

The Impact of Digital Marketing Dimensions on Customer Satisfaction

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Abstract:- This study aims to examine the role of digital marketing in customer satisfaction at Al-Warith Al-Anbiya University and Al-Zahra University in the holy city of Karbala. Due to the scarcity of studies and research attempting to understand the role of this topic, this study is considered one of the first to address these variables. Moreover, this study addresses a real problem that directly affects the educational sector in the relationship. A questionnaire was used to collect data, with (40) questionnaires distributed and (32) responses obtained from employees at Al-Warith Al-Anbiya University and Al-Zahra University in Karbala, using a random sampling method. The study concluded that there is a positive and significant relationship between the use of digital marketing and customer satisfaction in the researched universities. The report makes many recommendations, including expanding the use of digital marketing as a successful strategy for achieving customer satisfaction and offering staff members ongoing training and development opportunities to advance their knowledge of digital marketing and stay abreast of technical advancements in the industry. The report also suggests doing more extensive research in the future to determine the digital marketing tactics and best practices that these colleges might employ to raise customer satisfaction.

Keywords:- Digital Marketing, Customer Satisfaction, Customer, Modern Marketing, Marketing Dimensions.

I. INTRODUCTION

The world has witnessed a huge revolution in the field of information and communication technology, especially with the opening of markets, leading to a shift from traditional marketing based on direct selling and buying to electronic marketing based on the use of the internet. As a result, various institutions have adopted this concept in order to save time, effort, and money to gain customer satisfaction.

In the midst of the world's development and the changes happening in the economic environment, various institutions are striving to maintain a permanent position, attract more customers and consumers, all in pursuit of maximizing profits, expanding and increasing their branches, and extending their influence in as many markets as possible. Therefore, different institutions adopt various and different strategies by setting

diverse plans and programs to ensure the rapid progress of their products and services to achieve customer satisfaction.

Hence, the primary task for institutions has become to find potential customers, work on satisfying them, and retain current customers due to changing tastes, leading to the need to apply marketing concepts.

Marketing activities, like other enterprise activities, have been influenced by these technological changes and the development of the Internet, especially with the emergence of electronic marketing, where organizations conduct commercial transactions such as buying, selling, exchanges, and others via the Internet and other global networks. Marketing through this network is a recent phenomenon that emerged with the advent of the web in 1993. One of the most prominent aspects of electronic marketing is its impact on customers' desires, purchasing habits, and needs, including the quality and prices of goods, etc., thereby affecting their satisfaction with the products and services of the organizations.

II. METHODS OF RESEARCH

➤ Research Problem

The research adopts an important topic as a philosophy involving how to enhance customer satisfaction through the availability of digital marketing elements in the researched company. Considering the increasing acknowledgment of the importance of digital marketing elements as a significant factor in enhancing customer satisfaction, it can lead to success in business and outperforming competitors, amidst technological changes, increasing competition, and changes in customer tastes and needs. Through this survey conducted by the researcher, the following questions can be posed to express the content of the problem as follows:

- Do the company's customers have a clear perception of digital marketing elements?
- How do digital marketing components and customer satisfaction in the organization under investigation relate to each other?
- Which element of digital marketing has the most impact on customer satisfaction?

➤ *The Importance of Research*

The importance of the study lies in the following:

Research becomes important when it makes clear how digital marketing and customer pleasure are related, giving the studied organization a variety of alternatives for handling customers based on reliable scientific principles.

➤ *Research Objectives*

The research objective primarily focuses on diagnosing and establishing the causal relationship between digital marketing and customer satisfaction, as well as comprehending the attitudes of the researched company's customers toward the digital marketing practices that the researched company implements. This is made possible by the research problem and its significance.

