

The Impact of Digital Marketing Strategies on Customer Satisfaction in the Mobile Industry in Semi-Urban Kangra District in India

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ABSTRACT

The mobile sector has experienced immense growth spurts due to the increasing use of digital marketing strategies; however, as technology develops, so do the impacts of digital marketing on customer satisfaction in semi-urban areas. This study evaluated the influence of digital marketing methods (social media marketing (SMM), search engine marketing (SEM), influencer marketing, AI-based personalization, and mobile/website experience) on the customer satisfaction of mobile users in the Kangra region. A structured Likert scale questionnaire was used to collect data from 208 participants as per the quantitative methodology. Each dimension of digital marketing was found to significantly and positively impact customer satisfaction, with the largest contribution coming from mobile/website experience and the second largest from AI-based personalization. Therefore, the results of this study indicate that customers require seamless and personalized digital interactions; with SEM and social media marketing also affecting customer satisfaction, while influencer marketing only made a minor contribution. The implications of this study indicate that companies need to develop digital platforms that enhance ease of use and create personalized methods to increase customer satisfaction and maintain competitiveness.

Keywords: Digital Marketing, Customer Satisfaction, Social Media Marketing, Search Engine Marketing (SEM), Influencer Marketing, AI Personalization, Mobile Marketing, Website Experience.

Introduction

With technology advancing rapidly, the marketing world has also adapted, and digital marketing has emerged as the leading method of advertising in today's business landscape. Digital marketing encompasses all types of online advertising through platforms such as websites, social media, emails, search engines, and mobile applications to allow real-time interaction between businesses and consumers (Baranidharan, 2023). Compared to traditional marketing methods, digital channels provide businesses with efficiency, interactivity, and reach, giving them the opportunity to form stronger customer relationships through personalized and targeted communications (Kumar et al., 2024). The increased number of smartphones and internet connections has reshaped the mobile industry landscape, leading to increased competition among manufacturers and service providers. Therefore, organizations must continually innovate their marketing strategies to develop new ways of attracting and retaining customers (Chee & Husin, 2020). There are many ways that companies can provide current information to their consumers and interact with them at all points in their customer journey using digital marketing tools like

social media marketing, search engine optimization (SEO), email marketing, and pay-per-click. According to Kumar et al. (2024), customer satisfaction is a key predictor of business performance and is defined as how well a company's goods or services satisfy customer expectations. It is particularly critical for companies in competitive marketplaces such as mobile services to keep customers satisfied, as customers can easily switch to alternative providers. Thus, organizations need to focus on creating quality products and providing sufficient communication to develop loyalty and create long-term customer relationships (Chee & Husin, 2020). Due to an increase in customer interaction with companies via social media, e-commerce sites, and mobile applications, digital marketing has become increasingly important to companies within the mobile sector. Companies are also utilizing influences and online reviews to improve brand awareness, increase engagement, and generate sales (Liman et al. 2025). Previous research has demonstrated that the effective use of digital marketing enhances customer satisfaction and loyalty by communicating with customers, creating value for customers, building trust with customers, and developing ongoing customer engagement throughout all stages of the customer lifecycle, producing additional strength to these relationships (Kazem, 2024; Baranidharan, 2023). Due to the rapidly expanding mobile market, companies must understand how digital marketing strategies impact customer satisfaction. This understanding will allow companies to build effective digital marketing strategies, enhance customer experiences, and maintain a sustainable competitive advantage in the evolving digital marketplace (Liman et al., 2025; Mittal et al., 2023).

Review of Literature

- **Influencer Marketing**

The use of influencer marketing is a successful means of leveraging the credibility and popularity of social media influences to influence consumers' perception of a product or service, including satisfaction (Tanwar et al., 2021). When influencers use the above mediums, such as Instagram, YouTube, and TikTok, to endorse a product or service, it helps increase customer satisfaction by providing relevant information and engaging content. Additionally, these endorsements aid in influencing customer satisfaction through psychological processes or mechanisms, such as developing trust and forming an emotional bond with the influencer via the parasocial interaction model. Consumers perceive influencers as more authentic (a key factor in creating consumer trust); thus, when interacting with a more genuine influencer, consumers are likely to have a greater level of trust and satisfaction with the influencer's endorsement (Liu & Zheng, 2024; Fikri, 2024). Influencer marketing helps create value co-creation through the interaction and engagement of consumers with influencers, wherein the creation of an emotional bond with consumers through storytelling will result in an increase in their perception of the brand and the level of satisfaction they experience with respect to the brand (Lou & Yuan, 2022; Zhang & Abdullah, 2025).

