

**THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER SATISFACTION: A  
CASE STUDY OF UGANDA CHRISTIAN UNIVERSITY**

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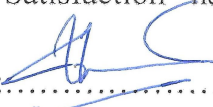
**DECLARATION**

I **ANYANGO JOVIA**, declare that this research report is my original work. It has not been submitted to any other university or higher institution of learning for any award where it is indebted to work of others due acknowledgment has been made.

Signature: *Anyango* ..... Date: *06/06/2024* .....

## APPROVAL

This Research Report entitled "The Impact of Digital Marketing Strategies on Customer Satisfaction" has been submitted to the university with approval.

Signature:  ..... Date: 22/5/24 .....

DR. KATONO ISAAC (SUPERVISOR)

## **DEDICATION**

I dedicate this research to my own personal academic success throughout all these years, by which I am very proud of I also dedicate this work to my parents, family members, friends and my supervisor for their moral support and the encouragement that they gave me during the study.

## **ACKNOWLEDGMENTS**

This accomplishment would not have been possible without the contribution and support of several individuals. First and foremost, I would like to thank the Almighty God for such a beautiful blessing of enabling me get to this level and further.

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## TABLE OF CONTENT

<b>DECLARATION</b> .....	<b>I</b>
<b>APPROVAL</b> .....	<b>II</b>
<b>DEDICATION</b> .....	<b>III</b>
<b>ACKNOWLEDGMENTS</b> .....	<b>IV</b>
<b>LIST OF TABLES</b> .....	<b>VIII</b>
<b>LIST OF ACRONYMS</b> .....	<b>IX</b>
<b>ABSTRACT</b> .....	<b>X</b>
<b>CHAPTER ONE: INTRODUCTION AND BACKGROUND</b> .....	<b>1</b>
1.0. Introduction:.....	1
1.1. Study Background: .....	1
1.2. Statement of the Problem: .....	2
1.3. The Purpose of the Study:.....	3
1.4. Specific Objective of the Study: .....	3
1.5. Research Questions:.....	3
1.6. Scope of the Study: .....	3
1.6.1 Content Study. ....	3
1.7. Significance of the Study:.....	3
<b>CHAPTER TWO: LITERATURE REVIEW</b> .....	<b>5</b>
2.0. Introduction:.....	5
2.1. Theoretical Framework:.....	5
2.2. Conceptual model: .....	5
2.3. Elements of the Conceptual Model: .....	6
2.3.1. Marketing Definition. ....	6
2.3.2. The Importance of Marketing.....	6
2.3.3. Digital Marketing.....	6
2.4. Digital Marketing Strategies:.....	8
2.4.1. The Digital Marketing Strategies. ....	8
2.5. Customers: .....	10
2.5.1. Customer Satisfaction.....	11
2.6. Impact of Social Media on Customer Satisfaction: .....	12

2.7. Impact of Websites on Customer Satisfaction:.....	12
2.8. Impact of Mobile Marketing on Customer Satisfaction: .....	13
2.9. The relationship between Digital Marketing & Customer Satisfaction: .....	13
<b>CHAPTER THREE: RESEARCH METHODOLOGY .....</b>	<b>15</b>
3.0. Introduction: .....	15
3.1. Research Design: .....	15
3.2. Study Area:.....	15
3.3. Study Population and Sample Size of the Study:.....	16
3.3.1. Study Population.....	16
3.3.2. Sample Size.....	16
3.4. Sampling Technique:.....	17
3.5. Data Sources:.....	17
3.5.1. Primary Data. ....	17
3.5.2. Secondary Data. ....	17
3.6. Data Collection Tools:.....	18
3.6.1. Questionnaires.....	18
3.7. Pretesting (Validity & Reliability): .....	18
3.7.1. Validity.....	18
3.7.2. Reliability.....	18
3.8. Procedure for Data Collection:.....	19
3.9. Data Analysis & Techniques:.....	19
<b>CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND</b>	
<b>INTERPRETATION .....</b>	<b>20</b>
4.0. Introduction: .....	20
4.1. Findings on the Bio Data:.....	20
4.2. Findings on the Objectives: .....	22
4.3. Mobile Marketing: .....	24
4.4. Social Media: .....	24
4.5. Websites:.....	24
4.6. Mobile Marketing Impact on Customer Satisfaction: .....	27
4.7. Social Media Influence on Customer Satisfaction: .....	27
4.8. Websites Influence on Customer Satisfaction: .....	28
4.9. Customer Satisfaction with Mobile Marketing: .....	28
4.10. Customer Satisfaction with Social Media: .....	29

4.10.1. Customer Satisfaction with Websites: .....	29
<b>CHAPTER FIVE: DISCUSSION OF FINDINGS, SUMMARY, CONCLUSION AND RECOMMENDATIONS.....</b>	<b>30</b>
5.0. Introduction: .....	30
5.1. Summary of the Study:.....	30
5.1.1. Statement of the Problem. ....	30
5.1.2. Objectives of the Study. ....	30
5.1.3. Research Design.....	30
5.2. Summary of Major Findings: .....	31
5.2.1. To assess the extent to which mobile marketing influences customer satisfaction. ....	31
5.2.2. To assess the extent to which social media influences customer satisfaction. ....	31
5.2.3. To assess the extent to which websites influence customer satisfaction. 32	
5.2.4. Responses on the customer satisfaction level. ....	32
5.3. Recommendations: .....	33
5.4. Conclusion:.....	34
<b>REFERENCES: .....</b>	<b>35</b>
<b>APPENDIX I: QUESTIONNAIRE .....</b>	<b>38</b>

## LIST OF TABLES

<b>Table 1:</b> Sample Distribution.....	16
<b>Table 2:</b> Gender.....	20
<b>Table 3:</b> Age.....	21
<b>Table 4:</b> Field of Study.....	21
<b>Table 5:</b> Showing Responses on the Digital Marketing Strategies.....	22
<b>Table 6:</b> Showing Responses on Customer Satisfaction Levels.....	26
<b>Table 7:</b> Showing the Relationship between Digital Marketing Strategies and Customer Satisfaction.....	28

## LIST OF ACRONYMS

<b>BBA</b>	Bachelor of Business Administration
<b>BBC</b>	Bachelor of Business Computing
<b>BPLM</b>	Bachelor of Procurement & Logistics Management
<b>BSAF</b>	Bachelor of Science in Accounting & Finance
<b>UCU</b>	Uganda Christian University
<b>MMS</b>	Multimedia Messages
<b>SMS</b>	Short Messages
<b>SPSS</b>	Statistical Package for Social Scientists

## **ABSTRACT**

This research study examines the impact of digital marketing strategies on customer satisfaction in the context of increasing competition and evolving consumer expectations. The study employs a cross-sectional research design incorporating both quantitative and qualitative methods of data collection to investigate the relationship between customer satisfaction and three key digital marketing channels: mobile marketing, social media, and websites.

