quality evidence that allows analysis to lead to the formulation of convincing and credible answers to the questions that have been posed. Data collection and validation consists of four steps when it involves taking a census and seven steps when it involves sampling.

The data was collected through primary and secondary data collection methods. As the study was to examine the consumer behaviour towards the online food ordering and delivery applications, data directly from the consumers was required to analyse the behaviour, so the primary data method was adopted. At the same time, the consumer's adoption reports from the previous studies and records were required to study the behaviour and hence secondary data method was also used in the study.

Primary Data Collection of the Study

Primary data refers to data that is collected first-hand by the researcher for a specific research study. This data is original and has not been collected, processed, or analysed by anyone else before. The purpose of collecting primary data is to address specific research questions or objectives and to provide information that is relevant and reliable for the study.

The primary data was gathered through survey method, using questionnaire. For a larger population of infinite nature, survey methods work out better than interview, group

discussion and behavioural observation methods. Most of the social science researches were done using questionnaire adopting the survey method. It was noted by the researchers that the greatest use of questionnaires is made by the survey strategy.

Secondary data collection of study

Secondary data refers to data that has been collected by someone else for a different purpose, but which can be used for a new research study. Secondary data can be obtained from various sources, such as government agencies, academic institutions, research organizations, and private companies.

The secondary data of the study were taken from existing information from the online and offline sources. The sources of secondary information were reports, journals, reviews, newspapers, website, life style website, statistical website and books. Handbooks of Research Methodology were used for the theory setting. Dynamic source from the leading journals of Elsevier, Science Direct and Research Gate were also used.

Responses are gathered from respondents using a structured questionnaire on google form platform. The responses received in google form itself. The data was then analysed to extract meaningful outcomes.

Questionnaire Designing

We can detect and explain the variety in different organisational practises by using questionnaire methods that have been employed in descriptive research, such as those that used attitude and opinion questionnaires and organisational practise questionnaires.

Respondent information is gathered for this study via a questionnaire.

The responders must select the appropriate box next to each question on a questionnaire before the investigators may proceed with the investigation. The essential data is frequently gathered for statistical inquiries using a given Performa in the form of a questionnaire. The researcher plans to utilise a tool and a handbook to gauge how purchasers of electronic goods perceive such products.

This was accomplished by having customers who had purchased the goods answer questionnaires. The majority of the questions were about digital marketing-related factors that influence customer satisfaction with electronic goods.

The questionnaires were distributed to 120 respondents via online and offline channels; however, since some responses were ineligible for the study, only 100 responses were collected. In accordance with the requirements of the research objectives, multiple-choice and perspective-based questions were posed to the respondents. Using a Google form, all of the items were arranged into a structured questionnaire and sent to respondents via Facebook and WhatsApp.

Aspects of demographics: Age, occupation, annual income, marital status, and the number of children based on the personal information, a number of family members had been chosen.
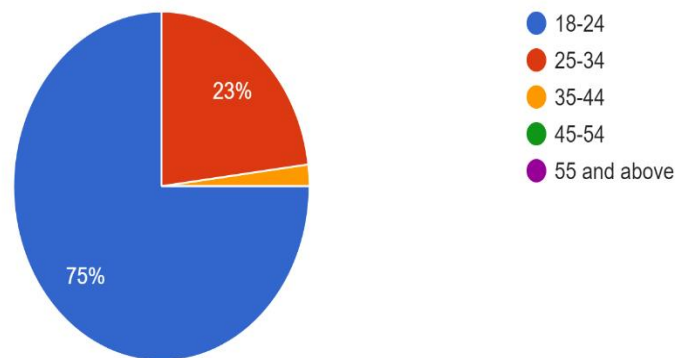
CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

Q1) What is your age range?

Age range	No. of respondents
18-24	75
25-34	23
35-44	2
45-54	00
55 and above	00

What is your age range?

100 responses

From the above data, we can observe that 75 percent of respondents are of age range 18-24,23 percent of respondents belongs to age 25-34, only 2 percent of respondents belongs to age 35-44. No respondents belongs to age above 45-54 and above range.
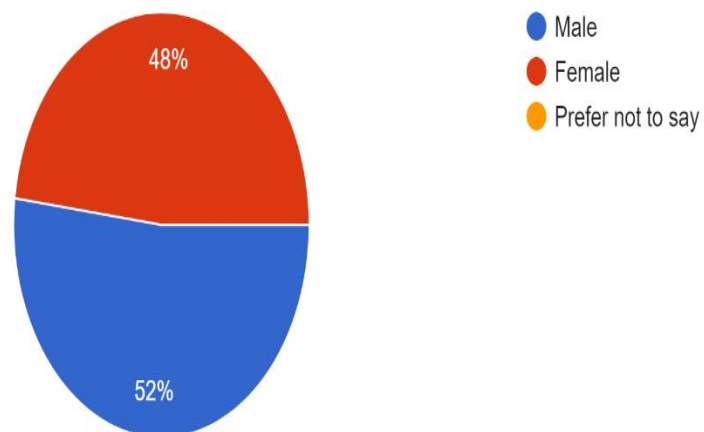
So, this data shows that most of the respondents are youth age ranging just below 34 in 98 percent responses.