- **Social Media Marketing**

Influencer Marketing (IM) is an effective strategy that leverages the credibility and popularity of social media influences to shape consumer perceptions, attitudes, and satisfaction (Tanwar et al., 2021). Satisfaction increases significantly because of influencer endorsements, as content on social media platforms such as Instagram, YouTube, and TikTok provides users with the information that they want to see (Sreevidya & Kunhu, 2025). It can also affect user satisfaction via social connections (parasocial interaction) with the influencer, which builds consumer trust and emotional ties to that influencer (Liu & Zheng, 2024). Consumers rely on perceived authenticity to solidify their relationships with influencers. The more authentic the influencer is, the higher the affect and trust (and thus satisfaction) that the consumer will have with the influencer (Fikri, 2024). User satisfaction serves as a mediator between IM and brand loyalty, thus creating additional opportunities for repeat purchases (Natari et al., 2025). The effectiveness of influencers will vary depending on their characteristics of expertise, attractiveness, and trustworthiness; of these three characteristics, expertise will be the greatest contributor to consumer credibility (Yao et al., 2025). In addition to these influences, IM also involves value co-creation from consumers' interactions with and engagement with influencers through building an emotional connection through storytelling and creating an overall positive perception of the brand experience (Lou & Yuan, 2022; Zhang & Abdullah, 2025).

- **Search Engine Marketing**

The mobile sector is highly competitive, and search engine marketing (SEM) is one of the most important forms of digital activity because it can improve overall customer satisfaction by improving brand

awareness and accessibility (Savira et al., 2022; Dash & Chakraborty, 2021). With the increasing use of smartphones, SEM helps companies provide targeted and timely information to consumers, thus influencing their purchase decisions and overall experience (Singh, 2019). In addition, search engine optimization (SEO) helps increase a company's ranking and online visibility, making it easy for consumers to access relevant product and service information (Naik, 2018).

- **Personalization/AI Powered Marketing**

AI is changing how companies' market and sell, making it one of the most significant disruptions in marketing and sales today as well. Companies can create better customer experiences by using AI in many marketing and sales-related tasks to understand what customers need or want (Rane, et al., 2024). By evaluating vast amounts of data about consumers in real-time, companies can learn about consumer behavior and characteristics that help determine effective marketing strategies (Kumar et al., 2024). Personalization via AI is changing the landscape from mass marketing toward providing individual consumers with highly unique and relevant customer experiences by personalizing content across the entire customer lifecycle (Aguirre et al., 2015). Because personalized recommendations make consumers feel valued and acknowledged, they experience increased satisfaction with brands and are more likely to remain loyal to them (Rane et al., 2024; Kumar et al., 2024).

- **Mobile/Website Marketing**

The rise in smartphone ownership has led to an increase in the amount of global website traffic from mobile devices, which means that companies must have mobile-friendly websites to provide customers with the best possible experience on their website (NKPURUKWE et al., 2025). Mobile advertising provides marketers with access to their target market at any time and from any location, and instant feedback and the ability to create immediate responses can also be achieved through this type of advertising (Martínez-Ruiz et al., 2017; Tarnanidis, 2024). GPS-based location marketing can be a highly effective way for marketers to find their target audience in the most cost-effective manner; however, some consumers may believe that marketers are invading their privacy by using GPS (Tarnanidis, 2024; Wijesinghe & Zhang, 2015; Banerjee et al., 2020).

Need for Study

Mobile phones have become essential in our daily lives, and many businesses have taken advantage of digital marketing techniques, such as social media, influencer marketing, search engine marketing, paid media, AI-based personalization, and online and web-based marketing. It is important to note that the actual impact of internet-based digital marketing methods on attracting, acquiring, and retaining customers has not been sufficiently studied in semi-urban areas, such as the Kangra District of Himachal Pradesh. Thus, understanding how digital tools influence user experience, build trust, and create satisfaction is necessary. The results of this study will provide valuable information that will help companies improve their marketing efforts, engage with consumers, and enhance their long-term relationships in semi urban areas, especially in tier 3 cities.

Objective and Hypothesis of Study

- To analyze the relationship between social media marketing and customer satisfaction
- To analyze the relationship between search engine marketing (SEM) and customer satisfaction
- To analyze the relationship between influenced marketing and customer satisfaction
- To analyze the relationship between personalized/AI-powered marketing and customer satisfaction
- To analyze the relationship between website/mobile marketing and customer satisfaction

Hypotheses for the Study

The objectives and insights gained from the literature review; the study proposes the following hypotheses to be tested through real-world data and participant feedback.

H₁: There is a significant positive relationship between social media marketing and customer satisfaction.

