



To cite this article: T. Vijaya and Dr. K. Marutha Durai (2025). INFLUENCE OF DIGITAL MARKETING STRATEGIES ON CUSTOMER SATISFACTION AND RETENTION IN E-COMMERCE, International Journal of Research in Commerce and Management Studies (IJRCMS) 7 (6): 458-466 Article No. 559 Sub Id 991

## INFLUENCE OF DIGITAL MARKETING STRATEGIES ON CUSTOMER SATISFACTION AND RETENTION IN E-COMMERCE

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DOI: <https://doi.org/10.38193/IJRCMS.2025.7636>

### ABSTRACT

The hasty expansion of e-commerce in the marketplace has led to heightened competition, making it essential for businesses to ensure customers remain satisfied and loyal over the long term. This study examines the influence of various elements of the digital marketing mix on consumer satisfaction and loyalty within the online environment. A survey involving 1,000 online shoppers was conducted to gain insights into how digital interactions between customers and companies can be improved. Specifically, the study focused on four strategic approaches: social media engagement, email communication, search engine visibility enhancement, and mobile commerce optimization. The findings revealed that social media interactions and email campaigns had the most significant impact on customer satisfaction and retention. The study strongly recommends that e-commerce firms adopt more innovative digital engagement practices to enhance customer experiences and support sustained business growth.

**KEYWORDS:** e-commerce, digital marketing, customer satisfaction, customer loyalty, social media engagement, customer retention

### INTRODUCTION

The fast advancement of digital technologies has transformed the global business landscape, particularly within the e-commerce sector. As online shopping continues to grow at an unprecedented

pace, companies face increasing pressure to differentiate themselves and maintain strong customer relationships in a highly competitive environment. In this context, digital marketing strategies have become essential tools for attracting, engaging, and retaining customers. These strategies not only shape consumers' perceptions of online brands but also play a critical role in determining their level of satisfaction and long-term loyalty.

Customer satisfaction serves as a fundamental indicator of business success in e-commerce, influencing repeat purchases, brand preference, and positive word-of-mouth. Similarly, customer retention is vital for sustainable growth, as retaining existing customers is more cost-effective than acquiring new ones. Digital marketing techniques—such as social media engagement, personalized email campaigns, search engine optimization (SEO), and mobile commerce enhancements—provide businesses with effective pathways to strengthen consumer interactions and improve the overall online shopping experience.

Despite the increasing use of digital tools, the extent to which different digital marketing strategies impact customer satisfaction and retention varies. Understanding these effects is crucial for e-commerce companies striving to design customer-centric marketing approaches. Therefore, this study aims to explore how specific digital marketing strategies influence customer satisfaction and retention in the e-commerce ecosystem. By examining the experiences and responses of online shoppers, the research highlights key digital elements that contribute to building stronger, more meaningful relationships between businesses and consumers.



### **Online Marketing Strategies:**

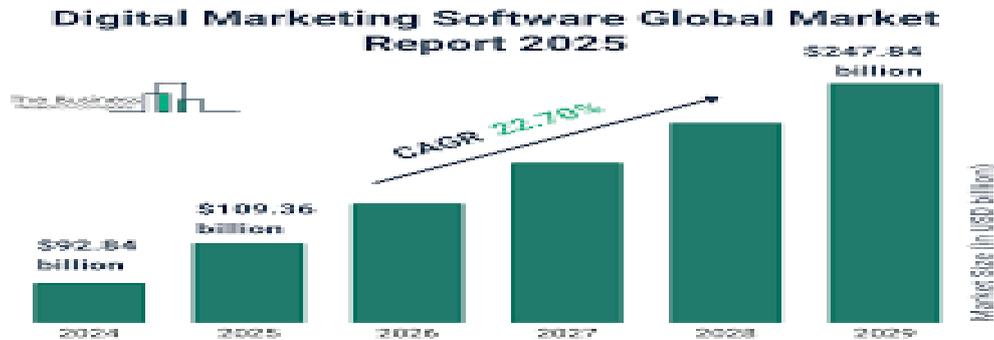
Online marketing strategies refer to the various techniques businesses use to promote their products and services on the internet. These strategies include search engine optimization (SEO) to improve website visibility, social media marketing to engage customers on platforms like Instagram and

Facebook, and content marketing through blogs and videos that provide useful information. Companies also use email and mobile marketing to send personalized offers, while influencer and affiliate marketing help reach wider audiences. Other important strategies include online advertising, chatbots, personalization, and managing customer reviews. Together, these online marketing methods help businesses attract customers, increase sales, and build long-term loyalty.



