

Relationship among Perceived Value through Customer Satisfaction on Customer Loyalty with Reference to Digital Marketing

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Abstract:

The study investigated the interaction between these fundamental concepts and their influence on consumer behavior in the digital domain. The research aims to reveal patterns and trends in digital consumer happiness by analyzing both quantitative and qualitative data. It will provide insights into the precise factors that either enhance or impede contentment. The study investigated the correlation between perceived value, customer satisfaction, and customer loyalty. Furthermore, qualitative observations will be used to get a more profound comprehension of the emotional and psychological elements that impact consumer loyalty in the digital age. The outcomes of this study are expected to provide significant knowledge to digital marketers, enabling them to improve their tactics in order to boost the perceived value, customer happiness, and eventually cultivate stronger client loyalty. The researcher concluded that by comprehending these dynamics, firms may modify their digital marketing strategies to more effectively fulfill the changing demands and expectations of the digital customer, thereby ensuring enduring success in a more competitive digital marketplace.

Keywords: Customer Satisfaction, Customer Loyalty, perceived value, Service Quality, Research Agenda and Digital Marketing.

Introduction:

The proliferation of technology and the widespread use of the internet in the fiercely competitive market have led to a transformation in marketing approaches, shifting towards digital marketing tactics and evolving ways of consumer communication. The prevalence of digital marketing is increasing as clients now have access to a diverse range of items not just within local limits but also from worldwide sources [11]. Gradually, the term "digital marketing" has become more common. Digital marketing primarily use the internet as well as other digital platforms, like mobile phones, to promote goods and services. Customers

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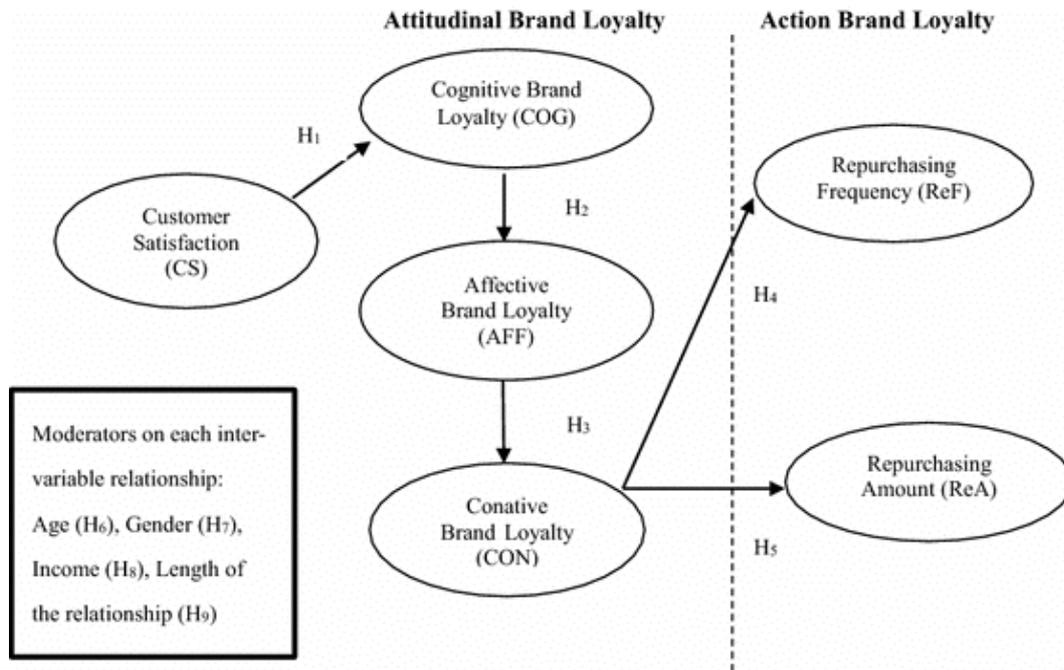
express higher levels of satisfaction with digital marketing since it allows them to inquire and provide feedback on any product or service. The digital market offers a more convenient way of contact compared to traditional marketing, mostly via channels such as websites, chat, and email. Utilising digital marketing is an expedient method for expanding and advancing any business on a worldwide scale, as it leverages digital technology to streamline marketing efforts. It rapidly reaches a large clientele worldwide [7]. Assessing the efficiency of a campaign using analytics is very straightforward, however measuring the efficacy of a campaign through conventional marketing methods is quite challenging. In the digital market, it is very convenient to make frequent modifications and updates to information in line with one's goals and services. With the assistance of the internet, customers may access and peruse the provided information at any place and at any time, which proves beneficial to them [13]. In the present day, e-commerce platforms like Myntra provide a diverse selection of brands, facilitating convenient purchases for clients at any time and place using a single app and internet connectivity. Additionally, it provides a 30-day exchange or refund policy, therefore enhancing client happiness.