H₂: A significant positive relationship exists between SEM and customer satisfaction.

H₃: There is a significant positive relationship between influencer marketing and customer satisfaction.

H₄: There is a significant positive relationship between personalized/AI-powered marketing and customer satisfaction.

H₅: There is a significant positive relationship between mobile/website marketing experience and customer satisfaction.

Research Methodology

In Kangra, a quantitative study was conducted to measure the influence of digital marketing on customer satisfaction regarding mobile phones by surveying 208 respondents (students, employees, housewives, and those not employed) through a standardized survey with descriptive means. Among the various independent variables, the survey focused mainly on social media marketing, search engine marketing (SEM), influencer marketing, AI-powered personalization of content, and mobile or web experiences. Demographic information and opinion-type responses were collected in the survey using a five-point Likert scale. The survey was distributed using both paper and electronic (Google forms, email, phone, etc.) methods between May 2025 and December 2025, and data was sourced from secondary references such as journals and reports to support the study. Microsoft Excel and SPSS were used for data analysis with the reliability of data measured through Cronbach's Alpha to ensure internal consistency.

Data Analysis & Interpretation

• Demographic Characteristics of Respondents

Table1: Demographic Profile of Respondents

S. No.	Demographic	Frequency	Percent	
1	Age	15-20	42	20.2%
		21-30	109	52.4%
		31-40	34	16.3%
		41-50	23	11.1%
2	Spending Money on Mobile Services	₹0-₹500	68	32.7%
		₹501-₹1,000	69	33.2%
		₹1,001 – ₹2,000	35	16.8%
		Above ₹2,000	36	17.3%
3	Gender	Male	123	59.1%
		Female	85	40.9%
4	Occupation	Student	133	63.9%
		Employed (private sector, government, self-employed)	44	21.2%
		Homemaker or retired	20	9.6%
		Unemployed	11	5.3%

According to the demographic characteristics of respondents, the most heavily represented age group was 21–30 years (52.4%). The other age groups represented were 15–20 years (20.2%) and 31–40 years (16.3%), indicating a predominantly young sample. Most respondents spend between ₹0–₹1,000 on mobile services each month, with 33.2% of respondents spending between ₹501–₹1,000 and 32.7% spending between ₹0–₹500. The gender distribution of respondents showed that male respondents outnumbered female respondents at 59.1% and 40.9%, respectively. The largest proportion of respondents (63.9%) indicated that they were students, while 21.2% were employed in one of the many sectors. The smallest proportions were homemakers/retired (9.6%) and unemployed (5.3%). Therefore, the demographic characteristics of respondents indicate that the study provides an indication of the views of young, mobile, student users with moderate levels of spending on mobile services.

Reliability

Cronbach's alpha was applied to perform a reliability test on the data collection tool. Internal consistency in the questionnaire was considered good when the values were greater than 0.6. This shows that most of the questions in every section measured a common idea and were related to one another.

Table: 2 Reliability Scores for Each Variable

S. No.	Variable	Cronbach's Alpha
1.	Social media marketing	.809
2.	Search engine marketing	.810
3.	Influencer marketing	.851
4.	Personalised marketing	.809
5.	Mobile and website	.836
6.	Customer satisfaction	.851
7.	Overall	.927

All the variables measured had a Cronbach's alpha value above 0.80, indicating reliable results. The tool we used is very suitable for this study due to its strong reliability score of 0.927. Therefore, researchers can be more confident that participants' replies match and are based on good reasoning.

Table: 3 Descriptive Statistics of Independent Variables

DMS	N	Min.	Max.	Mean	Std. deviation
Social media marketing	208	1.00	5.00	3.4317	.76110
Search engine marketing	208	1.00	5.00	3.4913	.76640
Influence marketing	208	1.00	5.00	3.2048	.83717
Personalized and Ai-powered marketing	208	1.00	5.00	3.4827	.73903
Mobile and website experience	208	1.00	5.00	3.4394	.76681
Valid N (listwise)	208				

The analysis of responses reveals varying perceptions of different digital marketing strategies measured using a 5-point Likert scale. Search engine marketing ranked highest mean score of 3.49, indicating perceived to have the greatest effect on customer satisfaction. Personalized and AI-generated marketing were next highest with a mean score of 3.48, displaying a preference for personalized types of marketing. Mobile and website experiences also received high mean scores (3.44 each), emphasizing the importance of user-friendly and responsive digital platforms.