Findings revealed varying degrees of correlation between customer satisfaction and these digital marketing channels, with websites exhibiting the strongest influence, followed by social media and mobile marketing.

Recommendations are provided to enhance the effectiveness of digital marketing strategies, including personalization, user experience optimization, engagement, continuous monitoring, and integration. By implementing these recommendations, businesses can optimize their digital marketing efforts to effectively enhance customer satisfaction, foster loyalty, and drive long-term success in the competitive marketplace.

## **CHAPTER ONE: INTRODUCTION AND BACKGROUND**

### **1.0. Introduction:**

This chapter is comprised of the background of the study, the statement of the problem, objectives of the study, the scope as well as the significance of the study. This study is conducted on “The impact of Digital Marketing Strategies on Customer Satisfaction, with a case study of Uganda Christian University.”

### **1.1. Study Background:**

Digital marketing is the forefront of every marketing activation for any company despite the scale. Currently, no one launches a company without establishing a comprehensive digital marketing plan. Digital marketing is the most prevalent method of marketing in the modern technological era (Kamal, 2016). The marketing of goods and services has always been a business that demands continual innovation worldwide. Using electronic media to advertise items or services on the market with the primary objective of attracting clients and allowing them to connect with the brand via digital media has become an essential marketing method in recent times.

In recent years, the landscape of marketing has undergone a profound transformation with the advent of digitalization. The proliferation of digital marketing strategies, including mobile marketing, social media engagement, and website optimization, has reshaped the way businesses interact with their customers. These channels offer unprecedented opportunities for companies to reach their target audience, personalize their messaging, and track consumer behavior in real-time. The framework of e-marketing can be traced to Kieslowski et al. (1996). In their study, five elements that is to relate, attract, engage, retain and learn were suggested as critical factors which can lead to success in digital marketing. Kim and koi (2012) in their research study suggested that brands and customers communicate with each other regardless of time, place and medium. So, the old-fashioned one-way method of communication has changed to more direct, interactive two-way communication. The high-quality relationship with customers is the main influence of the successful service provider (Panda, 2003). Furthermore, service or product quality and customer satisfaction were found related to customer loyalty through repurchase intentions.

Delivering service or product quality to satisfy the customers need is considered an essential strategy for success and survival in today`s competitive environment (Parasuraman et al, 1985). The concept of customer satisfaction has drawn the interest of academics and researchers for more than three decades in the light of the fact that customers are the primary source of most companies. However, amidst this digital revolution, there arises a critical question: what is the actual impact of these digital marketing strategies on customer satisfaction? While businesses invest significant resources in digital marketing efforts, the efficacy of these strategies in enhancing customer satisfaction remains ambiguous. Understanding this relationship is imperative for companies striving to stay competitive in today`s digital marketplace.

Previous research has provided insights into various aspects of digital marketing and its impact on customer behavior. Studies have explored the effectiveness of mobile marketing campaigns in driving sales and brand awareness (Smith & Taylor, 2020). Additionally, research has delved into the role of social media engagement in shaping consumer perceptions and fostering brand loyalty (Jones et al., 2019). However, there remains a gap in the literature regarding a comprehensive assessment of how these digital marketing strategies collectively influence customer satisfaction.

## **1.2. Statement of the Problem:**

Digital marketing strategies have become watchwords for virtually all businesses because of increasing competition and more demanding customers. Customer satisfaction is determined by defining customer perception of quality expectations and preferences (Barky, 1992). To maintain true customer satisfaction, companies need to achieve quality not only by eliminating the causes for direct companies but need to provide customer satisfaction which is often closely associate with the measurement of service or product quality (Cronin and Taylor, 1992; Bitnet and Hubert, 1994). A recruiting problem is that customers` needs and dissatisfaction are discovered too late as when users complain through social media or websites. According to Berry (1980), even the best service providers produce errors in the service delivery. This is because of inconsistent posting of products and conversation with customers online. The use of digital marketing strategies like mobile marketing, social media, and websites raises questions about its tangible impact on customer

satisfaction. Businesses are increasingly reliant on digital marketing strategies to engage with customers, amidst this shift, understanding the influence of digital marketing strategies on customer satisfaction is essential for companies striving to maintain a competitive edge. However, despite the prevalence of digital marketing channels such as mobile marketing, social media, and websites, there remains a gap in comprehensively assessing their impact on customer satisfaction.

### **1.3. The Purpose of the Study:**

To assess the influence of Digital marketing strategies on customer satisfaction.

### **1.4. Specific Objective of the Study:**

1. To assess the extent to which mobile marketing influences customer satisfaction.
2. To assess the extent at which social media influences customer satisfaction.
3. To assess the extent at which websites influence customer satisfaction.

### **1.5. Research Questions:**

The study is aimed at answering the following questions;

1. To what extent does mobile marketing influence customer satisfaction?
2. To what extent does social media influence customer satisfaction?
3. To what extent do websites influence customer satisfaction?

### **1.6. Scope of the Study:**

#### **1.6.1 Content Study.**

The study is going to cover digital marketing as the independent variable and customer satisfaction as the dependent variable.

### **1.7. Significance of the Study:**

In today's digital age, businesses are increasingly allocating significant resources to digital marketing initiatives. Understanding the tangible impact of these investments on customer satisfaction is crucial for strategic decision-making. By identifying which digital marketing channels and strategies are most effective in enhancing customer satisfaction, businesses can allocate their resources more efficiently and maximize their return on investment.

In a crowded marketplace, maintaining a competitive edge is essential for businesses to thrive. By gaining insights into the relationship between digital marketing strategies and customer satisfaction, companies can differentiate themselves from their competitors. Leveraging these insights to tailor their marketing efforts to better meet the needs and preferences of their target audience can help businesses stand out in a saturated market.

This study will also be significant as it will be a fulfillment of the requirement for the degree award of Bachelors Degree of Business Administration (BBA) of Uganda Christian University.

## CHAPTER TWO: LITERATURE REVIEW

### 2.0. Introduction:

This chapter discusses the literatures drawn from studies carried out previously. The references considered for the literature analysis include articles, journals and books on digital marketing strategies. we discuss all concepts related to digital marketing as the independent variable and customer satisfaction as the dependent variable to fully understand the theory in the field of digital marketing by exploring research related to digital marketing and to make a reference point for any such studies in the future, by analyzing each concept, step, point, or even a definition.