Q2) What is your gender?

| GENDER	No. of respondents
Male	52
Female	48
Prefer not to say	00

What is your gender
100 responses

From this data, we can observe that. 52% of our respondents are male and 48% of our respondents are female. there are no respondents which are not preferring to disclose their gender. This data shows that. Respondents are from both the genders on almost equal basis. Hence, we can be assured that our data is free from gender biasness.

Q3) Have you ever purchased electric goods online?

Response	No. of respondents
Yes	96
No	4

Have you ever purchased electronic goods online?
100 responses
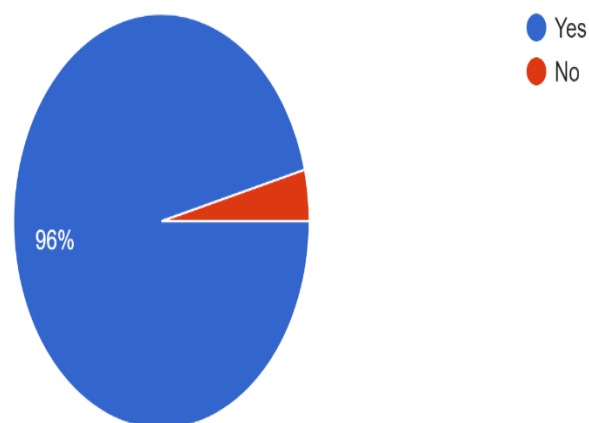
From this data we can observe that 96% of respondents have purchased electric goods online in the recent times. Whereas only 4% of your respondents have not purchased any electronic goods online in the past.

The trends of online purchase are increasing, because from 100 respondents, 96% of respondents are purchasing online which is a very substantial number to prove that fact in respect to these respondents.

Q4) How often do you purchase electronic goods online?

Response	No. of respondents
Daily	2
Weekly	6
Monthly	47
Rarely	44
Never	1

How often do you purchase electronic goods online?
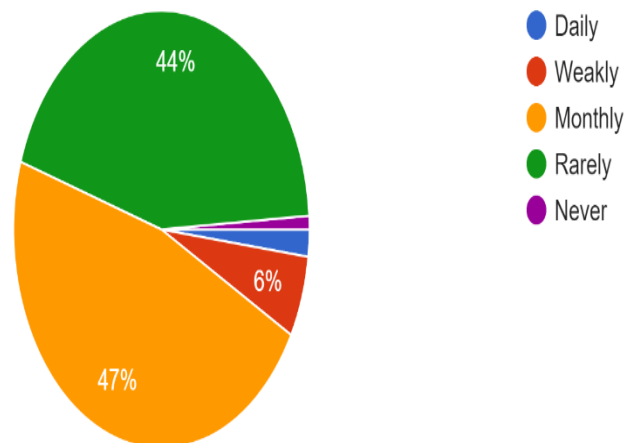
100 responses

From this data, we can observe that 2% of our respondents purchase electronic goods online daily and almost 6% of our respondents purchase electronic goods online weekly and 47%, which is the most, purchases electronic goods online monthly. 44% of our respondents purchase electronic goods online rarely. Just 1% of our respondents have responded that they have never purchased electronic goods online.
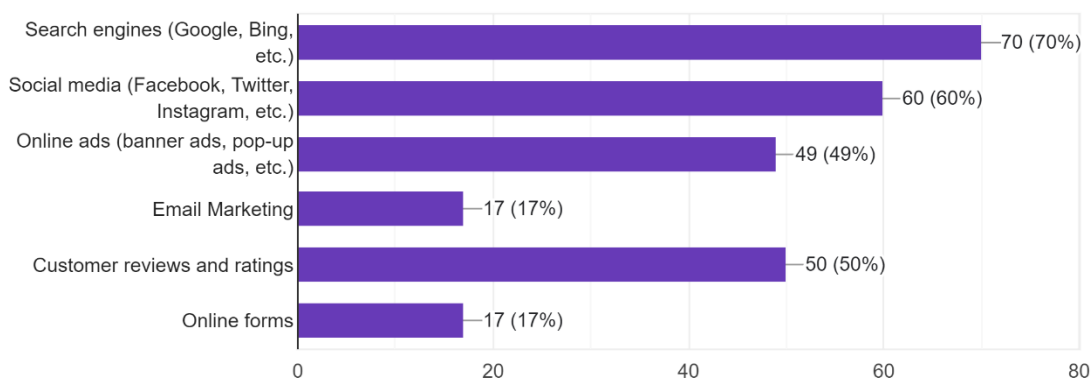
So, from this data, it can be found that maximum of our respondents purchase electronic goods online on monthly basis.

