

A Study on Impact of Marketing Digitalization on Customer Satisfaction and Experience with Reference to Amazon in Hyderabad City

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Abstract: The Rise of digital technology has reshaped how businesses connect with their customers, moving interactions from traditional storefronts to online spaces. Marketing approaches have evolved to include tools like social media engagement, search engine visibility, AI-based suggestions, email promotions, and tailored advertisements. Major online retailers such as Amazon have embraced these tools to increase customer interaction, make the buying process smoother, and offer a more convenient and customized shopping journey.

In the city of Hyderabad, which is quickly becoming a major urban hub in India, the use of digital platforms has grown significantly. Factors such as widespread internet access, increasing mobile usage, and a tech-literate population have contributed to this trend. Amazon has responded by using modern marketing techniques to better serve the diverse needs of consumers in the region. This study aims to explore how these digital initiatives affect customer satisfaction and influence shopping behaviour within Hyderabad.

As the number of online shoppers continues to grow, it is essential for businesses to understand how digital marketing affects customer experiences. While research has shown that engaging customers online can build loyalty, there is still a need to study how this works in specific local markets. Amazon's strong position in the Indian market makes it a fitting example to investigate how digital tools can improve the customer experience in a city that is rapidly embracing digital change.

Keywords: Digital marketing evolution, e commerce experience, customer behaviour, Amazon.

I. INTRODUCTION

The Rise of digital technologies has significantly reshaped how businesses approach marketing, moving customer interactions away from traditional storefronts to dynamic online environments. Modern digital tools angling from social media platforms and search engine strategies to AI-powered personalization and email outreach—now form the backbone of successful marketing plans. Companies like Amazon have effectively leveraged these tools to boost engagement, simplify shopping journeys, and elevate overall consumer satisfaction.

In Hyderabad, a fast-evolving urban hub in India, digital adoption has seen a steep rise thanks to widespread internet access, growing smartphone use, and a youthful, tech-friendly population. Amazon, being a top e-commerce player, has embraced digital innovation to meet the needs of this varied customer base. This research aims to analyse how such digital initiatives are shaping the customer journey and satisfaction in the local context.

With online retail growing at a rapid pace, it's essential for businesses to understand how digital marketing influences customer behaviour. While global studies highlight the role of digital touchpoints in fostering loyalty, localized insights—like those from Hyderabad—are vital. Given Amazon's strong foothold in the Indian market, it presents a valuable case for studying the effectiveness of digital marketing in improving user experience.

II. REVIEW OF LITERATURE

McKinsey & Company (2023) explores emerging trends in digital customer experience. Their study reveals that companies offering seamless, multi-channel communication and well-optimized customer journeys tend to report higher satisfaction levels. Furthermore, personalization and responsiveness are identified as essential elements in delivering a positive customer experience.

Ramanjaneya, L., & Sirajuddin, M. (2023) while the whole world is confronting extreme monetary emergency and product distribution assumes a critical part. Information/Design/Methodology/Approach - the information gathered and

treated appropriately by utilizing measurable devices. Discoveries - rural marketing is great yet hypothetically just, for all intents and purposes it requires significant activities. Creativity/Value - the examination was led remembering the exploration morals, and seen that information gathered is certifiable and legitimate.

Gupta (2022) investigates the effectiveness of social media advertising within the Indian context. While acknowledging that social media improves brand visibility, Gupta concludes that its direct influence on customer satisfaction remains limited unless the content is relevant, engaging, and personalized to meet user preferences.

Kotler, Kartajaya, & Setiawan (2021) introduce the concept of Marketing 5.0, emphasizing the integration of advanced technology with human-centric marketing practices. They argue that customer satisfaction is shaped not only by product quality but by the entire digital experience, including aspects like website speed, ease of use, and real-time customer support.

Sharma & Sheth (2020), through a case study on Amazon India during the COVID-19 pandemic, demonstrate how digital tools such as live order tracking, quick-response customer service, and flexible return policies played a vital role. They emphasize that digital preparedness and agility built customer trust during times of uncertainty.

Chaffey & Ellis-Chadwick (2019) analyze how digital marketing enables companies to build stronger relationships with customers through personalized and consistent communication. Their findings illustrate how Amazon uses behavioral data to tailor user experiences, resulting in increased engagement and customer loyalty.