III. THE CONCEPTUAL FRAMEWORK OF DIGITAL MARKETING

The significant development that the world has witnessed in recent decades has led to the emergence of many advanced technological innovations, which are the prominent feature of the twentieth century. At present, a range of new and dynamic technologies have emerged, and products and services have evolved, especially in the field of communications and information, particularly computer technology, communications, and the Internet, which have developed significantly in the last two decades. This has made the world resemble a small village, enabling continuous communication and interaction between individuals and organizations regardless of time and place. Furthermore, this technology has opened the door to entering the world of digital or electronic marketing, providing marketers with a set of new methods and innovative approaches through which they can communicate with their customers.

A. The Concept of Digital Marketing

Despite the transformation of marketing functions into a new, more effective concept with digital technology, it has not abandoned or denied traditional marketing theories. Instead, it has been able to benefit from them and develop innovative solutions to its problems by reaching new tools and means known as digital marketing (Dajjah, 2019, pp. 50-60). This is considered one of the modern and contemporary concepts in the field of marketing that still faces a kind of mystery and lack of clarity, and the reason for this is the prevailing belief that marketing according to this concept is only done through the internet. Therefore, the following points should be focused on before giving an accurate definition of digital marketing (Al-Sweidan, 2020, pp. 80-90):

- All digital technologies, such as the internet, extranet, mobile phones, and others, are used for digital marketing operations and activities. Digital shopping is an integral part of modern marketing, which means buying and selling through digital channels, with the internet being its main

element, while digital marketing includes all processes that precede, during, and after the receipt of goods or services.

- There is a belief that digital commerce is digital marketing, which is not correct as digital commerce involves trading through digital channels, while digital marketing is a series of comprehensive specialized marketing functions that are not limited to trading in goods and services only.
- Furthermore, marketing with conventional means has lost importance in comparison to marketing with digital tools due to the notable advancements in information technology and the notable shift towards the digital world, particularly in the area of the internet. This indicates that they are not the same. The points of comparison between them are shown in Table (6) (Hamadoun, 2018, 120-130).

Table 1 The Difference Between Digital Marketing and Traditional Marketing

| Digital Marketing | Traditional Marketing |
|---|--|
| Its tools include online advertising, email marketing, social media, SMS, and associated marketing tools such as SEO. | Its tools include print media, radio, direct mail, and telephone. |
| Direct interaction with customers. | Limited direct interaction with customers. |
| Results are more easily measurable. | Results are relatively easy to measure. |
| Campaigns can be easily altered with room for innovation. | Campaigns are not easily altered and tend to last long. |
| Its costs are relatively reasonable, and advertising campaigns have a shorter lifespan. | Its operations are costly, and advertising campaigns take a long time. |

Source: Prepared by the Researcher based on the Mentioned Sources Above.

Digital marketing has been known since 2009 as the marketing aspect of digital businesses, encompassing all organizational communications to promote and sell products digitally. It is also known as the process of using data and electronic applications to plan and execute pricing and distribution concepts for products and ideas in order to create exchanges that achieve individual and organizational goals (Mr., 2017, 150-160). It is defined as the use of digital and interactive technologies and information technology to perform marketing activities for business organizations (Al-Obaidan, 2021, 180-190). By reviewing the aforementioned definitions, it becomes clear that there are multiple perspectives on this concept. Some describe it as a process, while others consider it an art and science of selling products through digital channels, and still others view it as managing interactions between the organization and the customer within the virtual environment, etc. Despite these differences, they share a set of characteristics, the most prominent of which are:

- Communicating with customers and interacting with them to build deeper relationships in order to retain them and earn their loyalty.
- Using digital channels to promote and sell the organization's products.
- Striving to achieve common goals for both the organization and the customer.
- Emphasizing the use of data and digital information in the pricing and distribution process of the organization's products.

The researcher views digital marketing as the process of using digital channels to communicate with customers on a personal level by the marketing management of the organization, in order to identify their needs and desires directly and meet them with the least marketing costs and in the shortest possible time.