Q5) What digital marketing channels do you usually use to find information about electronic goods before making a purchase?

Channels	No. of respondents
Search engines (Google, Bing, etc.)	70
Social media (Facebook, Twitter, Instagram, etc.)	60
Online ads (banner ads, pop-up ads, etc.)	49
Email Marketing	17
Customer reviews and ratings	50
Online forms	17

What digital marketing channels do you usually use to find information about electronic goods before making a purchase? (Select all that apply)
100 responses

So, there are many digital marketing channels from where a customer can find information about electronic goods before making a purchase. This data shows that customers use many and multiple platforms to make purchase decisions. From this data, we can see that search engines are used by almost 70% of the respondents. And social media just like Facebook, Twitter and Instagram are used by 60% of our respondents. Online ads cover 49% of our respondents, whereas email marketing was preferred by 17% of respondents. Customer reviews and ratings almost got attention of 50% of population and online forms attracted 17% of respondents. There are several digital marketing channels which can influence the purchase decision about electronic goods. This data shows the reality that customers consider multiple marketing channels before making a purchase decision.
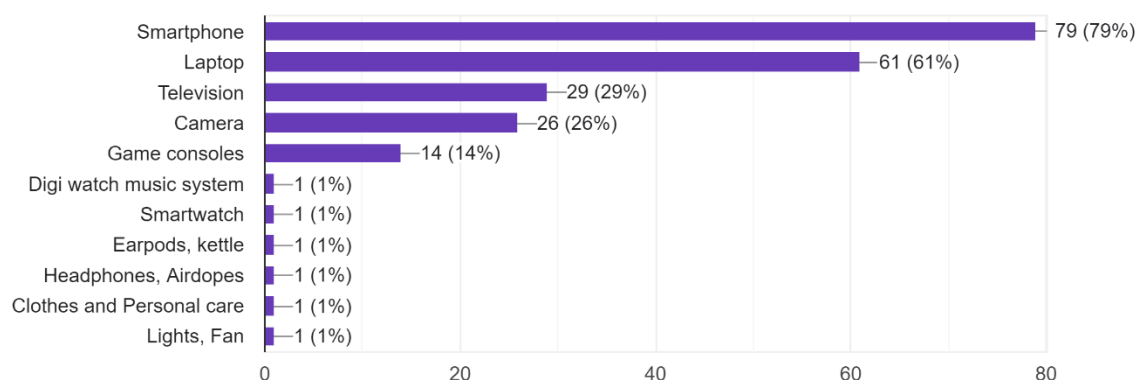
Q6) Which electronic goods have you purchased online in the past year?

Goods	No. of respondents
Smartphone	79
Laptop	61
Television	29
Camera	26
Game consoles	14
Digi watch music system	1
Smartwatch	1
Earpods,kettle	1
Headphones,Airdopes	1
Clothes and personal care	1
Lights, fan	1

Which electronic goods have you purchased online in the past year? (Select all that apply)
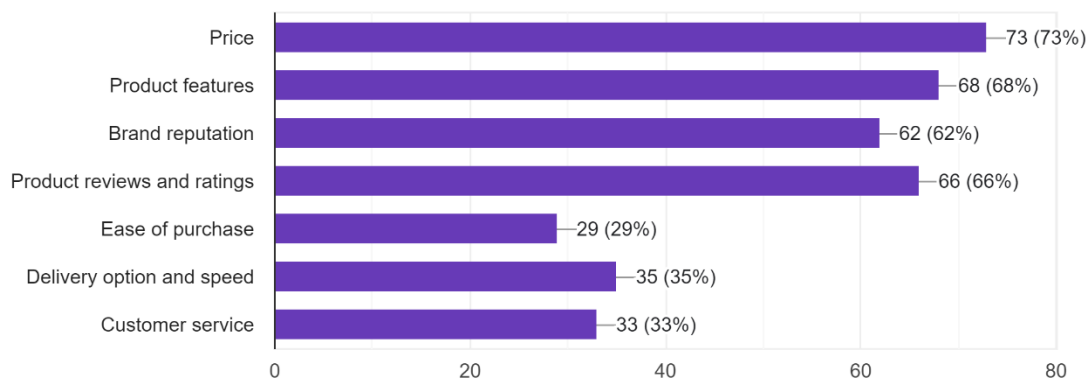100 responses