Ramaswamy & Ozcan (2018) present the concept of co-creation, where customers are actively involved in shaping their digital interactions with businesses. The study underscores the importance of real-time data, user feedback, and online reviews in fostering trust and delivering more customized, satisfying experiences.

Smith & Zook (2016) discuss the importance of integrating offline and online marketing strategies to strengthen brand trust. They highlight that consistent messaging across different platforms—such as websites, email, and mobile apps—contributes significantly to enhancing customer satisfaction.

Kumar & Petersen (2012) examine the evolution of digital marketing in emerging markets like India. Their research concludes that factors such as mobile accessibility, local content relevance, and the use of cost-effective digital tools are instrumental in improving the customer experience and widening market outreach.

Research gap:

Although Amazon's digital marketing strategies have been studied widely on a global scale, there is still a lack of focused research on how these efforts affect customer satisfaction specifically within Hyderabad's local market. The city's consumer behaviour is influenced by factors such as regional tastes, cultural expectations, and language preferences, which can shape how people respond to online marketing. However, these important local elements are often overlooked in broader studies. Understanding how digital marketing connects with Hyderabad's diverse audience is essential but remains an area with limited exploration.

Scope of the study:

The study focuses on their experiences and satisfaction levels concerning digital marketing techniques. While it provides valuable insights for Amazon and similar e-commerce platforms, the findings may not represent the views of customers in other regions. It mainly concentrates on digital interactions such as personalized ads, user-friendly interfaces, and online engagement strategies. The research is particularly relevant to urban customers who actively shop online.

Objectives of the study:

1. To identify key digital marketing tools and Techniques that enhance customer Satisfaction.
2. To explore the Impact of social media and online advertising on customer satisfaction.
3. To understand the challenges business face in implementing digital marketing for customer satisfaction.

Hypothesis of the study:

H₀₁: There is no significant correlation between the use of digital marketing tools and customer satisfaction.

H₁: There is a significant correlation between the use of digital marketing tools and customer satisfaction.

H₀₂: Social media and online advertising tools do not have a significant impact on customer satisfaction.

H₂: The influence of social media and digital advertising tools plays a crucial role in shaping customer satisfaction.

H₀₃: The variation in customer satisfaction levels cannot be significantly explained by the effectiveness of digital marketing tools.

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Research methodology:

This research has a descriptive and analytical research design. It is descriptive in terms of presenting existing trends, behaviour, and practices regarding Amazon's digital marketing activities and analytical as it assesses the connection between digital tools and customer satisfaction.

This study utilized the simple random sampling method. Participants were chosen on the basis of availability and willingness to answer. This was suitable given the project timeline and scope, and it guaranteed that feedback was obtained promptly from target users of Amazon in Hyderabad.

The research gathered feedback from 130 individuals. This population consisted of students, working professionals, homemakers, and businesspeople—securing varied feedback across different occupational backgrounds and age groups. After the answers were gathered, the information was tabulated and analyzed through Microsoft Excel. Simple statistical methods like percentages, means, and graphical charts were employed for explanation of the results. Correlation was tested where necessary to determine any meaningful relationship between variables.

Primary data collection:

primary data refers to the first and information collected directly from 130 respondents for the first time, making it original and unique in nature. In this study, primary data was gathered through structured Google Forms and questionnaires that were distributed among a variety of people.

secondary data collection:

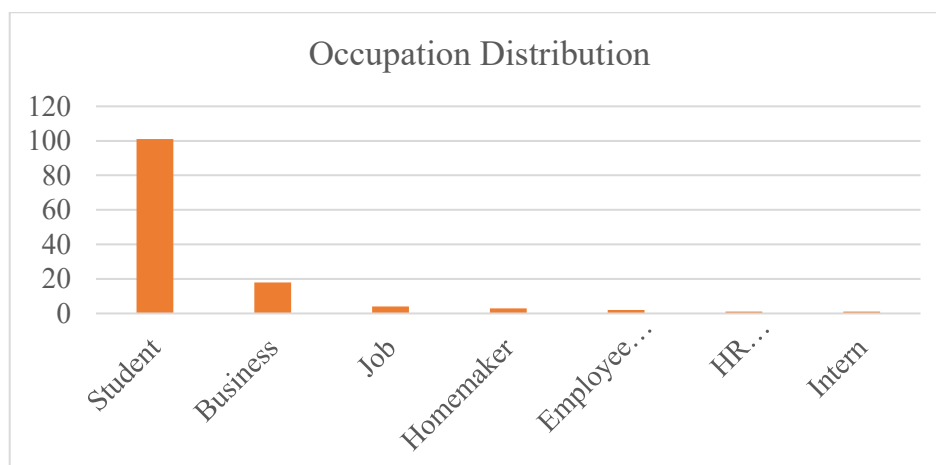
secondary data was also gathered from existing and trustworthy sources. This type of information is not freshly collected but is already available in the public domain, having been previously published by other researchers or organizations. For this study, secondary data was carefully taken from reputed journals, research articles, company reports, newspapers, magazines, and authentic websites.