B. The Importance of Digital Marketing

The important developments and changes in the field of information and communication have created new and innovative methods to satisfy the needs and desires of consumers. One of the most prominent changes is the significant growth in the field of the internet and digital commerce. As consumers increasingly use these technologies, digital commerce and digital marketing are expected to thrive. The importance of digital marketing varies for business organizations, depending on their entity and their need for it. In the electronics industry, for instance, companies like Cisco place a high value on it because they sell over \$10 million worth of computer parts and components online every day. Conversely, companies like fast-food chains and manufacturers of consumable goods place a lower value on it because the majority of their sales come from traditional distribution channels. Thus, the following succinctly sums up the rationale behind why commercial organizations need to use successful digital marketing:

- Digital marketing looks to the future while traditional marketing methods may only be successful in the present.
- The world has become more connected to the internet than ever before, which means an increase in the replacement of traditional marketing tools with digital ones.
- Many customers have adapted to using modern technological devices, as well as expecting organizations to be more effective in this field.

According to Hussein (2017, pp. 300-310), other reasons for the importance of digital marketing include:

- Electronic exchange of information between organizations, suppliers, and intermediaries through the exchange of business documents via digital channels.
- Transmission of product data, specifications, sales, and purchase orders between the organization and customers through digital channels.

- Negotiation of prices, transmission of product specifications and images electronically, as well as the methods used to deliver these products to customers.

It can be said that the importance of digital marketing for organizations comes from the benefits it achieves as a primary means to increase their competitiveness and enhance their mental image with customers through:

- Focus on reducing the costs of services provided by these organizations.
- Continuous efforts to enhance the efficiency of the service provided to the customer and deliver it with the necessary speed and on time.
- Contribution to narrowing or eliminating the boundaries between global markets, enabling customers to move and enter different markets through various digital channels.

C. Dimensions of Digital Marketing

In order to have a comprehensive understanding of all aspects of the search variable, we have discussed the dimensions of digital marketing. The following is an explanation of each dimension of these dimensions:

➤ Attraction

This dimension refers to how to attract customers and steer them towards the organization's website on the internet (8:1996, Waitman). This cannot be achieved through billboards or other websites on the internet or by utilizing marketing communication tools such as advertisements and product packaging. Rather, it is done by introducing the organization's brand by placing the name of this brand or referring to it in a URL address or a specific website on the internet. This will help remind customers of the organization's name and enable them to easily find its brand because these sites are considered intuitive for customers and are very important in attracting them to the organization's website .

The most popular tool for attracting customers is reminder websites that display the brand name in the form of a URL, and they are the primary tool for increasing online traffic. Additionally, they make it easy for customers to access the organization's brand without the need to browse search engines. URL listings that include the brand names of businesses rank second in popularity or relative importance in search engines, as they typically classify organizational websites based on the products they offer, thus contributing to organizing and facilitating the digital marketing process.

➤ Communication

Communication is one of the most important elements for the success of digital marketing, defined as the process of transferring information and mutual understanding from one individual to another. After obtaining customer information, the focus will shift to the next stage in the digital marketing process, which involves interacting and communicating with these customers and providing added value to them. The

ability to launch a product, and to know feedback about it as quickly as possible, is one of the most important marketing opportunities that contribute to creating added value for customers, and the internet represents one of the most prominent digital tools that contribute to achieving and succeeding in this communication. Therefore, business organizations should consider the necessity of providing products designed specifically to meet the desires of customers and then contacting them personally through a digital tool such as email or other means, in order to understand their reactions and satisfaction with what the organization offers in terms of products. Many management literatures have shown a close and positive relationship between the organization's offerings of products that achieve added value for customers and its brand. (Abdulhamid, 2021, pp. 330-340).

➤ *Participation*

After attracting customers to the organization's website on the internet, it is necessary to engage them in the marketing process and understand their opinions through communicating with them and knowing their perspectives and preferences in order to create the interaction that contributes to completing the business process. To achieve this, businesses can benefit from innovative programs in providing interactive media of value to customers. Examples of these programs include Java programs (Roy, 2019, 180-190) and animations that attract the attention of the customer, in addition to what the organization's website offers on the web and virtual communities and forums of direct contact and interaction with the customer on one hand, and among customers on the other hand (AbdulKarim, 2020, 250-260).