Social media marketing received an average rating of 3.43, showing a relatively good impact on customers, but not as much as the previous two methods. Influencer marketing earned the lowest average score at 3.20, indicating that people believe that influenced marketing does not positively influence their level of satisfaction as much as the other two advertising methods previously mentioned. Overall, the findings suggest that search-based, personalised, and user-experience-driven digital marketing strategies are more effective in enhancing customer satisfaction.

Table 4: Correlation Between DMS and Customer Satisfaction (N =208)

DMS Element	Pearson's r	Sig.(2-tailed)	Interpretation
Social media marketing	.554 ^a	.000	Positive relationship
Search engine marketing	.624 ^a	.000	Positive relationship
Influence marketing	.430 ^a	.000	Positive relationship
Personalized and Ai-powered marketing	.640 ^a	.000	Positive relationship
Mobile and website experience	.694 ^a	.000	Positive relationship

Note: Correlation is significant at the 0.01 level (2- tailed)

The results of the study reveal that the total number of social media marketing (SMM) items is positively and statistically significantly correlated with brand loyalty, both as the dependent and independent variables. This indicates that an increase in SMM items (i.e., social media marketing and search engine marketing) correlates with increased levels of brand loyalty. All of the SMM items have moderately positive correlations; Social Media Marketing ($r = .554$, $p = .000$), Search Engine Marketing ($r = .624$, $p = .000$), Influencer Marketing ($r = .430$, $p = .000$), and Personalized/A. I. Marketing ($r = .640$, $p = .000$), which all demonstrate that increases of these SMM items are likely to produce higher levels of Brand Loyalty. The only exception is Mobile/Website Experience ($r = .694$, $p = .000$ which suggests highly positive correlation among all five variables.

Table 5: Regression Summary: Impact of DMS Elements on Customer Satisfaction

DMS Element	R	R2	Adjusted R2	(F)	Sig.	% Variation Explained
Social media marketing	.554 ^a	.307	.304	91.369	.000 ^b	30.7%
Search Engine Marketing	.624 ^a	.390	.387	131.608	.000 ^b	39.0%
Influence marketing	.430 ^a	.185	.181	46.825	.000 ^b	18.5%
Personalized and Ai-powered marketing	.640 ^a	.409	.407	191.756	.000 ^b	40.9%
Mobile and website experience	.694 ^a	.482	.480	191.756	.000 ^b	48.2%

Dependent Variable: Customer Satisfaction

Note: All models are significant at $p < .001$

The regression analysis indicates that all elements of the digital marketing strategy (DMS) have a significant relationship with customer satisfaction, as evidenced by the significance values ($p = .000$). Social media marketing accounts for 30.7% of the variance in customer satisfaction ($R^2 = .307$, Adjusted $R^2 = .304$, $F = 91.369$); therefore, it has a moderate level of explanatory power. In comparison, search engine marketing accounts for 39% of the variance in customer satisfaction ($R^2 = .390$, Adjusted $R^2 = .387$, $F = 131.608$); therefore, it has greater explanatory power than social media marketing; however, influencer marketing has a lower level of explanatory power, accounting for 18.5% ($R^2 = .185$, Adjusted $R^2 = .181$, $F = 46.825$). In addition, personalized and AI-based marketing accounts for 40.9% of the variance in customer satisfaction ($R^2 = .409$, Adjusted $R^2 = .407$, $F = 191.756$). Mobile and website experience explain the most variance in customer satisfaction with an R^2 value of 48.2% ($R^2 = .482$, Adjusted $R^2 = .480$, $F = 191.756$). The R^2 values explain how much of the overall variance in customer satisfaction is attributed to each individual factor, and the adjusted R^2 values provide a better estimate of the true amount of variance attributed to each factor, accounting for the total number of factors used to predict customer satisfaction. Consequently, improving the different elements of DMS—specifically, providing an improved mobile and website experience—along with utilizing AI marketing—will lead to a significant increase in overall customer satisfaction.

Table 6: Summary of Objectives, Hypothesis, and Results

S. No	Objective	Hypothesis(H)	p-value	Status
1	To analyze the relationship between social media marketing and customer satisfaction	There is a significant positive relationship between social media marketing and customer satisfaction.	.000 ^b	Accepted
2	To analyze the relationship between search engine marketing (SEM) and customer satisfaction	A significant positive relationship exists between SEM and customer satisfaction.	.000 ^b	Accepted
3	To analyze the relationship between influencer marketing and customer satisfaction	There is a significant positive relationship between influencer marketing and customer satisfaction.	.000 ^b	Accepted
4	To analyze the relationship between personalized/AI-powered marketing and customer satisfaction	There is a significant positive relationship between personalized/AI-powered marketing and customer satisfaction.	.000 ^b	Accepted
5	To analyze the relationship between website/mobile marketing and customer satisfaction	There is a significant positive relationship between mobile/website marketing experience and customer satisfaction.	.000 ^b	Accepted

The above Table shows the alignment of the research objectives with the hypotheses and results.