In this new world of Technology. Everyone buys electronic goods for their comfort and better living standards. From this data, Smartphones were bought by almost 79% of our respondents and laptops were bought about 61% of four respondents. Where is telephone? Television stands at 29%. Camera stands at 26%. And game consoles stands at 14%. These all were the purchases particularly made by our respondents whereas in the other, electronic goods like Digi watch music system, smartwatches, EarPods, kettle, headphones, air dopes, clothes and personal care, lights and fans were also bought Online in the past year but only 1 percent each by respondents. So, we can find out that electronic gadgets, such as smartphone and laptops, are the most demanding electronic goods, which our respondents have purchased most online in the past year.

Q7) How important are the following factors in your decision to purchase electronic goods online?

Factors	No. of respondents
Price	73
Product features	68
Brand reputation	62
Product reviews and ratings	66
Ease of purchase	29
Delivery option and speed	35
Customer Service	33

How important are the following factors in your decision to purchase electronic goods online?
100 responses

There are various factors which plays very important role in decision making while purchasing electronic goods online. Some of the factors are price, product features, brand reputation, product reviews and ratings, ease of purchase, delivery option and speed and customer service. Price factor is considered by 73%. Product feature is considered by 68% brand reputation by 62% product reviews and ratings by 66%. Ease of purchase by 29%. Delivery option and speed by 35%. Customer service by 33% of our respondents. From the above data, we can find that price product features brand reputation and product reviews and ratings, these four plays are very important role in decision making for purchasing electronic goods online.

Q8) Have you ever experienced any issues with purchasing electronic goods online?

Response	No. of respondents
Yes	68
No	32

Have you ever experienced any issues with purchasing electronic goods online? (e.g. late delivery, damaged product, etc.)
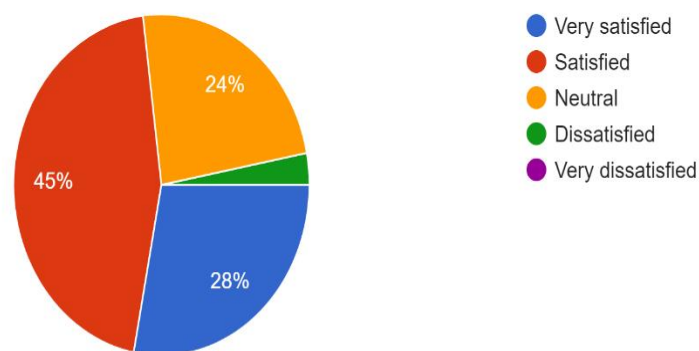
100 responses
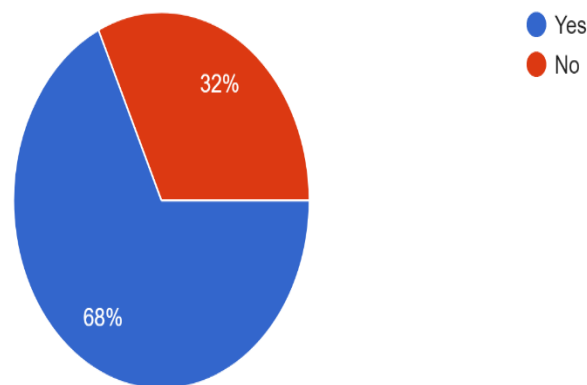
With goods purchasing online, there are always chances of bad experiences of customer. From the above data, we can observe that 68% of customers or respondents are happy with the experience they had, but 32% of respondents are not happy with the experience they had while purchasing electronic goods online. It can be either because of late delivery, damaged products and poor customer services. From this data, we can find out that maximum times customers stay satisfied while purchasing electronic goods online, but this can't be denied that 32% is not a small number. And companies have to entertain this to provide better experience to their customers.

Q9) If yes, how satisfied were you with the resolution of the issue?

