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## **Impact of Social Media Marketing on Customer Satisfaction**

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### **ABSTRACT**

The purpose of this study was to improve the understanding of why social media marketing effected in customer satisfaction. The focus of the study is on telecommunication user's satisfaction, measured in three dimensions, between social media marketing and brand image, customer satisfaction. This study intends to measure the impact of social media marketing on customer satisfaction.

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### **1. Introduction**

Social media have provided new opportunities to customers to engage on internet interactions. Customers use social media, to generate content and to communicate with other users. The study of social media can also identify the advantages to be gained by business. A lot of companies around the world have built special teams to manage their works on the internet; even a lot of these companies made a social media department that work with the other departments in a cooperative way.

Brand image and customer satisfaction, as we recognize these two components have a strong link between each other, in order to get the main objectives of any corporate. Firms now focus on their customers by building real strong relationships, in order to reach a loyal consumer who, respect and defend the brand. Jordan has a strong competition in telecommunication sector Orange, Umniah and Zain are dominating this sector.

Day by day these companies set many offers to retain, attract new customers also by advertising on social media and other advertising tools. Social media has built an interactive platform for marketers. It has enhanced the relationships with customers. It can take several forms, such as Weblogs, Wikis and Micro blogging, pictures and videos. The buying process is literally affected by the way of marketing of a particular brand. Social media marketing has emerged as the most effective tool of marketing communication. Organizations are using social media campaigns to attract customers, as well as increasing customer loyalty. (Kim and Ko, 2012).

Gordhamer, (2009) has mentioned social media marketing is different than traditional marketing, social media marketing is related to relationships marketing that focus on brand image and loyalty. 3 Biel, (1992) stated that a good brand image creates when the brand is unique and customers recommend it to another people. Brand image has an effective impact on purchase behavior. Bondesson, (2012) noted relationships between brand image and brand strength results brand loyalty; select, repeatedly purchase a brand.

#### **Rationale for the Study**

Is there impact for social media marketing on customer satisfaction in Online delivery companies?

Is there impact for social media marketing interactions on customer satisfaction in online delivery companies?

Is there impact for social media marketing sharing of content on customer satisfaction in online delivery companies?

Is there impact for social media marketing on brand image in online delivery companies?

#### **Objectives of the study**

1. To Study the impact of Digital Marketing on Consumer buying behavior.
2. To study the awareness of Digital Marketing.
3. Determine the impact of brand image on customer satisfaction.
4. Determine the impact of social media marketing on customer satisfaction through brand image.

#### **Need and Scope of Study**

- 1.To identify the Customer level of satisfaction through Brand image.
- 2.The study is helpful to the organization for conducting further research.
- 3.It is helpful to identify the employer's level of satisfaction towards welfare measure.
- 4.This study is helpful to the organization for identifying the area of dissatisfaction of the Customer.
- 5.This study help to make a managerial decision to the company

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### **2. Literature Review**

Brass et al. (1998) described that social networking is an aspect of the conventional social media network used by people to create social connections. SNS include a variety of online platforms,

including forums, Twitter, Facebook, WhatsApp, instant messaging, video conferencing, semantic websites, and virtual worlds (Latif et al., 2019). Social networking groups are seen as groups of target users of various sizes that connect to the Internet on a regular and coordinated basis via a convenient area or method for achieving the private and common ambitions of their members (Dho-lakia et al., 2004). Ali and Naushad viewed (2021) that Customer satisfaction is important for making organization profitable.

Existing literature reviews have approached the usage of SNS in learning and teaching from various angles. Greenhow and Askari (2017) conducted a systematic review of 24 empirical studies published between 2004 and 2014 to analyse how teachers and students at the K-12 level interpret and use SNS platforms, and what effect they have on students' learning and on teachers' pedagogy. They considered studies that determined the effectiveness of technology in terms of enhancing student learning, examined approaches for implementation, tracked social influence, and commented on specific uses for influencing the course of the field. The authors found that among the studies, the research on common uses was the most prevalent form of study undertaken. Moreover, Zachos et al. (2018) reviewed 77 studies published from 2010 to 2018 focusing on the usage of SNS in higher education, and the potential influence SNS have on students' cognitive behaviour and personality. They indicated that teachers have not yet been strongly integrated into their practices towards faster use of SNS. Ali and Naushad described (2020) that social media marketing impacts customer satisfaction positively.

### 3. Research methodology

The present research focused on the topic "The impact of social media marketing on customer satisfaction" Through brand image on digital platform. The research design for this research was quantitative, descriptive, and correlational. A quantitative research method was chosen based on the use of quantifiable data to obtain objectivity of the research by using a well-developed survey. The researcher used a descriptive research design to provide a summary of the data. By using a descriptive research design, a summary of a collected data could be presented using numbers to describe the characteristics of the variables of interest. A correlation design was used to measure the strength of the investigated relationship between variables. In this research, a correlation design helped in analysing the impact of social media marketing on customer satisfaction.