Research background

Digital Marketing enables organizations to engage in deep interactions with customers, facilitating the establishment of good connections while also achieving proportional cost reductions. Interactions that take place via digital channels include the presentation of fresh information to customers, such as brands, product availability, and instructions on how to purchase and use them [6]. Additionally, product knowledge may be effectively communicated to colleagues via means such as newsletters, regular service updates, recurrent buy reminders, and information about new items. Bala & Verma (2018) assert that there is a deficiency in the existing literature on consumer loyalty. Mere investigations into customer satisfaction are insufficient to establish enduring client loyalty. The contention posits that discerning and predicting client happiness remains straightforward; however customer loyalty is considerably more intricate. Further investigation is required to determine the specific factors that function as mediators in order to enhance consumer loyalty [7]. The service rating variable is regarded as a crucial determinant of client loyalty. Similarly, in the field of digital marketing, several studies propose the utilisation of essential elements that might impact aspects beyond consumer pleasure [1]. Numerous discoveries remain ambiguous, particularly regarding variations among industry sectors. Currently, a significant majority of persons rely on e-commerce to meet their diverse demands, spanning from food goods to apparel. The process of accessing a company's website, finding a certain product, making a purchase, and leaving feedback is generally understood. Each buyer is entitled to get thorough information about every product[5]. Customers are entitled to complete transparency and have the right to file a complaint if they are tricked by any items. Customers may assess and purchase comparable items at their leisure, since digital marketing services are available round the clock. Customers no longer need to designate time from their hectic schedules for shopping, as they now have the ease of purchasing at their own leisure, anytime and anywhere [8]. This is facilitated by the accessibility of transparent pricing for products, enabling users to compare costs and get the goods at the most affordable price. Presently, customers exhibit much higher levels of satisfaction with online shopping and see digital marketing as notably more secure than traditional marketing.

Figure: 01

Theoretical model



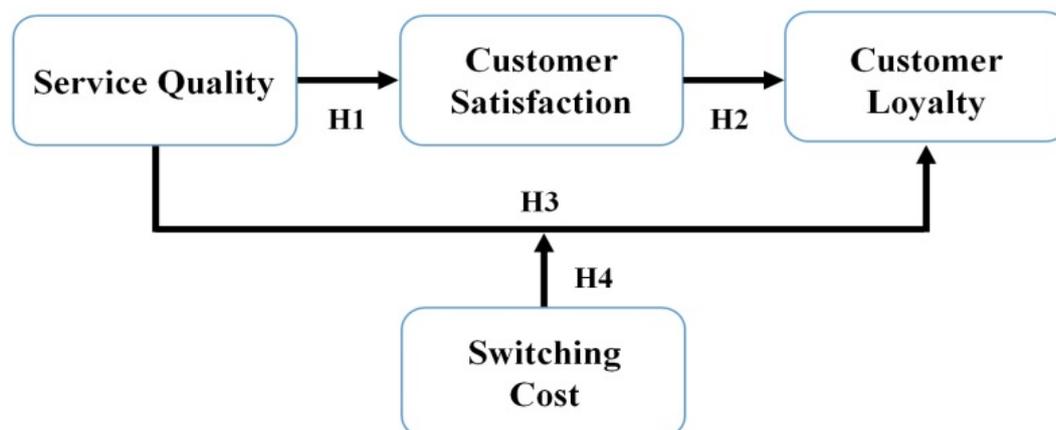
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The Impact of Digital Marketing