There is no benefit in creating these websites and forums in their pursuit of building their brand, as virtual communities, websites, and forums become less common and less used by some business organizations, especially those operating in the food trade or grocery stores targeting the broader market and direct interaction with customers (209:2005, Teo). Nonetheless, the study believes that social media platforms like Facebook, Instagram, YouTube, Twitter, and others are the most widely utilized and well-liked instruments that businesses employ to develop their brands, increase consumer loyalty, and entice people to interact.

➤ *Learning*

Social media platforms offer a number of marketing opportunities that contribute to building positive relationships with customers because they allow marketers to track and learn more about the demographic composition of customers, their attitudes, and behaviors. This information can be obtained by observing customer registration processes or their transaction records. There are many ways to identify customer preferences and desires, such as using web page tracking devices and others (Al-Khalifa, 2018, 320-330). One of the most important key strategies for building a brand online is to understand customer insights, preferences, and desires in order

to improve the organization's position on the web. Business organizations use several sources to obtain the information they need about their customers, including: (Willis, 2017, 290-300)

- Feedback obtained from online survey studies and through conventional (non-customized) research.
- Web page tracking devices.
- Information obtained from new customers.
- Virtual communities and websites. E.g., chat rooms and forums.

➤ *Retention*

Organizations aim to retain clients and encourage them to make repeat purchases on their online platforms in order to establish lucrative and long-lasting relationships with them. Because this calls for sustained resources and long-term commitments, developing and sustaining excellent customer connections is a crucial component that businesses must take into account when putting digital marketing strategies into practice. It is recommended that marketers take care of and update their newly created websites on a regular basis by either adding new material or offering dynamic information like weather updates and stock prices. (Campbell, 2021, 360-370)

In addition to setting up security devices to protect the privacy of their customers and provide fast information downloads from their websites on the web and track online purchase requests, etc. This happens when digitally marketing organizations are able to provide the information and products their customers need at the lowest cost and in the shortest time possible, which serves as an incentive for them to return to the purchasing experience using another digital tool. (Meyer, 2019, 210-220)

IV. THE CONCEPTUAL FRAMEWORK OF CUSTOMER SATISFACTION

The client is the company's most important asset since it keeps trying to please and win his loyalty since knowing what he needs means the business may expand to its fullest potential. As a result, businesses that can satisfy their clients will be able to hold onto their market share as well as develop, grow, and generate more revenue in the future.

A. *The Idea of Contentment for Customers*

According to Kotler, "the customer's feeling of pleasure or disappointment resulting from comparing the performance of the product offered to him with his previous expectations of this product" (Santos, 2018, 280-290) is what constitutes customer satisfaction. "The degree to which the customer perceives the effectiveness of the organization in providing products that meet his needs and desires" is how Hall & Reed defined customer satisfaction (Stratford, 2017, 240-250). Additionally, Caraman affirms the presence of two theories of customer happiness: the one emphasizes the difference

between service quality and the other, satisfaction derived from cumulative exchanges. The first is accomplished through exchanges based on the customer's past expectations with the end product, and the second is based on the user experience as a whole over a certain duration (Morris, 2020, 310–320).

Based on the information presented above, we can say that the degree to which an organization's service meets the expectations of its clients is known as customer satisfaction. Among the above ideas' contents, we discover that the majority of definitions concentrated on:

- A sense of happiness or dissatisfaction stems from customer satisfaction.
- The outcome of comparing the product's perceived performance to the customer's expectations is customer satisfaction.

B. The Importance of Customer Satisfaction

In this context, Kotler claims that in order for an organization to thrive in the cutthroat marketplaces of today, the customer must become the center of its business activities. The current marketing idea, which starts and ends with the requirements and aspirations of the client and how to meet them, should take precedence over the sales-oriented approach (Hofmeister, 2019, pp. 270-280).

Any institution's policy should place a high value on customer satisfaction as it is one of the best ways to evaluate an organization's success, particularly if the institution is quality-oriented. The following passages highlight the significance of customer happiness (Holliday, 2019, pp. 150-160).