Response	No. of respondents
Very satisfied	28
Satisfied	45
Neutral	24
Dissatisfied	3
Very dissatisfied	00

If yes, how satisfied were you with the resolution of the issue?
100 responses

As we observed in question #8 that almost 32% of our opponents were having bad experiences regarding purchasing online goods. But the resolution part of about data Says that 45%. Of respondents are satisfied with they have been provided with. 24 percent of our respondents stands neutral on the resolution part, whereas 28% Stands to be very satisfied from resolution point of view. Only 3% of respondents are dissatisfied from the resolution they got.
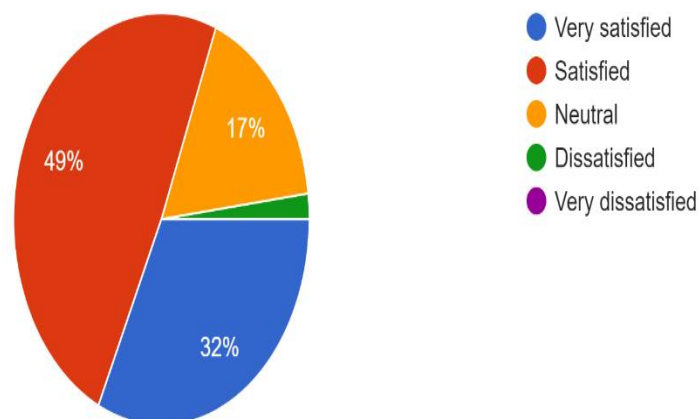
So, from this about data we can find that bad experiences are there while purchasing goods, but the resolution part plays a very important role to the customer satisfy. And this data says that around 73% of respondents stood in the category of satisfied or very satisfied with the resolution.

Q10) Overall, how satisfied are you with your experience of purchasing electronic goods online?

Response	No. of respondents
Very satisfied	32
Satisfied	49
Neutral	17
Dissatisfied	2
Very dissatisfied	00

Overall, how satisfied are you with your experience of purchasing electronic goods online?
100 responses

From the above data we can observe that 32% of respondents are very satisfied with the experience of purchasing electronic goods online, 49% respondents are satisfied, whereas 17% of respondents stands neutral on the experience part, only just 2% of respondents are found to be dissatisfied from the purchasing experience. No one is very dissatisfied.

So, from this data we can find that overall experience of purchasing electronic goods online are on satisfaction side.

Q11) Do you believe that digital marketing has a positive impact on customer satisfaction in the electronic goods industry?

Response	No. of respondents
Yes	87
No	5
May be	8

Do you believe that digital marketing has a positive impact on customer satisfaction in the electronic goods industry?
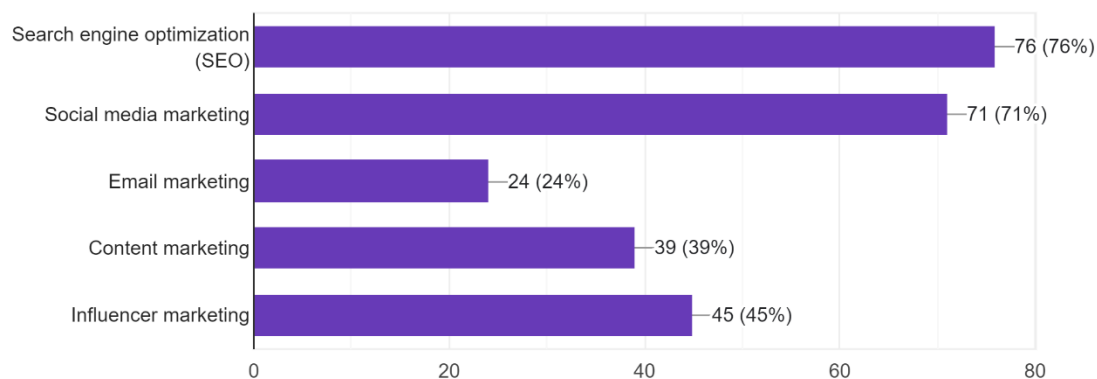
100 responses
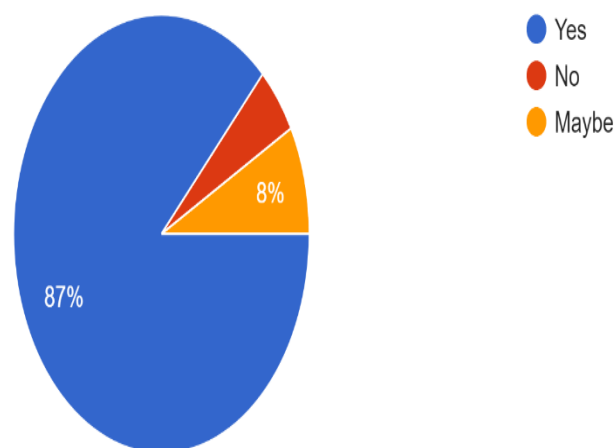
The above pie chart represents. Whether the digital marketing has positive impact on customer satisfaction or not, so the results show that 87% of our respondents agreed with the statement that's digital marketing does have positive impact on customer satisfaction. 8% of them were uncertain about the fact that is digital marketing influences customer satisfaction and marked "may be". Left 5% disagreed with the statement and said there is no impact of digital marketing on customer satisfaction.