In the fiercely competitive market, firms are increasingly prioritizing the transition from old communication methods to digitization, particularly in the realm of marketing communication channels. How does it ensure effective communication while showcasing a wide range of top-quality products? Furthermore, it has a beneficial effect on cost effectiveness. Digital channels include many forms of media, such as mobile communication channels and other advertising platforms, which are used for marketing purposes to promote businesses and their benefits. Value creation is of utmost importance in today's dynamic and competitive corporate environment. Smith (2011), explored that firms have the potential to enhance service quality by using technology and its many benefits. However, the word social media marketing is used in digital marketing to denote the same concept.

Figure: 02

The Impact of Digital Marketing



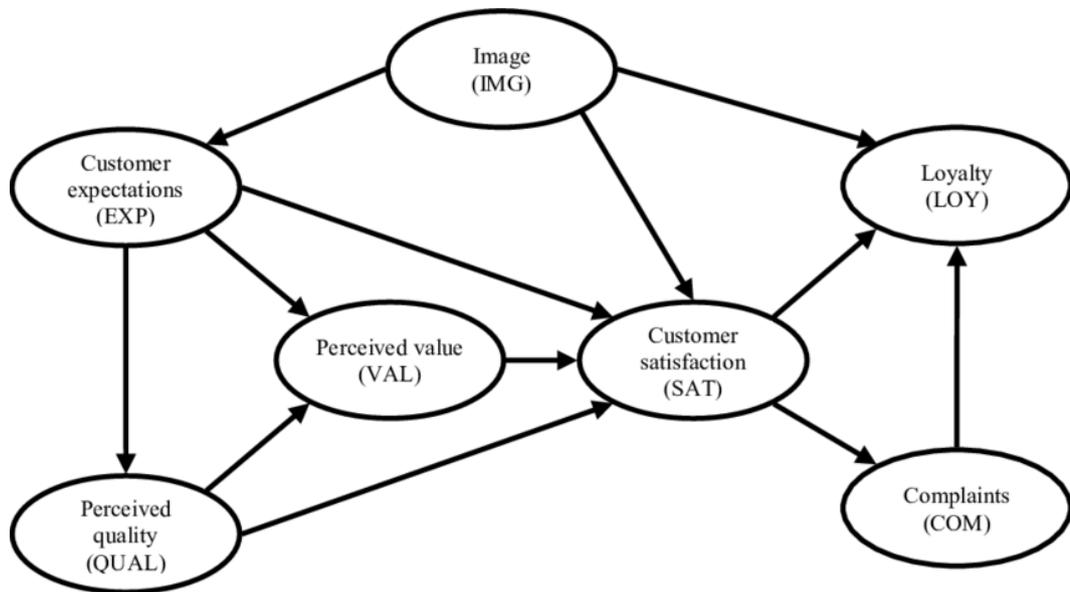
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Research framework, review and research agenda

Digital marketing involves a wide range of tactics and platforms that are used to advertise and sell items or services using digital technology. The structure of digital marketing often includes components such as search engine optimization (SEO), social media marketing, email marketing, content marketing, and online advertising. Every element has a distinct function in attaining and captivating certain consumers in the digital realm. The customer journey in digital marketing often adheres to a route that involves several channels and devices, underscoring the need of an integrated strategy. An effective digital marketing framework include comprehending the target audience, establishing precise goals, choosing suitable channels, generating captivating content, and using analytics to evaluate and enhance campaign effectiveness.