III. DATA ANALYSIS & INTERPRETATION

Occupation Distribution

Occupation	Count	Percentage (%)	Cumulative Percentage (%)
Student	101	77.69%	77.69%
Business	18	13.85%	91.54%
Job	4	3.08%	94.62%
Homemaker	3	2.31%	96.93%
Employee (merged)	2	1.54%	98.47%
HR Compliance Executive	1	0.77%	99.24%
Intern	1	0.77%	100.00%
Total	130	100.00%	

Source: Primary Data



Occupation Distribution

The occupation data shows that the majority of the group consists of students, making up almost 78% of the total. This indicates that most participants are likely in an academic setting or at the beginning of their career paths. Business is the second most common occupation, accounting for about 14%, while other roles such as job holders, homemakers, and

employees make up much smaller portions. Only one person identified as an intern, and another as an HR Compliance Executive.

Correlation Analysis

Spearman's rank correlation between digital advertisements and customer satisfaction

Coefficient	0.612464398
N	139
Tstatic	7.168711984
DF	137
P Value	4.27302-11

Source: Compiled data

An analysis using Spearman's rank correlation was conducted to assess the relationship between digital advertisement and overall satisfaction. The results revealed a moderate to strong positive correlation, with a correlation coefficient (ρ) of 0.612. This suggests that higher ratings for digital advertisement are generally associated with higher levels of customer satisfaction.

The correlation was statistically significant, supported by a t-value of 7.17 and a p-value of 4.27×10^{-11} , indicating a very low probability that the observed relationship occurred by chance. With a sample size of 139 respondents, the results provide robust evidence that improvements in digital advertising are linked to increased satisfaction levels among customers.

In conclusion, the findings emphasize the positive impact of digital advertisement on customer satisfaction, highlighting the potential value of investing in effective digital marketing strategies.

Regression Analysis

Regression analysis on factors influencing customer satisfaction

Regression Statistics	
Multiple R	0.66
R Square	0.44
Adjusted R Square	0.43
Standard Error	0.82
Observations	139.00

	DF	SS	MS	F	Significance F	
Regression	2.00	71.45	35.72	52.59	0.00	
Residual	136.00	92.38	0.68			
Total	138.00	163.83				
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	1.17	0.37	3.16	0.00	0.44	1.90
Digital Advertisement	0.68	0.07	10.24	0.00	0.55	0.81
Interest and Preferences	0.04	0.06	0.60	0.55	-0.08	0.15

Source: Compiled data

A multiple regression analysis was conducted to evaluate the influence of Digital Advertisement and Interest and Preferences on the dependent variable, based on responses from 139 participants. The model yielded an R Square of 0.44, indicating that 44% of the variance in the dependent variable is explained by the two predictors. The Adjusted R Square of 0.43 supports the model's reliability by accounting for the number of predictors involved.

The ANOVA table confirmed that the overall regression model is statistically significant, with an F-value of 52.59 and a Significance F value of 0.00, implying that the independent variables, taken together, have a meaningful effect on the outcome.

Looking at individual contributions, Digital Advertisement had a coefficient of 0.68, a t-value of 10.24, and a p-value of 0.00, indicating a strong, statistically significant positive relationship with the dependent variable.

ANOVA analysis

Groups	Count	Sum	Average	Variance
Overall Satisfaction	139.00	540.00	3.88	1.02
Gender	139.00	233.00	1.68	0.22
Occupation	139.00	407.00	2.93	0.42
Education Level	139.00	600.00	4.32	1.35

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	571.50	3.00	190.50	254.03	0.00	2.62
Within Groups	413.94	552.00	0.75			
Total	985.44	555.00				

Source: Compiled data

ANOVA (Analysis of Variance) test was conducted to determine whether there are significant differences in overall satisfaction based on gender, occupation, and education level. The data shows that the average overall satisfaction score is 3.88, while the average scores for gender, occupation, and education level are 1.68, 2.93, and 4.32 respectively.