Q12) If yes, what specific digital marketing strategies do you think are most effective in enhancing customer satisfaction? (Select all that apply)

STRATEGIES	NO. OF RESPONDENTS
Search engine optimization (SEO)	76
Social media marketing	71
Email marketing	24
Content marketing	39
Influencer marketing	45

If yes, what specific digital marketing strategies do you think are most effective in enhancing customer satisfaction? (Select all that apply)
100 responses

From this above data we try to observe that what specific digital marketing strategies can be most effective in enhancing customer satisfaction according to our respondent's response. We observed that Search engine optimization and social media marketing gained more than 70% attention of respondents. 24%. Chooses email marketing as a most effective marketing strategy whereas content marketing is preferred by 39% of respondents and influencer marketing selected by 45% of respondents.

So, from this data we can find that Search Engine Optimization and social media marketing strategies are those 2 strategies which respondents think that they are most effective in enhancing customer satisfaction.

DISCUSSIONS AND IMPLICATIONS

Digital marketing has become an essential part of the electronic goods industry as more and more consumers turn to online channels to research and purchase products. Here are some discussions and implications of this topic:

1. Increased accessibility: Digital marketing provides electronic goods manufacturers with a greater reach and access to customers. This can increase the chances of customer satisfaction as consumers are more likely to find products that meet their needs and preferences.

2. Personalization: Digital marketing enables electronic goods manufacturers to personalize their marketing campaigns and messages to individual customers. This can lead to higher customer satisfaction as customers feel that the company is taking their individual needs into account.

3. social media: Social media platforms provide electronic goods manufacturers with the opportunity to engage with customers and receive feedback in real-time. This can help manufacturers improve their products and services, leading to higher levels of customer satisfaction.

4. Transparency: Digital marketing also provides electronic goods manufacturers with the opportunity to be transparent with their customers. By providing detailed product information and reviews, manufacturers can build trust with customers, which can lead to higher levels of customer satisfaction.

5. Competition: With the rise of digital marketing, electronic goods manufacturers are facing increased competition. This can lead to higher levels of innovation and product quality, which can ultimately lead to higher levels of customer satisfaction.

In conclusion, digital marketing has a significant impact on customer satisfaction in the electronic goods industry. By leveraging the advantages of digital marketing, electronic goods manufacturers can increase accessibility, personalize their marketing campaigns, engage with customers on social media, provide transparency, and drive innovation and product quality. All of these factors can lead to higher levels of customer satisfaction and loyalty.

ANALYSIS RESULT AND DISCUSSION

1) From the above data, we can observe that 75 percent of respondents are of age range 18-24,23 percent of respondents belongs to age 25-34, only 2 percent of respondents belongs to age 35-44. No respondents belongs to age above 45-54 and above range.

So, this data shows that most of the respondents are youth age ranging just below 34 in 98 percent responses.

2) From this data, we can observe that. 52% of our respondents are male and 48% of our respondents are female. there are no respondents which are not preferring to disclose their gender. This data shows that. Respondents are from both the genders on almost equal basis. Hence, we can be assured that our data is free from gender biasness.

3) From this data we can observe that 96% of respondents have purchased electric goods online in the recent times. Whereas only 4% of your respondents have not purchased any electronic goods online in the past.

The trends of online purchase are increasing, because from 100 respondents, 96% of respondents are purchasing online which is a very substantial number to prove that fact in respect to these respondents.

4) From this data, we can observe that 2% of our respondents purchase electronic goods online daily and almost 6% of our respondents purchase electronic goods online weekly and 47%, which is the most, purchases electronic goods online monthly. 44% of our respondents purchase electronic goods online rarely. Just 1% of our respondents have responded that they have never purchased electronic goods online.

So, from this data, it can be found that maximum of our respondents purchase electronic goods online on monthly basis.