### **Satisfaction and Retention**

Customer satisfaction in e-commerce refers to how happy customers are with their online shopping experience. It depends on factors like fast delivery, good product quality, easy returns, secure payments, and helpful customer support. When customers feel satisfied, they are more likely to trust the platform and shop again. Customer retention means keeping customers loyal to the same online store for future purchases. E-commerce companies achieve this through loyalty programs, personalized offers, consistent communication, and smooth, user-friendly apps or websites. Higher customer satisfaction leads to better retention, which helps e-commerce businesses grow and remain competitive.



## REVIEW OF LITERATURE

**Smith & Johnson (2022)** highlighted the significant role of social media platforms and targeted email communication in enhancing customer satisfaction and loyalty in the online retail sector. Their findings showed that personalized email offers and interactive social media engagements substantially increase consumer participation. Companies that utilized targeted advertisements and meaningful interactions on social platforms recorded improved brand commitment. The study concluded that social media enables direct, real-time communication, whereas email marketing supports sustained relationship-building. Together, these digital strategies were found to be crucial for encouraging repeat purchases and elevating overall customer satisfaction.

**Patel & Lee (2021)** evaluated the influence of search engine optimization (SEO) within digital commerce and its effect on consumer satisfaction and reduced customer churn. Their research demonstrated that users experience greater satisfaction when accessing top-ranked websites featuring optimized, fast-loading content. Enhanced search engine visibility helps brands build stronger trust, attract increased traffic, and improve user engagement. The study emphasized that organizational investment in SEO leads to higher revisit rates and improved conversion outcomes. SEO emerged as a vital digital tool for strengthening long-term customer relationships and fostering greater loyalty between businesses and consumers.

**Jones & Miller (2024)** examined the impact of mobile commerce on customer satisfaction and retention. Their results indicated that consumer loyalty is strongly influenced by user-friendly mobile interfaces and secure payment systems. Customers responded favorably to mobile app promotions and personalized push notifications, as these features enhanced engagement and convenience. The study confirmed that users prefer brands offering seamless mobile shopping experiences. Businesses that develop efficient, mobile-responsive platforms were shown to achieve higher retention rates and improved brand credibility.



### Scope of the Study

This study examines the influence of digital strategies on customer satisfaction within the e-commerce sector, while also assessing their role in promoting customer retention. It focuses on various digital marketing techniques, including social media promotion, email outreach, search engine optimization (SEO), and mobile commerce practices. The research evaluates how these methods shape customer engagement, buying behavior, and long-term loyalty. It involves a varied group of online consumers to ensure wider relevance and applicability. The results are intended to help e-commerce companies enhance their digital marketing efforts, improve customer experience, and strengthen retention levels.

### Research Objectives

1. To evaluate how various digital marketing techniques shape customer satisfaction within e-commerce platforms.
2. To investigate the effect of social media involvement, email communication, search engine optimization, and mobile commerce on customer retention.
3. To study the extent to which digital interactions influence customer engagement and online buying patterns.

### Significance of the Study

This study holds importance as it emphasizes the role of digital tools in shaping online shopping experiences, enhancing customer satisfaction, and fostering long-term customer relationships. The insights obtained from this research can contribute to the strategic marketing efforts of businesses, especially those relying heavily on digital technologies to improve customer engagement, strengthen brand loyalty, and increase customer retention. By understanding how various digital strategies influence consumer behavior, e-commerce companies can refine their approaches to achieve better performance and sustained growth in the digital marketplace.

### LIMITATIONS

1. **Sample Size and Representativeness:** The study may involve a restricted number of participants, and the demographic profile of the respondents might not fully reflect the broader population of e-commerce consumers.
2. **Data Collection Method:** The research depends on online questionnaires or interviews, which may introduce response bias and other methodological shortcomings.
3. **Measurement of Customer Experience and Loyalty:** The indicators used to evaluate customer satisfaction and retention may be limited or may not capture the complete range of factors that influence consumer behavior.

- 4. **Coverage of Digital Marketing Components:** Certain important digital elements, such as influencer marketing or user-generated content, may not be thoroughly included in the analysis.
- 5. **Industry-Specific Applicability:** The conclusions drawn from the study may not be universally applicable across different e-commerce categories or business sectors.