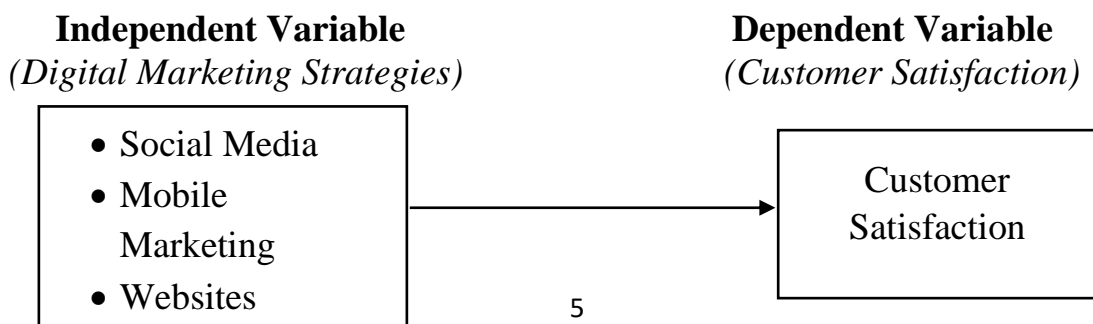
This chapter also provides an overview of the impact of digital marketing strategies on customer satisfaction in context of social media marketing, websites and mobile marketing.

### 2.1. Theoretical Framework:

This research leads to the broadening of information about how digital marketing strategies of social media, mobile marketing, and websites are impacting on customer satisfaction. The subject of digital marketing and its relevance has been thoroughly researched. However, research into the effects of digital marketing strategies on customer satisfaction is limited. This research is consistent with previous findings that have demonstrated the value of digital marketing. That being said, the cost efficacy of digital marketing, as reported in prior findings, is not adequately confirmed by the results of this report.

### 2.2. Conceptual model:

This model shows the relationship between digital marketing strategies and customer satisfaction. The independent variable being digital marketing strategies and the dependent variable being customer satisfaction.



## **2.3. Elements of the Conceptual Model:**

### **2.3.1. Marketing Definition.**

Kotler & Armstrong (2006), defined marketing as: “the process that firms use to increase the customers' value and build a strong relationship with them in aims to get their money, according to this exchange, firms provide customers’ needs and relative services to achieve the profits”.

### **2.3.2. The Importance of Marketing.**

Lamarque, (2004) says that Marketing helps transfer products and services from companies to customers via retailers or in an indirect way, it also provides good feedback for these companies about the customers’ needs or requirements, that leads companies to make a specific change in the product design or provided services to apply these needs and requirements to achieve the customer satisfaction, marketing also plays role in the standard living of community, by classifying the customers into categories according to customers’ requirements or the price they can pay to get any service, this means that the marketing process is a good way to earn money and achieving profits as revenue from the products or services that companies provide.

### **2.3.3. Digital Marketing.**

Over time the phrase "digital marketing" has developed from a particular term that describes the marketing of goods and services using digital platforms to a common term that describes the method of incorporating digital technology to attract consumers and create consumer habits, support brands, maintain customers and improve revenue (Financial Times, lexicon.ft.com cited in Kannan and Li, 2017). Hence, digital marketing can be described as an agile, technology-enabled framework by which companies work together with consumers and partners to develop, connect, generate and retain value for all stakeholders (Kannan and Li, 2017).

Digital marketing is the use of media devices such as mobiles phones, computers and other devices to reach consumers through social media, websites, mobile marketing and other methods. One of the key goals of digital marketing is to identify how customers use emerging technology and incorporate this insight for the advantage of the organization, enabling the user to communicate more efficiently

with their potential customers (S. Teixeira et al., 2018). It is also possible to boost brand value, attract new buyers and improve sales using digital marketing. Digital marketing can be online or offline (Bala and Verma, 2018). Digital marketing is the new era of marketing that started with the launch of the internet 1.0 in 1990. Internet marketing is defined as the use of digital technologies to achieve marketing objectives (Chaffey, 2009). Digital media marketing is a powerful tool used by organizations and marketing managers to attract consumers and build brands to succeed (Fulgoni and Mörn, 2009).

The use of digital media platforms in marketing has increased, enabling the greater engagement with customers in order to gain information and feedback from the consumer and to extend the target market. There are different types of Digital marketing that are explained below;

- a) **Interactive Marketing:** Interactive Marketing is a method used to interact with consumers using dynamic content like personalized content, visual storytelling and two-way interaction. Interactive marketing's goal is to make content relevant and engaging for consumers.
- b) **Personalized Content:** Personalized Content uses advanced technology to collect data about the consumers geographic, demographic and lifecycle information. Then the system creates profiles for each consumer which then can be used to target certain individuals to create a personalized, relatable and meaningful experience making consumers more likely to interact with the content by sharing it (Galletto, 2016).
- c) **Layered Information:** Layered Information is used when the advertisements aim is to educate consumers about the brand name, product or service. In this method detailed information is delivered in small increments which gives the ability for example to tell the brands story using small amounts of information delivered in a quick easy to read snippets that incrementally reveals more information to consumers who are interested. Two-way interaction is when the advertisement is given as an activity for the consumer to participate in. Two-way interaction uses interactive tools such as games, interactive videos

and puzzles which provide a more powerful experience to the consumer (Galetto, 2016).

## **2.4. Digital Marketing Strategies:**

The increasing success of technology-integrating companies in their marketing strategy draws emphasis to the need for an in-depth analysis of digital marketing strategies (Gibson, 2018). Having a strategic move to customer-centric marketing campaigns offers companies the ability to partake in a new era of revolutionary marketing strategies that leverage digital marketing to fulfill their key marketing specifications (Gibson, 2018). In every marketing strategy, digital marketing is of substantial significance to business, irrespective of market, scale or nationality. Therefore, more than ever, corporations are compelled to leverage this method of marketing in order to stay successful, which can ultimately offer tremendous advantages at a low cost, (Patruti-Baltes, 2016).

### **2.4.1. The Digital Marketing Strategies.**

#### **a) Social Media Marketing.**

Dan Zerrella (2009) explains social media marketing (SMM) as the most important component of digital marketing. He uses social media networks and various mediums to produce advertised content that attracts attention and encourages users to share it with their social networks. It becomes a great opportunity to create a social media strategy. It is now more popular with the massive proliferation of websites such as Google, Twitter, Facebook, LinkedIn, and YouTube. Users can also share multimedia materials online on content community sites such as YouTube and Flickr.

Social media marketing uses online social media tools to market goods, services, information and ideas to consumers (Dahnil et al., 2014). These tools enable organizations to produce information and encourage collaborations between social media users (Dahnil 10 et al., 2014). It is estimated that around there are 3.6 billion users of social media globally (Number of social media users worldwide, Statista, 2020). DAV Evans (2010) explained that shared content reaches new customers and increases rapidly through these sites, so a social media strategy can be implemented

by carrying out a content-based on the type of content and website that should be used.