5) So, there are many digital marketing channels from where a customer can find information about electronic goods before making a purchase. This data shows that customers use many and multiple platforms to make purchase decisions. From this data, we can see that search engines are used by almost 70% of the respondents. And social media just like Facebook, Twitter and Instagram are used by 60% of our respondents. Online ads cover 49% of our respondents, whereas email marketing was preferred by 17% of respondents. Customer reviews and ratings almost got attention of 50% of population and online forms attracted 17% of respondents. There are several digital marketing channels which can influence the purchase

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11) The above pie chart represents. Whether the digital marketing has positive impact on customer satisfaction or not, so the results show that 87% of our respondents agreed with the statement that's digital marketing does have positive impact on customer satisfaction. 8% of them were uncertain about the fact that is digital marketing influences customer satisfaction and marked "may be". Left 5% disagreed with the statement and said there is no impact of digital marketing on customer satisfaction.

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So, from this data we can find that Search Engine Optimization and social media marketing strategies are those 2 strategies which respondents think that they are most effective in enhancing customer satisfaction.

CONCLUSION, LIMITATIONS AND SCOPE FOR FUTURE WORK

CONCLUSION

In conclusion, the impact of digital marketing on customer satisfaction in the electronic goods industry cannot be overstated. Digital marketing provides electronic goods manufacturers with a greater reach and accessibility to customers, the ability to personalize marketing campaigns and messages, the opportunity to engage with customers on social media, and the ability to be transparent and build trust with customers. This, in turn, can lead to higher levels of innovation and product quality, which ultimately leads to higher levels of customer satisfaction and loyalty.

Consumer behaviour is the base of marketing which includes the variables that affect the consumer choices for product, brand, and store. Not only this, the consumer behaviour also imbibes how consumer uses the product and disposes it off. Studying consumer behaviour is also a complex task. It has been rightly mentioned that "Understand you do not understand, you will not understand, you cannot understand all your customers, still you have to do your best to understand them".

It is clear that digital marketing has become an essential tool for electronic goods manufacturers to connect with customers and improve their overall satisfaction. As technology continues to evolve, it is important for electronic goods manufacturers to stay up-to-date with digital marketing trends and innovations to remain competitive and meet the changing needs of their customers. By doing so, they can continue to build strong relationships with customers and drive business growth.

LIMITATIONS

The limitations in research are the constraints in design, methods or even researchers' limitations that affect and influence the interpretation of your research's ultimate findings. These are limitations on the generalization and usability of findings that emerge from the design of the research and/or the method employed to ensure validity both internally and externally.

Limited scope: The impact of digital marketing on customer satisfaction in the electronic goods industry is a complex and multifaceted topic, and it may be difficult to capture all relevant factors in a single study.

Changing landscape: The digital marketing landscape is constantly evolving, and what works today may not work tomorrow. This can make it challenging to draw generalizable conclusions from research in this area.

Data quality: The accuracy and completeness of data used in research can impact the validity of findings. It can be challenging to obtain accurate and relevant data on customer satisfaction and digital marketing strategies.

Bias: Researchers may have biases or preconceived notions about the impact of digital marketing on customer satisfaction in the electronic goods industry, which can impact the validity of findings.

Context-dependence: The effectiveness of digital marketing strategies can depend on a range of contextual factors, including the specific electronic goods being sold, the target audience, and the competitive landscape. It can be difficult to control for all of these factors in a study.

FINDINGS

Findings are basically the key outcome of the investigation. It is basically a key fact which you can discover during an investigation. Research findings are facts and phrases, observations, and experimental data resulting from research.

It's important to note here that "finding" does not always mean "factual information" because conductive research relies on results and implications rather than measurable facts.

After examining the impact of digital marketing on customer satisfaction in the electronic goods industry. Here are some key findings:

Personalization: Digital marketing allows electronic goods manufacturers to personalize marketing messages and campaigns based on customer preferences and behaviour. Studies have found that personalization can improve customer satisfaction and increase brand loyalty.

Social media engagement: Electronic goods manufacturers can use social media to engage with customers and build relationships. Studies have found that social media engagement can lead to higher levels of customer satisfaction and increased brand loyalty.

Transparency: Digital marketing provides electronic goods manufacturers with an opportunity to be transparent with customers about their products and practices. Studies have found that transparency can build trust with customers and improve overall satisfaction.

Convenience: Digital marketing allows customers to access information about products and make purchases from the comfort of their own homes. Studies have found that convenience can improve customer satisfaction and increase the likelihood of repeat purchases.

Innovation: Digital marketing can facilitate innovation by providing electronic goods manufacturers with access to customer feedback and insights. Studies have found that innovation can lead to higher levels of customer satisfaction and brand loyalty.