Figure: 03

Research framework



Source: <https://www.google.com/url?>

Review of Current Trends:

The rapid advancement of technology continues to influence the domain of digital marketing. The rise of artificial intelligence (AI) and machine learning has allowed marketers to effectively analyze large volumes of data and customize consumer experiences. AI-driven chatbots provide immediate client interaction, improving the entire customer experience. Social media channels continue to be essential for enhancing company exposure and fostering client connection. Influencer marketing has become a potent tactic that utilizes the extensive reach and reputation of social media influencers to endorse and advertise businesses and services. Moreover, there has been a significant rise in the popularity of video content, as platforms such as YouTube and TikTok provide distinct avenues for marketers to visually engage with viewers. The e-commerce industry has seen substantial expansion, propelled by the worldwide transition to online buying. The prominence of privacy concerns and data protection rules has significantly impacted digital marketing methods. Marketers have the task of finding a middle ground between tailoring content to individual users and adhering to the ethical and regulatory implications associated with user data.

Research Agenda: Digital marketing

Digital marketing continues to evolve, a comprehensive understanding of its framework, current trends, and an agenda for future research is imperative. Researchers and practitioners alike must collaborate to address the emerging challenges and capitalize on the opportunities presented by the dynamic and ever-expanding digital marketing landscape.

1. **Consumer Behavior in the Digital Age:** Understanding how consumers navigate digital channels, make purchase decisions, and interact with brands is a critical area for research. Exploring the psychological and behavioral aspects of online consumerism can provide insights into effective digital marketing strategies.
2. **Ethical and Legal Implications:** With increasing concerns about privacy and data security, research should delve into the ethical considerations of digital marketing practices. Addressing the impact of regulations like GDPR on marketing strategies and consumer trust is essential for the sustainable development of the field.
3. **Technological Advancements:** Research can explore the implications of emerging technologies such as block chain, 5G, and the Internet of Things (IoT) on digital marketing. Understanding how these technologies can be leveraged for more immersive and personalized digital experiences is crucial for staying ahead in the competitive landscape.
4. **Cross-Channel Integration:** Investigating strategies for seamless integration across various digital channels and devices is vital. Research can explore how marketers can create cohesive and consistent brand experiences as consumer's transition between online platforms and devices.
5. **Measuring and Enhancing Customer Experience:** Developing metrics to measure the effectiveness of digital marketing campaigns in enhancing customer experience is an ongoing challenge.

Research problem

The correlation between customer pleasure and client loyalty has received considerable focus in the ever-changing field of digital marketing. Nevertheless, despite the widespread presence of online enterprises and the increasing significance of digital engagements, there is still a lack of comprehension about the intricate elements that affect consumer contentment and therefore influence customer allegiance inside this framework. The key challenge lies in deciphering the specific elements within the digital marketing realm that contribute to customer satisfaction [4]. The digital environment introduces unique variables such as website usability, online customer service, and the overall digital experience, which may differ significantly from traditional brick-and-mortar interactions. Identifying and comprehending these factors is essential for businesses aiming to create a seamless and gratifying digital customer journey. Furthermore, the interaction between the perceived value and consumer satisfaction in the digital realm adds an additional layer of intricacy. Although earlier research has emphasized the significance of perceived value in influencing client attitudes, there is a need to further explore the functioning of this concept within the complexities of digital marketing [9]. The digital-specific components of perceived value and their influence on customer satisfaction is crucial for crafting strategies that resonate with the preferences and expectations of the contemporary digital consumer. As digital marketing evolves, the landscape becomes increasingly competitive, making customer loyalty a coveted but challenging goal [2]. The digital realm offers consumers a plethora of choices, and maintaining customer loyalty requires a profound understanding of the factors that not only drive initial satisfaction but also foster lasting connections between consumers and digital brands. Therefore, the overarching problem addressed in this study is the need to unravel the intricate relationship between perceived value, customer satisfaction, and customer loyalty in the context of digital marketing.