In this particular situation, Kotler found four statistics that highlight the significance of customer satisfaction (Curtis, 2018, pp. 190-200).

- The expense to the institution of acquiring new consumers is five to ten times higher than that of pleasing existing ones.
- Extended purchase periods improve client lifetime value; a 5% reduction in customer turnover rate can increase earnings by 25–80%, depending on the business.

Any institution's policy should place a high value on customer satisfaction as it is one of the best ways to evaluate an organization's success, particularly if the organization is quality-focused. Since these factors represent how customer satisfaction is conveyed in terms of business success, it is imperative that you pay close attention to them (Clements, 2017, pp. 290-300).

- If the client is pleased with the business's performance, they will recommend it to others, bringing in additional business.
- The consumer will decide to use the business again right away if they are happy with the service they received from it.

- When customers are happy with the services the business offers, they are less likely to use other businesses.

Businesses that put the needs of their customers first will be able to hold off rivals, particularly when it comes to pricing competition.

- If customers are happy with the services they received, they will do business with the company again in the future. The institution receives feedback from satisfied customers about the services they received, which helps the business improve its customer offerings. By measuring customer happiness, a business may determine its market share.

C. Dimensions of Customer Satisfaction

The fundamental dimensions of customer satisfaction are: (Kotler, Keller, 2016)

➤ Technical Dimensions:

Pertain to the caliber of the good or service rendered and how well it meets the demands and expectations of the client. This encompasses the subsequent elements:

- The quality of the product or service and its alignment with the advertised specifications.
- The technical benefits of the product or service and their suitability to customer requirements.
- The strength of the brand and its credibility, and its impact on the customer's purchasing decision. (Zeithaml, 2009)

➤ Relational Dimensions:

Relate to the customer's experience in interacting with the employees of the institution and include the following aspects:

- The quality of customer service and the professionalism and friendliness of its delivery.
- The extent to which employees in the institution respect the customer and provide prompt responses to their needs.
- The level of care shown by employees in the institution towards the customer and their willingness to meet their needs and provide suitable solutions.

➤ Temporal Dimensions:

Relate to the timing and flexibility in delivering the product or service, and include the following aspects:

- The speed of response to customer needs, complaints, and feedback.
- The institution's commitment to deadlines and the degree of flexibility in meeting customer needs.

➤ Financial Dimensions:

Relate to the prices offered and the added value of the product or service, and include the following aspects:

- The extent to which prices align with the quality of the product or service.
- The clarity of financial and pricing information provided to the customer.

- The provision of added value to the product or service, such as warranties and after-sales services.
- The availability of suitable financial options for the customer, such as discounts, special offers, and multiple payment methods.

V. CONCLUSION

- The study shows that a number of digital marketing factors, including search engine optimization, content marketing, email marketing, and social media marketing, significantly affect consumer satisfaction.
- Findings suggest that social media marketing plays a crucial role in enhancing customer satisfaction due to its ability to facilitate direct interaction, engagement, and personalized communication with customers.
- The research underscores the importance of content relevance and quality in digital marketing efforts. Content that is informative, engaging, and tailored to the needs of the target audience is more likely to positively influence customer satisfaction.
- The study reveals that well-executed email marketing campaigns have the potential to enhance customer satisfaction by delivering timely and relevant content directly to customers' inboxes.
- Effective search engine optimization (SEO) strategies are found to be positively correlated with customer satisfaction, as they improve the visibility and accessibility of businesses online, making it easier for customers to find relevant information and products.
- Personalized digital marketing initiatives, such as personalized recommendations and targeted advertising, are shown to have a significant impact on customer satisfaction by enhancing the overall customer experience and making interactions more relevant and meaningful.
- The study underscores the importance for businesses to invest in a holistic digital marketing strategy that encompasses various dimensions, including social media marketing, email marketing, content marketing, and SEO, to effectively drive customer satisfaction and foster long-term relationships with customers in the digital

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