Social media platforms have revolutionized the way businesses interact with customers, offering avenues for dialogue, feedback, and brand advocacy. Research by Mangold and Faulds (2009) highlights the role of social media in fostering customer engagement, brand awareness, and loyalty. Moreover, Kaplan and Haenlein (2010) emphasize the influence of social media on shaping consumer perceptions and purchase decisions, thereby impacting overall satisfaction levels.

#### **b) Mobile Marketing.**

According to P Barwise, & C Strong (2002) clarifies that advertising through mobiles is the biggest growth ways of digital marketing. R Ling, T Julsrud, and B Yttri (2005) explained forms of mobile advertising as short messages (SMS) or multimedia messages (MMS), advertising within mobile websites, advertisements within mobile phone applications or games, and using video technology is the best method. To promote new products and services effectively in a short span of time to convert visitors into buyers. Another form of mobile phone technology is Bluetooth and infrared which are used to transfer data between two devices over short ranges.

Mobile marketing has emerged as a pivotal tool for businesses to connect with customers in real-time, leveraging the ubiquity of smartphones. According to Wei and Lu (2013), mobile marketing enhances customer engagement by providing personalized experiences, timely promotions, and location-based offers. Furthermore, Kim and Han (2014) assert that mobile marketing initiatives, such as SMS campaigns and mobile apps, foster brand loyalty and satisfaction among customers due to their convenience and relevance.

#### **c) Websites.**

A website is created by organizations to carry information and advertisements to the consumers. Websites influence consumers' perception about the organization. Therefore, the website must be designed using the latest software's with high quality graphics. Websites can be stored for the organization and also be used to

communicate with the consumer along with providing support (Kolesar and Galbraith, 2000).

According to Kotler (2010) and Hughes and Fill (2009) explained that the company's website is the core of the company's online activity which is designed to generate more customers and helps to get feedback from them. The purpose of the sites is to create an opportunity to interact and form a more realistic dialogue. The website's commercial appeal is due to the opportunity to display product and company information, often in the form of catalogs, as evidence of company's identity and internal communications, to attract visitors and turn potential customers into leads, then convert them into customers and support them in all stages of purchasing and communicate with them after the process is completed. Moreover, it has been used to collect customer information as a feedback link for evaluation and measurement purposes.

Moreover, Shih and Hu (2008) state that websites are important to enterprises and should be used wisely by marketing departments to retain existing customers and attract new ones. Nowadays, advertising is done through websites. The idea is to reserve space on popular websites and pay your money based on the number of views or clicks on the ad receiver.

Websites serve as virtual storefronts, playing a crucial role in shaping customer perceptions and facilitating transactions. Studies by Liang and Turban (2011) emphasize the importance of website quality, usability, and interactivity in enhancing customer satisfaction and trust. Additionally, Lin and Lu (2000) underscore the significance of website design elements, such as aesthetics, navigation, and content, in influencing customer perceptions and purchase intentions.

## **2.5. Customers:**

The importance of customers has been highlighted by many researchers. Zaire (2000) said customers are the purpose of what we do and rather than them depending on us, we very much depend on them. The customer is a source of problem. Customer is a term which means those that receive services or products (Hayes

1998). The relationship or history a customer has with a business moderates the customer's service or product quality judgment and level of satisfaction (Oh and Parks 1997). The significant judgment a customer makes after each transaction may be a transaction-specific judgment (Bitnet 1990) or a cumulative global judgment based on multiple interaction with the firm or product (Cronin and Taylor 1994, Lacobucci and Rostrum 1995). Regardless of how customers form expectations or arrive at satisfaction conclusions, all customers have expectations (Tse and Wilton 1988). Expectations change as encounters with a firm change. Meeting or exceeding determines the financial success of a firm (Hornell, Anderson and Lehman 1994).

### **2.5.1. Customer Satisfaction.**

Satisfactions come from the Latin word *satis* (enough) and *farcere* (to do or make) (Oliver 1980). The concept of customer satisfaction has drawn the interest of academics and Public Relations (PR) actioners for more than three decades in the light of the fact that customers are the primary source of firm's revenue without the emergence of the consensual definition of concept. Churchill and suprenant (1992) define customer satisfaction as an outcome of purpose and resulting from the buyer's comparison of the records and cost of the purchase in relation to the anticipated consequences. It has also been viewed as an emotional state that occurs in response to evaluation of a service, (Westbrook 1981). Consistent with this, customer satisfaction is defined as an emotional response which results from a cognitive process of evaluating the service or product received against the cost obtaining the service or product, (Woodruff., 1991, Rust and Oliver 1994).

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from one person to another and from product to product. This state of satisfaction depends on the number of both psychological and physical variables which correlate with satisfaction behavior. The level of satisfaction can also vary depending on other options a customer may have and other products against which the customer can compare the organization's products. Consumer's feeling about the consumption experience will affect their evaluation of the product independently of the actual quality of the product. Gate wood and Riordan (1977) equate satisfaction with meeting the consumer's needs and expectations by delivering goods and services to the satisfaction of the customer.

Exceeding those expectations and making of delightful experience rather than just satisfying, one can broaden the level of satisfaction.

## **2.6. Impact of Social Media on Customer Satisfaction:**

Social media platforms have transformed the way businesses interact with customers, offering unprecedented opportunities for engagement and relationship-building. According to Mangold and Faulds (2009), social media facilitates two-way communication, enabling businesses to listen to customer feedback, address concerns promptly, and foster a sense of community. This interactive nature of social media enhances customer satisfaction by providing personalized experiences and demonstrating responsiveness.

Furthermore, Kaplan and Haenlein (2010) emphasize the role of social media in shaping consumer perceptions and purchase decisions. They argue that the authentic, user-generated content on social media platforms influences brand perceptions and fosters trust among customers. Positive interactions on social media, such as timely responses to queries and engaging content, contribute to heightened levels of customer satisfaction and loyalty.

## **2.7. Impact of Websites on Customer Satisfaction:**

Websites serve as digital storefronts, representing a crucial touch point for businesses to engage with customers and drive conversions. Liang and Turban (2011) highlight the significance of website quality and usability in enhancing customer satisfaction. A well-designed website that is easy to navigate, visually appealing, and informative instills confidence in customers and facilitates seamless transactions.

Moreover, according to Lin and Lu (2000), they emphasize the role of website design elements, such as aesthetics, functionality, and content relevance, in shaping customer perceptions and purchase intentions. They argue that a positive online experience, characterized by fast loading times, intuitive navigation, and relevant product information, leads to higher levels of customer satisfaction and repeat business.

## **2.8. Impact of Mobile Marketing on Customer Satisfaction:**

Mobile marketing has emerged as a powerful tool for businesses to reach and engage with customers on-the-go. Wei and Lu (2013) highlight the personalized nature of mobile marketing initiatives, such as location-based offers and mobile apps, in enhancing customer satisfaction. By delivering relevant and timely promotions directly to consumers' smartphones, businesses can create meaningful interactions that resonate with their target audience.