Research objectives and Methodology

The study focused on perceived value in the context of digital marketing, investigating how consumers evaluate the benefits and costs associated with online products or services. Through statistical analyses, the research aims to identify the factors that contribute most significantly to the perceived value and how these factors vary across different demographics and industries. The second component delves into customer satisfaction in the digital space, examining the factors that influence consumers' contentment with their online experiences. The study included surveying a total of 300 consumers. The survey methodology is used to choose the sample population. The major data gathered was analysed using SPSS. The data analysis was performed with a sampling technique that was efficient and straightforward to execute.

Findings, Results and conclusion

1. The perception according to the nature of the respondents

An additional layer of complexity in understanding the dynamics of customer satisfaction and loyalty in digital marketing lies in the potential impact of gender. While numerous studies have explored the broader factors influencing consumer behavior in the digital landscape, there remains a dearth of research specifically examining how gender may play a role in shaping perceived value, satisfaction, and subsequent loyalty. The association between the characteristics of the respondents and their perspective is examined as follows:

Table 1

Perception according to the Gender

Perception		Mean rank	Z	Sig.
Gender	N			
Male	129	119.19	-0.389	0.526
Female	171	125.03		
Total	300			

The data in Table 1 indicates that the female respondents had a higher perception score (125.03) compared to the male respondents (119.19). However, the statistical analysis did not reveal a significant difference in the mean ranks. The Z value (-0.389) and p value (0.526) do not meet the criteria for statistical significance. Based on the analysis, it can be inferred that there is no substantial disparity in consumer impression based on gender. Research suggests that individuals may have distinct preferences, expectations, and responses to various aspects of the digital customer experience based on their gender. For example, differences in information processing, communication styles and product preferences between genders may lead to varied perceptions of value in digital interactions. Understanding these nuances is crucial for digital marketers aiming to tailor their strategies to different demographic segments effectively. Furthermore, the influence of gender on customer satisfaction and loyalty may be manifested in the way individuals engage with digital platforms, respond to marketing messages, and form emotional connections with brands.

Table 2

Perception according to Age group

Perception				Chi-Square (df)	Sig.
Age group	Young	Middle	Old		
N	111	95	94	0.039	0.751
Mean rank	111.02	118.14	119.50		
Total	300				

The data presented in Table 2 shows that there is no significant variation in the average rankings based on age groups. The perception is highest among the middle age group (118.14), followed by the young and elderly age groups. However, the Chi-Square value of 0.039 indicates that there is no statistically significant variation in the impression of Customer Loyalty across different age groups, as shown by the p-value of 0.751. Different age cohorts may exhibit distinct digital behaviors, ranging from preferred communication channels and interaction styles to levels of comfort with emerging technologies. These variations can significantly affect how individuals perceive and derive value from their digital experiences. For instance, younger generations may prioritize seamless and innovative digital interfaces, while older demographics may place a higher value on reliability and trust in online transactions. Moreover, the way in which individuals across different age groups form emotional connections with digital brands and products may differ, influencing the factors that contribute to customer satisfaction and, consequently, loyalty.

Table 3

Perception according to the level of Income

Perception				Chi-Square (df)	Sig.
Level of income	Less	Middle	High		
N	99	119	82	2.667	0.219
Mean rank	107.29	136.22	127.07		
Total	300				