SUGGESTIONS AND RECOMMENDATIONS

Based on the findings of research on the impact of digital marketing on customer satisfaction in the electronic goods industry, here are some suggestions and recommendations for electronic goods manufacturers:

Prioritize personalization: Electronic goods manufacturers should invest in personalization strategies that tailor marketing messages and campaigns to the preferences and behaviour of individual customers. This can improve customer satisfaction and increase brand loyalty.

Engage on social media: Electronic goods manufacturers should use social media to engage with customers and build relationships. This can help build trust, improve customer satisfaction, and increase the likelihood of repeat purchases.

Be transparent: Electronic goods manufacturers should be transparent with customers about their products and practices. This can build trust, improve customer satisfaction, and increase brand loyalty.

Prioritize convenience: Electronic goods manufacturers should prioritize convenience by making it easy for customers to access information about products and make purchases online. This can improve customer satisfaction and increase the likelihood of repeat purchases.

Foster innovation: Electronic goods manufacturers should foster innovation by soliciting feedback from customers and leveraging digital tools to gather insights. This can lead to new product offerings that improve customer satisfaction and increase brand loyalty.

Monitor and measure performance: Electronic goods manufacturers should monitor and measure the performance of their digital marketing campaigns to ensure that they are effectively engaging with customers and improving satisfaction. This can help them identify areas for improvement and optimize their marketing strategies over time.

SCOPE FOR FUTURE WORK

There is still ample scope for future research on the impact of digital marketing on customer satisfaction in the electronic goods industry. Here are some potential areas for future research:

Longitudinal studies: Longitudinal studies that follow customers over time can provide valuable insights into how digital marketing impacts customer satisfaction over the course of a customer's relationship with a company.

Comparative studies: Comparative studies that compare the effectiveness of different digital marketing strategies can help electronic goods manufacturers identify the most effective ways to connect with customers and improve satisfaction.

Cross-cultural studies: Cross-cultural studies that explore how digital marketing impacts customer satisfaction in different cultural contexts can help electronic goods manufacturers develop marketing strategies that are effective across different markets.

Exploratory studies: Exploratory studies that seek to identify new digital marketing strategies or tools that can improve customer satisfaction can help electronic goods manufacturers stay on the cutting edge of marketing innovation.

Qualitative studies: Qualitative studies that explore customer perceptions of digital marketing strategies and their impact on satisfaction can provide valuable insights into the customer experience.

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QUESTIONNAIRE

1. What is your age range?

a) 18-24

b) 25-34

c)35-44

d) 45-54

e) 55 and above

2. What is your gender?

a) Male

b) Female

c) Prefer not to say

3. Have you ever purchased electronic goods online?

a) Yes

b) No

4. How often do you purchase electronic goods online?

a) Daily

b) Weekly

) Monthly

d) Rarely

e) Never

5. Which electronic goods have you purchased online in the past year? (Select all that apply)

a) Smartphones

b) Laptops

c) Televisions

d) Cameras

e) Gaming consoles

f) Other (Please specify)

6. What digital marketing channels do you usually use to find information about electronic goods before making a purchase? (Select all that apply)

a) Search engines (Google, Bing, etc.)

b) social media (Facebook, Twitter, Instagram, etc.)

c) Online ads (banner ads, pop-up ads, etc.)

d) Email marketing

e) Customer reviews and ratings

f) Online forums

g) Other (Please specify)

7. How important are the following factors in your decision to purchase electronic goods online? (Scale from 1-5, with 1 being not important at all and 5 being extremely important)

a) Price

b) Product features

c) Brand reputation

d) Product reviews and ratings

e) Ease of purchase

f) Delivery options and speed

g) Customer service

8. Have you ever experienced any issues with purchasing electronic goods online? (e.g., late delivery, damaged product, etc.)

a) Yes

b) No

9. If yes, how satisfied were you with the resolution of the issue?

a) Very satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Very dissatisfied

10. Overall, how satisfied are you with your experience of purchasing

electronic goods online?

a) Very satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Very dissatisfied

11. Do you believe that digital marketing has a positive impact on customer

satisfaction in the electronic goods industry?

a) Yes

b) NO

c) Unsure

12. If yes, what specific digital marketing strategies do you think are most

effective in enhancing customer satisfaction? (Select all that apply)

a) Search engine optimization (SEO)

b) social media marketing

c) Email marketing

d) Content marketing

e) Influencer marketing

f) Other (Please specify)

13. Do you have any suggestions for how digital marketing can be improved

to enhance customer satisfaction in the electronic goods industry?

14. Is there anything else you would like to add about your experiences with

purchasing electronic goods online or your opinions on digital marketing

in the industry?

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