Data Collected Type	Primary and secondary
Sampling Unit	Digital marketing & Emp Satisfaction
Type of Sampling	Random Sampling
Sample Size Taken	150
Research Tool	Questionnaire
Type of Research Method	Descriptive
Data collection Method	Survey
Survey Area	Digital Industry

#### Research Design

A stratified sampling method was adopted to select the respondents. The research was conducted in 6 companies which had the offices of General Manager: Swiggy, Zomato., 25 respondents were randomly selected from each of company. Thus in total 150 respondents were selected to participate in the research study

#### Sample size

We have tested 150 samples of Customer satisfaction for evidence of customer satisfaction.

#### Statistical tool used

The studies cover a brief outline of the variables, an understanding of quantitative and qualitative variables and the measures of central tendency. An idea of the sample size estimation, power analysis and the statistical errors is given. Finally, there is a summary of parametric and non-parametric tests used for data analysis.

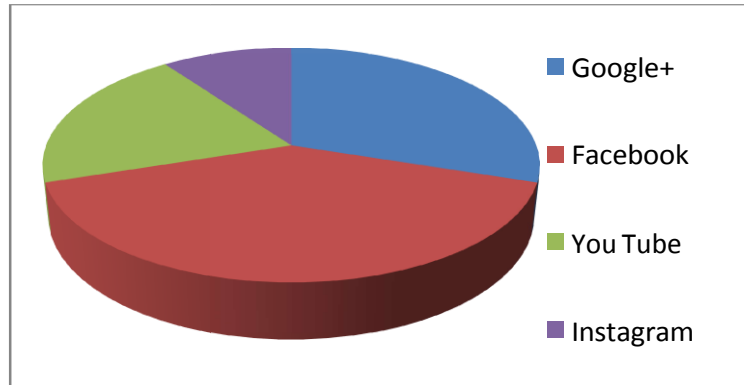
#### 4. Data analysis and interpretation

The aim of research was to understand the part of the research includes the information acquired from primary and secondary data for the analysis. Analysis had been completed in two parts; in first part there was a demographic representation of respondent; in second part percentage satisfaction with all variables of employees' satisfaction and compensation was analyzed;

##### Description of the Respondents

Describing respondent characteristics was very important for this research because it provides the deeper understanding of the study. The distribution of the respondent across several personal data is presented separately. The personal information includes included age, education, gender, grade, income and length of employment. The sample characteristics are discussed in the order they appeared in the questionnaire.

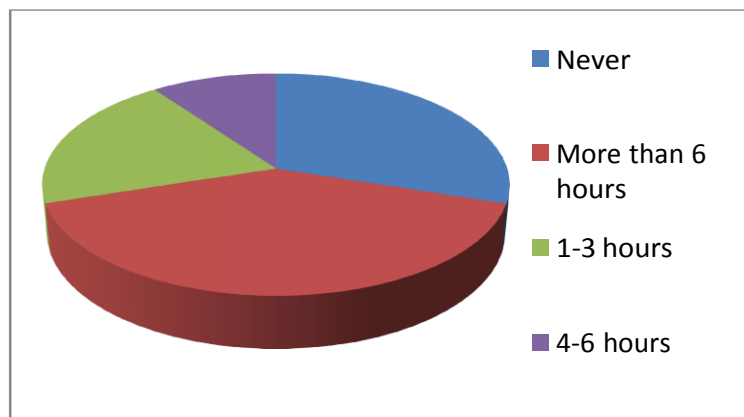
**Figure 4.1.1** which of the following social media application do you use?



##### Interpretation :-

This pie chart shows that out of 150 respondents 20 percent said that they are using Google, 20 percent said Facebook and 10 percent said you tube and 20 percent said Instagram.

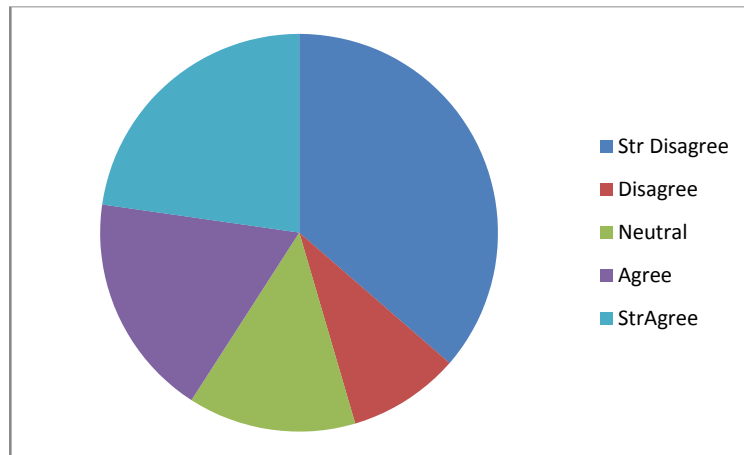
**Figure 4.1.2** How many hours per day do you spend on social media?