Furthermore, Kim and Han (2014) emphasize the convenience factor associated with mobile marketing, particularly through SMS campaigns and mobile apps. They argue that the ability to access information, make purchases, and engage with brands seamlessly on mobile devices contributes to heightened levels of customer satisfaction and loyalty.

## **2.9. The relationship between Digital Marketing & Customer Satisfaction:**

About customer retention; Power and Associates (2009) note that retention is defined as the degree to which a customer exhibits repeat purchasing and price tolerance behavior to a service or product provider, and possesses a positive attitudinal and cognitive disposition, however, Keiningham (2007) said that customer retention is defined as customers' stated continuation of a business relationship with the firm.

The increase in the rate of purchases made over the internet makes it necessary to ascertain how and why consumers prefer internet while shopping (Lin, 2007). Apart from the basic functions of a website. It should also use marketing activities which put emphasis on customer knowledge and satisfaction to achieve success. Online retailers may also increase customer satisfaction and loyalty with the information regulated according to customer requirement and with more affordable options alike (Verhoet; 2001). The value created for the product is unimportant factor in the establishment of consumer satisfaction and plays an important role in fulfilling the consumer's purchasing condition. While determining size of the benefit regarding the product he/she is going to buy, the consumer gets reference from the valuable content generated for the product (Lin. 2003:205).

Pre-sale phase includes efforts to draw the attention of consumers by providing easy access to the reasonable prices. The online consumer purchase activity takes place in giving order and paying time. Post-sale phase covers transmission, solutions of problems and related services (Lin, 2007:3). With the valuable content, difference of the product, the innovative nature and the benefits from it may tried to be shown in social media, internet articles through which the consumer may move towards the product.

The aim of digital content marketing is to transmit the original and valuable content, which is impressive indeed, to the consumers and therefore help them to make the right decision. With the digital content marketing, the customers are provided with the precious information through which they may get rid of complexities of marketing activities and so a positive impact is created in the minds of consumers by which a long-term customer loyalty is established and will be reinforced. In particular, it should be noted that content marketing has an educational structure and, therefore, focuses on communication rather than sales. As a result, it can be said that 16 consumers want to change knowledge and experience with loyalty (Rahim and Clemens. 20 I 2). Similarly, Hillebrand (2014) argued that communicating with customers and maintaining this communication rather than promoting the sale of products should be one of the main objectives of content marketing.

The leading reason of businesses to use digital content marketing is to establish a qualified relationship with the consumers, and to help to build better marketing strategies. For this reason, the most commonly used content type is the written one; however, videos, in form graphics, are used in forums (brightcove.com. 2013). Social media, web sites, news, blogs, etc., can be considered suitable for this type of content to be published and social media is the most widely used one (Sluis. 2014).

It is seen that with increasing use of digital marketing strategies; social media, websites and mobile marketing, the budget allocated to marketing activities in these areas also appear to go up (Foruouzandeh et al, 2014). Besides, the development of the internet has led to an increase in digital content markets. The increase in digital markets has led to an increase in number of those using digital media. Moreover, the increasing number of digital market customers has also improved and increased the number of studies on the electronic channels (Azad et al.201).

## CHAPTER THREE: RESEARCH METHODOLOGY

### 3.0. Introduction:

This chapter covers the method that was used in data collection instruments. It covers the research design, study area, study population, sample size, sampling technique, data sources, data collection tools, reliability and validity, procedure for data collection and data analysis.

### 3.1. Research Design:

A research design refers to the overall strategy that the researcher chooses to integrate the different components of the study in a coherent and logical way, thereby, ensuring that one can effectively address the research problem; it constitutes the blueprint for the collection, measurement and analysis of data (Creswell, J, 2003).

The employed a cross-sectional study design incorporating both quantitative and qualitative methods of data collection. Cross-sectional study design is where research is collected once (Mugenda, 2003).

The data was systematically be collected and be presented to give explanatory analysis to particular phenomena with emphasis to cover the extent of the problem. Qualitative research design was used to study things in their natural setting, attempting to make sense of or to interpret, phenomena in terms of the meanings people bring to them. However, quantitative research is formal, objective, systematic process in which numerical data was used to obtain information about the world. Data was collected and the findings were generalized.

### 3.2. Study Area:

The study was carried out from Uganda Christian University, at the main campus located at plot 67-173, Bishop Tucker Road, Mukono.

### **3.3. Study Population and Sample Size of the Study:**

#### **3.3.1. Study Population.**

According to Harlt, (2007), population is the collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain population usually have a common, binding characteristic or trait.

The population included students of Bachelors of Business Administration (BBA), Bachelors of Procurement and Logistics Management (BPLM), Bachelors of Science in Accounting and Finance (BSAF) and Bachelors of Business Computing (BBC) at Uganda Christian University. An estimated population of 100 respondents was used for the study and it's from this population where the sample was picked from.

#### **3.3.2. Sample Size.**

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample (Franklin, 2012).

A sample size of 50 respondents was used. The sample size was guided by Krejcie and Morgan (1970) sample size table. In total, a sample size of 50 respondents will be used from BBA, BSAF, BPLM and BBC students at Uganda Christian University. The sampling distribution table is shown below;

**Table 1: Sample Distribution.**

<b>Respondents</b>	<b>Frequency</b>	<b>Percentage %</b>
BBA	13	26
BSAF	6	12
BPLM	15	30
BBC	16	32
<b>Total</b>	<b>50</b>	<b>100</b>

**Source:** Primary Data

### **3.4. Sampling Technique:**

Sampling technique is a procedure followed while selecting participants for a certain study (Kothari, 1999). The study used both the simple random and the purposive sampling techniques. Purposive sampling is when a researcher chooses specific people within the population to be used for a particular study project (David, et al, 2005). The researcher also used simple random sampling, according to Mugenda (2003), a simple random sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen. Simple random sampling was used to give all respondents equal chances of being selected in the sample in order to reduce bias.

### **3.5. Data Sources:**

The researcher used two sources of data; primary and secondary data sources;

#### **3.5.1. Primary Data.**

According to Kothari, (2000), primary data refers to sources of data where raw facts are collected for the first time. There as such original in nature. Primary data was obtained using questionnaires. The researcher used primary sources because they are accurate and they give firsthand information.

#### **3.5.2. Secondary Data.**

According to Corti & Bisop (2005), secondary data refers to data that was collected by someone other than the user. Common sources of secondary data include documentary, text books, newspapers, online journals and published literature.

The researcher used various sources such as marketing research sources, online journals, published books, and magazines related to the topic of study. The researcher used secondary data because it was cheap, time saving and dependable.

### **3.6. Data Collection Tools:**

#### **3.6.1. Questionnaires.**

According to Mugenda and Mugenda (2003), a questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents.