The ANOVA results reveal a between-group sum of squares (SS) of 571.50 and a within-group SS of 413.94, giving a total SS of 985.44. The degrees of freedom (df) for between groups is 3, and for within groups is 552. The mean square (MS) value for between groups is 190.50, and for within groups, it is 0.75. The calculated F-value is 254.03, which is substantially greater than the critical F-value of 2.62. Moreover, the p-value is 0.00, which is far below the significance level of 0.05.

IV. FINDINGS OF THE STUDY

1. There is a strong positive relationship between the use of digital tools like app notifications, WhatsApp alerts, and in-app communication, and overall customer satisfaction, showing that effective digital engagement significantly boosts user experience.
2. The analysis revealed a statistically significant difference in satisfaction levels based on how effective the digital communication was, confirming that well-executed digital marketing strategies have a real impact on how customers perceive the brand.
3. Social media and online ads on their own were found to have a very limited direct impact on overall customer satisfaction, as shown by the low regression value, suggesting that these tools need to be used alongside more personalized strategies.
4. Customer satisfaction did not significantly vary between different genders, which means that digital experiences and communication quality are more important than demographic factors like gender in shaping customer satisfaction.
5. A large portion of the respondents—about 78%—were students or under the age of 30, indicating that Amazon's digital marketing efforts are especially effective in attracting younger, tech-savvy users in Hyderabad.
6. Around 70% of participants agreed that local customization, such as regional language support and Hyderabad-specific offers, positively influenced their buying decisions, showing the importance of regional relevance in digital strategies.
7. Most users preferred receiving updates through app notifications rather than SMS or email, with 75% identifying it as their main communication method with Amazon, underlining the need to prioritize in-app messaging.
8. Behavioral prompts such as "Only a few left in stock" were shown to strongly influence user behavior, with more than 60% of respondents admitting such alerts triggered impulse purchases.
9. Even when facing delivery delays, over 80% of users continued shopping on Amazon, suggesting that their trust in the platform and satisfaction with its product variety helped maintain customer loyalty.
10. Some users reported confusion or inconsistency in receiving digital communications, highlighting a digital literacy gap or challenges with the app's interface that may affect a segment of the customer base.

V. SUGGESTIONS OF THE STUDY

1. Increase focus on Hyderabad-specific features such as local festival offers (e.g., Bonalu, Bathukamma) and language customization to create a stronger connection with the regional audience.
2. Improve the design and clarity of in-app communication so that even users with limited digital experience can easily understand notifications and updates.
3. Give users more control over the type and frequency of notifications by allowing easy customization of channels like push notifications, WhatsApp alerts, and email updates.
4. Make advertisements more relevant by blending national promotions with local details, such as fast delivery services available specifically in Hyderabad.
5. Use customer purchase history to send personalized deals and suggestions, such as discounts on frequently bought items or reminders for refill purchases.
6. Strengthen the technical support system in the app to quickly address issues related to orders, communication, or bugs reported by users.
7. Launch simple educational content or awareness campaigns to help less tech-savvy users better understand how to use the app and take advantage of offers.
8. Create a regular feedback system where customers in Hyderabad can share their experiences, helping Amazon fine-tune its local services and user experience.
9. Introduce a dedicated regional dashboard within the app that highlights Hyderabad-specific deals, order tracking, and regional updates to improve local engagement.
10. Collaborate with local influencers or content creators to promote products in regional languages, making marketing more relatable and trusted by the local audience.

VI. CONCLUSION OF THE STUDY

This study comprehensively examined the role of marketing digitization on customer satisfaction and experience, specifically focusing on Amazon users in Hyderabad. As digital marketing becomes the dominant form of customer engagement, understanding how tools like app notifications, regional advertising, and in-app communication affect consumer behaviour is crucial.

The research found that effective digital communication tools positively correlate with higher customer satisfaction. The strength of this relationship highlights the importance of well-structured, timely, and relevant communication in influencing how consumers perceive and interact with e-commerce platforms.

In conclusion, digital marketing has a direct, measurable impact on customer satisfaction—especially when personalized, localized, and user-controlled. Companies like Amazon must continue to evolve their digital strategies by integrating customer feedback, regional preferences, and emerging communication technologies. Doing so will not only improve satisfaction but also foster long-term customer loyalty and competitive advantage in an increasingly digital marketplace.

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