##### Interpretation:-

This pie chart shows that out of 150 respondents 40% never spend time on social media whereas 25% People are 1-3 Hours and 10 percent people are using more than 1-3 Hours and 10 percent people said that 4-6 hours.

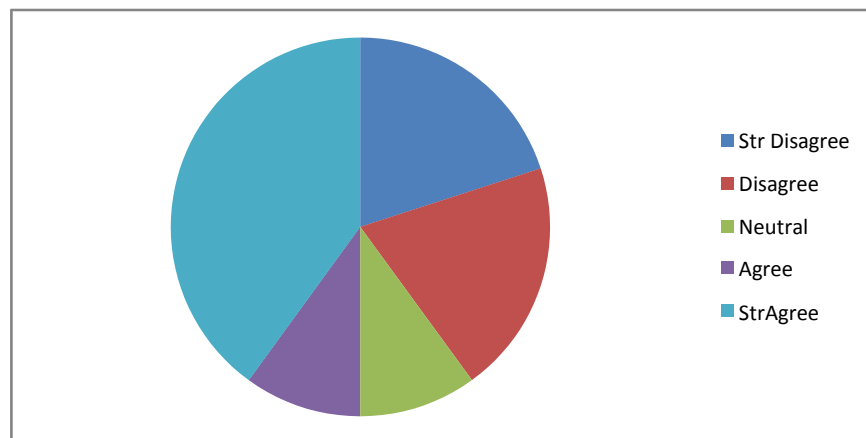
**Figure 4.1.3** my online food delivery service provider's social media page helps me receive feedback from customers.



**Interpretation: -**

This pie chart shows that out of 150 respondents 30% Strongly Disagree that food delivery service provider's social media page helps me receive feedback from customers Whereas 10% People are Disagree and 10 percent people are neutral and 10 percent People are agree and 50 percent People are Strongly agree.

**Figure 4.1.4 My online food delivery service provider's social media page have wide range of supporting tool that help to deliver better information.**



**Interpretation:-**

This pie chart shows that out of 150 respondents 30% Strongly Disagree With food delivery service provider's social media page have wide range of supporting tool that help to deliver better information that Whereas 25% People are Disagree and 20 percent people are neutral and 10 percent People are agree and 40 percent People are Strongly.

**Findings**

1. Most of the people said that they are spending more time on social media.
2. People are also using the different different application like, you tube and instagram.
3. Most of the people are aware about online food delivery service provider.
4. Social media marketing platform also helps to increase the rate of employment.
5. Most of the people are purchasing the product according to review.

**Recommendations**

Developing mobile applications concerned with the level of satisfaction for Delivery Companies that are user-friendly and easy to use is to be encouraged.

The researcher suggests that Delivery Companies are encouraged to provide more and better-quality data about the services they offer to their

customers.

The researcher recommends that the model presented in this study be adopted by Delivery Companies on regular basis to provide feedback regarding their customers' intention to use (or continue to use) their pages

The researcher suggests that Delivery Companies should use the viral and vast spread of their pages and applications in a matter that would be more beneficial for both the companies and the customers.

The researcher recommends that Delivery Companies should provide more services that encourage youth to follow their pages.

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## 5. Conclusion

This research aimed to study the impact of social media marketing on customer satisfaction through brand image. It tries to determine the key of social media marketing that affects customer satisfaction. The second aim of this study is to understand the impact of social media marketing on brand image. Finally,

This study aimed to investigate the impact of social media marketing on customer satisfaction through brand image. This study classified social media marketing to interactions and sharing of content. Certainly, in this new digital world of business, social media marketing seems to be the right solutions to get satisfy customers.

This in the current e-business environment can provide organizations with various benefits such as optimizing and integrating business processes, maximizing operational and managerial profits, and improving strategic and organizational benefits.

### Managerial Implication of the study

Managerial Implications Awareness of sampling designs and sample size helps managers to understand why a particular of sampling is used by researchers.

It also facilitates understanding of the cost implications of different designs, and the tradeoff between precision and confidence vis-à-vis the costs.

### Societal implication of the study

The rise of social media means it's unusual to find an organization that does not reach its customers and prospects through one social media platform or another. Companies see the importance of using social media to connect with customers and build revenue.

Businesses have realized they can use social media to generate insights, stimulate demand, and create targeted product offerings. These functions are important in traditional brick-and-mortar businesses and, obviously, in the world of e-commerce.

Many studies suggest implementing social networks within the workplace can strengthen knowledge sharing. The result is to improve project management activities and enable the spread of specialized knowledge. Fully implementing social technologies in the workplace removes boundaries, eliminates silos, and can raise interaction and help create more highly skilled and knowledgeable workers.

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