A self-administered questionnaire was the principal tool of the study. It was intended to get results to draw conclusions and recommendations. These were designed to gather information from the respondents of the study. Only closed ended questions to keep in line with the topic of the study.

### **3.7. Pretesting (Validity & Reliability):**

#### **3.7.1. Validity.**

Validity in this case refers to the appropriateness, meaningfulness and usefulness of the inferences/deductions a researcher makes (Fraenkel & Wallen 1996:153). In order to establish validity of the instruments, a draft questionnaire was given to the supervisor and academic colleagues. They were requested to comment on the question wording and the depth of the questionnaire and its ability to address the research objectives. The comments that were obtained helped to improve on the research instrument.

#### **3.7.2. Reliability.**

Reliability refers to the consistency of the responses obtained from one administration of an instrument to another and from one set of items to another (Fraenkel & Wallen 1996:160). To ensure consistence of the research instrument, the researcher used simple language and clear instructions which were quite appropriate to the respondents. Instructions were made simple and clear as possible. Questions were phased clearly to ensure consistence in responses of the participants. The respondents who participated in the study were knowledgeable to provide reliable information. The selected sample was adequate and representative. After all that, the instruments were pretested in a pilot study and the researcher pretested a minimum of 15 questionnaires. The results of the pretesting were expected to bring

on board very important notifications in the questionnaire to make it bring reliable significant data.

### **3.8. Procedure for Data Collection:**

The researcher was given permission by her supervisor to go and collect data. After being granted permission, the researcher distributed the questionnaires.

### **3.9. Data Analysis & Techniques:**

Data analysis is the process of inspecting, cleansing, transforming and modeling data with the goal of discovering useful information, suggesting conclusions and supporting decision making (Hernan, 2009).

Manual editing of questionnaires was done to eliminate errors. After coding, tabulation was done to clearly present various responses and interpretation. Frequencies and percentages were used to portray statistics that was used to analyze and interpret the findings of the study. This was done in order to give a more statistical representation to the data in the study to make it more significant.

In order to determine the relationship between the key variables in the study to effectively determine the relationship between the digital marketing strategies (social media, websites and mobile marketing) and customer satisfaction, Pearson's correlation co- efficiency was used with the aid of Statistical package for Social Scientists (SPSS) because of its flexibility.

## **CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

### **4.0. Introduction:**

This deals with the presentation and analysis of the findings collected from the field in an attempt to establish the assessment of the impact of digital marketing strategies on customer satisfaction. The data is presented and interpreted in view of the objectives mentioned in chapter one of this research. The interpretation also seeks to answer the research questions that were raised in chapter one. Presentation and interpretation of data in this chapter has been done with the aid of quantitative and qualitative methods for example the use of tables, percentages and personal analysis and interpretation presented in essay form. Questionnaires were provided to 50 respondents who filled them to the best of their knowledge.

### **4.1. Findings on the Bio Data:**

**Table 2: Gender.**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Male	24	48
Female	26	52
<b>Total</b>	<b>50</b>	<b>100</b>

**Source:** Primary Data

The research reveals that the majority of the respondents were female 26 representing 52% of the total respondents and males were 24 representing 48% of the respondents. This is because the issue of gender sensitivity was adhered to by few males who were selected.

**Table 3: Age.**

<b>Maximum Age</b>	<b>Minimum Age</b>	<b>Mean Age</b>	<b>Standard Deviation</b>
30	20	23.48	2.68206

**Source:** Primary Data

From the above table, the research reveals that the minimum age of the respondents is 20 years which indicates that the youngest respondent is 20, while the maximum age of the respondents is 30 years indicating that the oldest respondent is 30. The mean age of the respondents is 23.48 years which means on average the respondents are in their early twenties. With the research being conducted at UCU, This age range aligns with the stage of life where individuals pursue higher education such as undergraduate studies which is characteristic of the student's population at UCU. The standard deviation of approximately 2.68206 suggests that the ages of the respondents are relatively close to the average, indicating a moderate level of variability.

**Table 4: Field of Study.**

<b>Field of Study</b>	<b>Frequency</b>	<b>Percentage (%)</b>
BBA	13	26
BSAF	6	12
BPLM	15	30
BBC	16	32
<b>Total</b>	<b>50</b>	<b>100</b>

**Source:** Primary Data

The research reveals that majority of the respondents were students of Bachelors of Business computing 16 representing 32% of the total number of respondents, 15 were of BPLM representing 30% of the number of the respondents, 6 of BSAT representing 12% of the total number of the respondents and 13 BBA students that represent 26% of the total number of respondents.

## 4.2. Findings on the Objectives:

**Table 5: Showing Responses on the Digital Marketing Strategies.**

<b>Digital Marketing Strategies.</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
<b>Mobile Marketing:</b>					
Do you frequently receive promotional messages or advertisements on your mobile phone?	4.0%	4.0%	10.0%	70.0%	12.0%
Do you believe mobile marketing efforts by businesses align with your needs & interests?	4.0%	16.0%	28.0%	42.0%	10.0%
Have you ever made a purchase influenced by mobile marketing promotion?	2.0%	20.0%	8.0%	56.0%	14.0%
<b>Social Media:</b>					
Do you frequently engage with businesses or brands on social media platforms?	4.0%	20.0%	18.0%	40.0%	18.0%
Have you ever purchased a product or service after encountering it advertised on social media?	4.0%	6.0%	14.0%	56.0%	20.0%

<b>Websites:</b>					
Do you often visit websites of businesses or brands?	4.0%	8.0%	22.0%	42.0%	24.0%
Do you find it user-friendly & easy to navigate business websites?	8.0%	30.0%	24.0%	30.0%	8.0%
Have you ever made a purchase directly through a business website?	8.0%	26.0%	16.0%	34.0%	16.0%

**Source:** Primary Data

### **4.3. Mobile Marketing:**

The research reveals that majority 70% Of the respondents agree and 12% strongly agree to frequently receiving promotional messages on their mobile phones which indicates the prevalence of mobile marketing. However, 4% strongly disagree and disagree and 10% of them are not sure. While a significant portion (42%) of these respondents agree and 10% strongly agree that mobile marketing efforts align with their needs and interests, a sizeable group of respondents (28%) who are neutral, 16% that disagree and 4% that strongly disagree suggest room for improvements in personalization and relevance.

Furthermore, a substantial proportion (56%) agree, 14% strongly agree to have made a purchased influenced by mobile marketing promotions, indicating the effectiveness of such strategies in driving consumer behavior. However, 2% of them strongly disagree, 20% disagree and 8% are neutral about this.

### **4.4. Social Media:**

A notable percentage of (40.0%) respondents agree and 18% strongly agree to frequently engaging with businesses or brands on social media platforms, this highlights the importance of social media as a communication and marketing channel.