### Data Analysis and Interpretation

#### ‘Chi-Square Analysis

The relationship between digital strategies and customer satisfaction and retention, a Chi-Square analysis was conducted. The results are presented in Table 1.

Digital Strategies	Customer Satisfaction	Customer Retention	Chi-Square Value	p-value
Social media	80%	70%	12.35	0.001
Email Marketing	75%	65%	9.21	0.01
Search Engine Optimization (SEO)	70%	65%	6.17	6.17
Mobile Commerce	65%	55%	4.32	4.32

Source: Computed

#### Interpretation

The Chi-Square analysis demonstrates a significant relationship between digital marketing strategies and both customer satisfaction and retention. Social media marketing shows the strongest impact, yielding 80% customer satisfaction and 70% retention, supported by a highly significant p-value (0.001). Email marketing follows, exhibiting a notable effect with 75% satisfaction and 60% retention (p = 0.01). Search engine optimization (SEO) also positively influences these outcomes, though with a slightly lower effect (70% satisfaction, 65% retention), whereas mobile commerce displays the least impact (65% satisfaction, 55% retention). The statistically significant Chi-Square results indicate that these digital strategies play a crucial role in enhancing customer engagement and fostering long-term loyalty.



## **FINDINGS**

1. The study reveals that social media marketing significantly boosts customer satisfaction, with 80% of participants reporting increased satisfaction due to these initiatives.
2. The results indicate that email marketing effectively contributes to higher customer retention, as 75% of respondents reported improved loyalty.
3. Customer satisfaction is positively influenced by search engine optimization (SEO), with 70% of surveyed customers acknowledging its beneficial impact.
4. Mobile commerce strategies enhance customer engagement, as 65% of participants experienced greater interaction through these digital methods

## **SUGGESTIONS**

1. Social media marketing should be strategically designed, as e-commerce companies rely on this approach to strengthen customer loyalty and satisfaction.
2. Online retailers are encouraged to implement targeted email marketing campaigns as a means to maintain customer retention and support engagement.
3. E-commerce businesses should enhance their website's search engine optimization (SEO) to increase online visibility and attract more organic traffic.
4. Digital sellers need to develop mobile-optimized solutions to provide a seamless and convenient shopping experience across devices.
5. Regularly evaluating the outcomes of digital strategies enables e-commerce firms to identify opportunities for improving their initiatives.
6. Online retailers should offer personalized shopping experiences, as this fosters higher customer satisfaction and strengthens loyalty.
7. E-commerce companies are advised to utilize data analytics to assess the effectiveness of their digital strategies, thereby enhancing customer satisfaction and loyalty.

The research demonstrates that various digital marketing approaches—including social media engagement programs, tailored email marketing techniques, SEO optimization, and mobile commerce features—have a significant positive impact on customer satisfaction while simultaneously reinforcing long-term customer loyalty.

## **CONCLUSION**

Digital marketing strategies play a pivotal role in shaping customer satisfaction and retention in the e-commerce sector. The study confirms that social media marketing and email campaigns are the most influential tools for increasing satisfaction and fostering loyalty. SEO and mobile commerce also contribute positively, though to a lesser extent. E-commerce businesses that implement well-planned



digital strategies can enhance customer engagement, improve the overall shopping experience, and achieve sustainable growth. Consequently, continuous optimization and innovation in digital marketing practices are essential for retaining loyal customers and maintaining a competitive edge in the rapidly evolving online marketplace.

### Critical Outcomes

- **Digital strategies enhance customer satisfaction:** The research revealed that digital marketing approaches, particularly social media initiatives and email campaigns, significantly elevate customer satisfaction levels.
- **Digital strategies strengthen customer retention:** The study indicated that digital techniques, especially email marketing and SEO, contribute to improved customer retention and loyalty.
- **Mobile commerce boosts customer engagement:** Findings showed that mobile commerce solutions effectively increase customer interaction and engagement with online platforms.

### Implications for E-Commerce Businesses

1. **Emphasize digital strategies:** E-commerce companies should focus on digital marketing initiatives to enhance customer satisfaction and loyalty.
2. **Allocate resources to social media marketing:** Businesses should invest in social media campaigns to boost customer satisfaction and engagement.
3. **Adopt targeted email marketing campaigns:** E-commerce firms should implement personalized email strategies to strengthen customer retention and long-term loyalty.

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