The Chi-Square value for the mean rank difference (2.667) does not reach statistical significance ($p = 0.219$). Therefore, it can be inferred that the opinion of consumers about fashion Customer Loyalty does not vary much based on the yearly income of the respondents. The persuade of income levels on customer loyalty within the realm of digital marketing is a pivotal yet underexplored facet that demands comprehensive investigation. In today's digital landscape, where consumers engage with brands through various online platforms, the role of income in shaping perceptions of value, satisfaction, and subsequent loyalty is multifaceted. Individuals with varying income levels may exhibit distinct patterns of digital consumption, preferences, and expectations. The degree of happiness among customers from various economic groups may be greatly influenced by the cost of goods and services, as well as the perceived value they obtain from digital interactions. Comprehending the impact of these elements on customer loyalty is essential for organisations seeking to develop comprehensive digital strategies that appeal to a wide range of economic backgrounds. Income discrepancies may impact the digital divide, which in turn affects the accessibility and use of digital technology. This may have an effect on how customers of varying economic levels navigate and interact with online platforms, affecting their overall pleasure and loyalty to digital firms. Analysing the correlation between income levels and customer loyalty in the realm of digital marketing offers a chance to discover tactics that meet the requirements and anticipations of customers from

various economic backgrounds. Businesses may enhance customer loyalty by customising their digital marketing strategies to accommodate the diverse perceptions of value and pleasure that are influenced by economic disparities.

Reliability of data

The five dimensions of service quality in the SERVQUAL model have been put into practice. Customer Satisfaction on Customer Loyalty is assessed to measure the service gap, it is necessary to evaluate the data's reliability by the use of Cronbach's Alpha test. The outcome is mentioned below

Table 4: Reliability of data

S.No	Construct	Perceived		Expected	
		Item to Total Correlation	Alpha if Deleted	Item to Total Correlation	Alpha if Deleted
1	Assurance	0.701	0.802	0.731	0.897
2	Empathy	0.658	0.820	0.710	0.824
3	Reliability	0.669	0.897	0.782	0.810
4	Responsiveness	0.724	0.814	0.724	0.868
5	Tangibles	0.847	0.859	0.745	0.866
CARC		0.871		0.798	

The reliability analysis indicates that the Cronbach's Alpha test results for all dimensions and overall statements exceed 0.7. It demonstrates that the data's dependability is warranted. If the Alpha value is removed for all dimensions, it is lower than the aggregate Cronbach's Alpha value for perception and anticipated service quality. Therefore, it is unnecessary to exclude the dimensions that were taken into account in the research. The research aims to elucidate the complex correlation between income levels and client loyalty in the digital marketplace. By adopting this approach, companies may get valuable knowledge for creating more focused and inclusive digital experiences. This will guarantee that their plans align with the varied economic backgrounds of their client base, thereby cultivating enduring customer loyalty in the fiercely competitive digital landscape.

Conclusion

The digital realm caters to a diverse audience spanning various age groups, each characterized by unique preferences, technological fluency, and expectations. Despite the significance of age as a defining factor in consumer behavior, there exists a notable gap in research concerning its specific impact on the intricate relationship between customer satisfaction and loyalty in the digital context. Exploring these gender-specific nuances can provide valuable insights into the design of personalized digital experiences that resonate with diverse consumer groups. As businesses strive to create inclusive and customer-centric digital marketing strategies, recognizing and accounting for potential gender-based variations in customer satisfaction and loyalty becomes imperative. By addressing this gap in research, this study aims to shed light on how age, gender and income level may impact the intricate interplay between perceived value, customer satisfaction, and loyalty in the context of digital marketing, offering practical implications for businesses seeking to enhance their digital customer relationships in a more targeted and inclusive manner. Understanding these age-specific is paramount for digital marketers seeking to tailor their strategies to effectively engage and retain customers from diverse age demographics. As the digital marketplace continues to evolve, businesses must adapt their approaches to accommodate the evolving expectations of consumers across various age groups. By

exploring the impact of customer satisfaction and loyalty in digital marketing, this study aims to provide valuable insights into crafting age-appropriate digital experiences, optimizing customer satisfaction, and fostering lasting loyalty. Ultimately, such insights can guide businesses in developing targeted strategies that resonate with the specific needs and preferences of different age cohorts, contributing to sustained success in the competitive digital landscape.

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