A significant majority of (56.0%) respondents agree and 20% strongly agree to have purchased a product or service after encountering it advertised on social media, which underscores the impact of social media marketing on purchasing decisions. Though 4% strongly disagree, 6% disagree and 14% of them are neutral about it.

### **4.5. Websites:**

A considerable number of 42.0% respondents agree and 24% strongly agree to often visiting websites of businesses or brands which emphasizes the significance of websites as touch points for consumer interactions and transactions. However, 4% strongly disagree, 8% disagree and 22% are neutral about this.

Responses regarding the user-friendliness and ease of navigation of business websites are mixed, with 30.0% agreeing and 30.0% disagreeing, suggesting opportunities for improvement in website design and functionality

A notable portion of 34.0% respondents agree and 16% strongly agreeing to have made a purchase directly through a business website, indicating the role of websites in facilitating e-commerce transactions and conversions. Though 8% strongly disagree, 26% disagree and 16% are neutral to this.

**Table 6: Showing Responses on Customer Satisfaction Levels.**

<b>Responses on Customer Satisfaction Levels</b>	<b>Very Dissatisfied</b>	<b>Dissatisfied</b>	<b>Neutral</b>	<b>Satisfied</b>	<b>Very Satisfied</b>
How satisfied are you with the impact of mobile marketing on your overall customer satisfaction?	2.0%	8.0%	40.0%	40.0%	10.0%
Please rate your overall satisfaction with the influence of social media on your customer satisfaction.	0.0%	6.0%	44.0%	36.0%	14.0%
How satisfied are you with the influence of websites on your overall customer satisfaction?	2.0%	12.0%	36.0%	44.0%	6.0%
Considering your experience, how satisfied are you with the effectiveness of mobile marketing in meeting your needs & preferences as a customer?	2.0%	12.0%	38.0%	42.0%	6.0%
Please rate your overall satisfaction with the effectiveness of social media in meeting your needs & preferences as a customer.	0.0%	8.0%	42.0%	38.0%	12.0%

**Source:** Primary Data

The table provides a breakdown of respondents' satisfaction levels regarding the impact and effectiveness of various digital marketing channels, specifically focusing on mobile marketing, social media, and websites, in meeting their needs and preferences as customers.

#### **4.6. Mobile Marketing Impact on Customer Satisfaction:**

The majority of respondents express satisfaction with the impact of mobile marketing on their overall customer satisfaction, with 40.0% satisfied and 10% very satisfied. However, there is also a notable proportion 2% who are very dissatisfied, 8% dissatisfied and 40% that are neutral.

When considering the effectiveness of mobile marketing in meeting customer needs and preferences, satisfaction levels are relatively balanced, with 42.0% satisfied, 38.0% neutral and 6% very satisfied. However, a smaller percentage 12.0% are dissatisfied and 2% very dissatisfied, indicating room for improvement in tailoring mobile marketing efforts to better align with customer preferences.

#### **4.7. Social Media Influence on Customer Satisfaction:**

The research reveals the respondents' satisfaction with the influence of social media on customer satisfaction to varying. The largest percentage of 44% are neutral, indicating a lack of strong sentiment, there is also a significant proportion who are satisfied 36% and very satisfied 14%. However, dissatisfaction is also present, with 6.0% being dissatisfied.

The research reveals Satisfaction levels regarding the effectiveness of social media in meeting customer needs and preferences, with 42.0% neutral, 38.0% satisfied and 12% very satisfied. Dissatisfaction is represented by 8% being dissatisfied, indicating opportunities for enhancing the effectiveness of social media strategies.

**4.8. Websites Influence on Customer Satisfaction:**

The research reveals Satisfaction levels regarding the influence of websites on customer satisfaction to be, the largest percentage 44% of respondents being satisfied followed by 36.0% being neutral and 6% being very satisfied. Dissatisfaction is represented by 12.0% of respondents being dissatisfied and 2% being very dissatisfied.

**Table 7: Showing the Relationship between Digital Marketing Strategies and Customer Satisfaction.**

		Customer Satisfaction	Mobile Marketing	Social Media	Websites
Customer Satisfaction	Pearson Correlation	1	.281*	.423**	.505**
	Sig. (2-tailed)		.048	.002	.000
	N	50	50	50	50
*. Correlation is significant at the 0.05 level (2-tailed).					
**. Correlation is significant at the 0.02 level (2-tailed).					

**Source:** Primary Data

The correlation table provides insights into the relationships between customer satisfaction and various digital marketing strategies, namely mobile marketing, social media, and websites. Each correlation coefficient represents the strength and direction of the relationship between two variables, ranging from -1 to 1.

**4.9. Customer Satisfaction with Mobile Marketing:**

The results show that there is a positive correlation of .281\* between customer satisfaction and mobile marketing, indicating a weak to moderate positive relationship. This suggests that as customer satisfaction increases, there tends to be a slight increase in satisfaction with mobile marketing efforts.

#### **4.10. Customer Satisfaction with Social Media:**

The results show that there is a stronger positive correlation of .423\*\* that exists between customer satisfaction and social media. This indicates a moderate to strong positive relationship, implying that higher levels of customer satisfaction are associated with higher levels of satisfaction with social media interactions.

##### **4.10.1. Customer Satisfaction with Websites:**

The results show that there is the strongest positive correlation of .505\*\* between customer satisfaction and websites. This suggests a moderate to strong positive relationship, indicating that as customer satisfaction increases, satisfaction with websites also tends to increase.

While mobile marketing also shows a positive correlation with customer satisfaction .281\*, it is comparatively weaker than the correlations observed for social media and websites. Therefore, while mobile marketing remains an important aspect of digital marketing strategies, the relationships suggest that social media interactions and website experiences play more significant roles in influencing customer satisfaction in this study. Businesses may need to prioritize optimizing their social media presence and website user experience to enhance overall customer satisfaction effectively.

## **CHAPTER FIVE: DISCUSSION OF FINDINGS, SUMMARY, CONCLUSION AND RECOMMENDATIONS**

### **5.0. Introduction:**

This chapter presents the discussion and conclusions on the presentations of the findings drawn from the previous chapters.

### **5.1. Summary of the Study:**

The study was carried out with the view to find out the relationship that exists between Digital Marketing strategies mainly; social media, websites and mobile marketing and customer satisfaction.

#### **5.1.1. Statement of the Problem.**

Increasing competition and rising customer expectations necessitate effective digital marketing strategies for businesses. However, challenges persist in maintaining customer satisfaction, including late discovery of customer needs and dissatisfaction, as well as inconsistencies in online communication. The tangible impact of digital marketing strategies like mobile marketing, social media, and websites on customer satisfaction remains uncertain.

#### **5.1.2. Objectives of the Study.**

1. To assess the extent to which mobile marketing influences customer satisfaction.
2. To assess the extent at which social media influences customer satisfaction.
3. To assess the extent at which websites influence customer satisfaction.