Note: All p-values are <0.001 ; hence, all hypotheses are statistically significant at the 0.01 level (2-tailed).

Finding and Discussion

The results of this study relate to the purpose of this research, which was to evaluate whether various components of digital marketing strategies — personalized marketing (PM), mobile/website experience (MW), influencer marketing (IM), SMM, or SEM have any impact on customer satisfaction

levels. Each variable was found to have a positive, statistically significant impact on customer satisfaction levels, although the level of impact differed depending on the variable studied. The mobile and website experience (MW) variable produced the greatest level of prediction of customers' satisfaction ($r = 0.694$; 48.2%), confirming that a smooth and user-friendly interface is critical to customer satisfaction. The personalized and AI marketing (PM) variable had the second highest prediction results for customers' satisfaction ($r = 0.640$; 40.9%), indicating the increasing demand for customer-specific and immediate experience levels. While both the search engine marketing (SEM; $r = 0.624$; 39%) and social media marketing (SMM; $r = 0.554$; 30.7%) variables also had statistically significant impacts on customers' satisfaction, primarily because they increased the visibility and engagement of customers. Conversely, influencer marketing (IM) was found to be the lowest predictor variable for customers' satisfaction ($r = 0.430$; 18.5%) because it provided greater importance for creating customer awareness than for building customer satisfaction. The overall findings substantiate the fact that customer satisfaction arises from digital interaction through effective digital interactions (Martínez-Ruiz et al., 2017; Tarnanidis, 2024), which is consistent with previous research. Proper mobile or website experiences (Martínez-Ruiz et al., 2017; Tarnanidis, 2024), AI-based personalization (Rane et al., 2024; Kumar et al., 2024) play a major part in improving customer satisfaction. Furthermore, the impact of SEM and SMM on customer satisfaction demonstrates how these technologies create more engagement and visibility through digitally influenced experiences (Dash & Chakraborty, 2021; Singh, 2019; Agnihotri et al., 2015; Sohaib et al., 2022). However, despite the level of impact that influencer marketing has in creating an awareness of a product, previous research suggests that influencer marketing also impacts customer satisfaction less than the experience of using a mobile or web-based platform (Lou & Yuan, 2018; Zniva et al., 2023).

Conclusion

This study provides clear evidence that all aspects of a digital marketing strategy (DMS) have a significant effect on customer satisfaction in the mobile service industry. Among the DMS elements, mobile/website experience and artificial intelligence (AI)-based personalization were found to have the strongest impact on customer satisfaction, indicating that providing seamless and customized customer experience through digital channels is crucial. Search engine marketing (SEM) and social media increase visibility and customer engagement, whereas marketing influence has a relatively less noticeable effect on customer satisfaction. Therefore, developing a digital marketing strategy that is integrated and customer-centric is necessary to improve customer satisfaction and remain competitive.

Limitation of Study

Although this study was conducted with considerable advance planning, it has limitations inherent in the design. One of the most pronounced limitations is convenience sampling; owing to the nature of convenience-based sampling, it is not possible to generalize the results obtained from respondents to all mobile users. In addition, self-reported data are frequently subject to response bias, which further limits the generalizability of results obtained via self-report measures. Data collection via online platforms means that the results obtained from this study do not reflect users who are less digitally connected to the marketplace (located outside of the digital economy). Additionally, the cross-sectional research design limits any conclusions that can be drawn about changes in customer satisfaction over time. Although these limitations exist, they do not detract from the study's contributions; rather, this study offers important theoretical knowledge about the impact of digital marketing on customer satisfaction and may serve as a basis for future exploration.

Recommendations

Enhancing the speed, security, and usability of mobile applications or websites improves customer satisfaction. Developing targets for SEO-enabled keywords that relate to your target audience and allowing content to be personalized as close to individual user requirements improves engagement. Search engine optimization (SEO) supports brand visibility in organic search engines, whereas targeted paid/search advertising provides additional visibility and engagement opportunities. The active engagement of successful brands through popular social media channels, such as Facebook and Instagram, enables those brands to build strong relationships with their customers. Establishing true influence partnerships strengthens credibility because of their alignment with corporate ethics. Developing open and honest communications regarding data collection and how you use those data to create your offer, as well as respecting customers' personal privacy, helps build trust with customers. Finally, continually analyzing performance based on data collected and customer feedback is critical for refining digital strategies and ensuring their continued effectiveness over time.

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