#### **5.1.3. Research Design.**

The research design employed in this study is a cross-sectional approach, integrating both quantitative and qualitative methods of data collection. A cross-sectional study design involves collecting data at a single point in time. The data collection process was systematic, aiming to provide explanatory analysis of specific phenomena while covering the extent of the problem. Qualitative research methods were used to understand phenomena in their natural setting and interpret them based on the meanings people attribute to them. On the other hand, quantitative research methods

utilized numerical data to obtain objective information about the world, allowing for generalization of findings.

## **5.2. Summary of Major Findings:**

### **5.2.1. To assess the extent to which mobile marketing influences customer satisfaction.**

The research findings indicate that mobile marketing plays a significant role in influencing customer satisfaction. A majority of respondents (70%) reported frequently receiving promotional messages on their mobile phones, indicating the prevalence of mobile marketing efforts. Furthermore, a substantial proportion (56%) agreed to have made a purchase influenced by mobile marketing promotions, highlighting the effectiveness of such strategies in driving consumer behavior. These findings are in agreement with Smith and Murphy (2018) who found that personalized mobile marketing messages tailored to individual preferences led to higher levels of customer satisfaction and loyalty. Additionally, Johnson et al. (2020) demonstrated that mobile marketing campaigns focusing on convenience and ease of use resulted in increased satisfaction among consumers.

### **5.2.2. To assess the extent to which social media influences customer satisfaction.**

The research findings reveal that social media plays a significant role in influencing customer satisfaction. A notable percentage (40%) of respondents reported frequently engaging with businesses or brands on social media platforms, indicating the importance of social media as a communication and marketing channel. Additionally, a significant majority (56%) agreed to have purchased a product or service after encountering it advertised on social media, highlighting the impact of social media marketing on purchasing decisions.

Chen et al. (2019) supports the notion that social media positively influences customer satisfaction. Their study found that interactive and engaging social media content generated higher levels of satisfaction among consumers. Furthermore, Gupta and Singh (2021) demonstrated that positive interactions with brands on social media platforms led to increased brand loyalty and satisfaction among customers.

### **5.2.3. To assess the extent to which websites influence customer satisfaction.**

The research findings suggest that websites play a significant role in influencing customer satisfaction. A considerable number (42%) of respondents reported often visiting websites of businesses or brands, emphasizing the significance of websites as touch points for consumer interactions and transactions. Additionally, a notable portion (34%) agreed to have made a purchase directly through a business website, indicating the role of websites in facilitating e-commerce transactions and conversions.

Previous studies support the idea that websites positively impact customer satisfaction. According to Kim et al. (2017) found that user-friendly website designs and intuitive navigation systems led to higher levels of satisfaction among website visitors. Similarly, Lee and Park (2020) demonstrated that websites offering personalized recommendations and tailored shopping experiences resulted in increased satisfaction and repeat purchases.

### **5.2.4. Responses on the customer satisfaction level.**

The research findings suggest that customer satisfaction with the impact of mobile marketing varies among respondents. While a majority (40%) expressed satisfaction with the impact of mobile marketing on their overall customer satisfaction, a significant portion (40%) remained neutral, indicating a lack of strong sentiment. Additionally, there were respondents who reported being very dissatisfied (2%) or dissatisfied (8%) with the impact of mobile marketing. This suggests a mixed perception of the effectiveness of mobile marketing in enhancing overall customer satisfaction.

The research findings indicate that customer satisfaction with the influence of social media on overall customer satisfaction varies among respondents. While a notable portion (36%) expressed satisfaction with the influence of social media, a larger percentage (44%) remained neutral, suggesting a lack of strong sentiment. Additionally, there were respondents who reported being very dissatisfied (0%) or dissatisfied (6%) with the influence of social media. This indicates a mixed perception of the impact of social media on overall customer satisfaction.

The research findings suggest that customer satisfaction with the influence of websites on overall customer satisfaction varies among respondents. While a considerable percentage (44%) expressed satisfaction with the influence of websites, a significant portion (36%) remained neutral, indicating a lack of strong sentiment. Additionally, there were respondents who reported being very dissatisfied (2%) or dissatisfied (12%) with the influence of websites. This suggests a mixed perception of the effectiveness of websites in enhancing overall customer satisfaction.

### **5.3. Recommendations:**

Based on the study results, the following are the suggested recommendations;

1. I recommend Personalization and Relevance where by businesses leverage data analytics and consumer insights to personalize marketing messages and content, ensuring relevance and resonance with target audiences.
2. Improving website usability and user experience to facilitate seamless interactions and transactions. Businesses should invest in optimizing website design and functionality to enhance customer satisfaction.
3. I recommend Adoption of an integrated marketing approach that incorporates mobile marketing, social media, and websites can maximize the impact of digital marketing strategies and create cohesive brand experiences for consumers.
4. I recommend Soliciting and incorporating customer feedback to provide valuable insights for refining digital marketing strategies and enhancing customer satisfaction. Businesses should actively seek feedback through surveys, reviews, and social media interactions to gain actionable insights for improvement.

#### **5.4. Conclusion:**

Based on the findings, it can be concluded that digital marketing strategies have a significant impact on customer satisfaction. Mobile marketing, social media, and websites play distinct yet complementary roles in shaping consumer perceptions and behaviors, with each channel offering unique opportunities for engaging with consumers and driving business outcomes. However, to maximize the effectiveness of digital marketing efforts, businesses should focus on enhancing personalization, relevance, and usability across all channels to better meet customer needs and preferences.

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## APPENDIX I: QUESTIONNAIRE

### Demographic Information:

1. Age: \_\_\_\_\_
2. Gender: Male / Female / Other
3. Field of Study: \_\_\_\_\_

### Mobile Marketing Influence:

1. Do you frequently receive promotional messages or advertisements on your mobile phone?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

2. Do you believe mobile marketing efforts by businesses align with your needs and interests?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

3. Have you ever made a purchase influenced by a mobile marketing promotion?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

### Social media

5. Do you frequently engage with businesses or brands on social media platforms?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

6. Have you ever purchased a product or service after encountering it advertised on social media?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

### Websites

8. Do you often visit websites of businesses or brands?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

9. Do you find it user-friendly and easy to navigate business websites?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

10. Have you ever made a purchase directly through a business website?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

### **CUSTOMER SATISFACTION**

1. How satisfied are you with the impact of mobile marketing on your overall customer satisfaction?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

2. Please rate your overall satisfaction with the influence of social media on your customer satisfaction.

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

3. How satisfied are you with the influence of websites on your customer satisfaction?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

4. Considering your experiences, how satisfied are you with the effectiveness of mobile marketing in meeting your needs and preferences as a customer?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

5. Please rate your overall satisfaction with the effectiveness of social media in meeting your needs and preferences as a customer.

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied