

Review Article

The Relationship between Digital Marketing and Customer Satisfaction for Online Language Courses: A Comparative Study between India and Iran

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Abstract - The current study aimed to investigate the relationship between digital marketing and customer satisfaction for online language courses. The sample size of the study was 97 (47 males and 50 females) from India and 92 (29 males and 63 females) from Iran, who were taking online language courses in Delhi, India, and Karaj, Iran. The convenience sampling method was applied for the sampling procedure. For answering all research questions, descriptive, correlation, regression, t- independent, ANOVA tests were used. The results indicated, there is a significant positive relationship between digital marketing and customer satisfaction for online language courses for both Indian and Iranian language learners. Furthermore, the regression analysis outcomes showed that the predictor variable made a statistically significant contribution to the prediction of Indian and Iranian language learners' customer satisfaction.

Keywords - Digital Marketing, Customer Satisfaction, Online Language Courses.

I. INTRODUCTION

According to Sin, ET, al (2012), the utilization of digital marketing to make stronger customer satisfaction has turned into a need in today's turbulent and aggressive business market. To involve customers in internet activities, social media have provided them with up-to-date opportunities. Customers utilize social media to create content and to make a connection with other people on the internet. The study of social media could also specify the merits to be obtained through business (Rahman Khan & Aminul Islam, 2017). According to Ramanathan & et al. (2017), the rapid development of technology influenced the use of the internet positively and allowed the use of it in many areas. By accessing the wanted data on any occasion and from every place, the opportunity to access many people via the internet had marketers take advantage of this subtle context.

Consumers' decision-making and purchasing patterns have evolved as a result of their increasing product knowledge, and, as a result, their expectations of manufacturers have increased.

Determining customers' requests, expectations and needs properly play a dramatic role in the success of marketing over the internet (Andaç & et al., 2016).

II. STATEMENT OF THE PROBLEM

Although several research studies have been conducted on the effects of digital and electronic marketing on consumer satisfaction and loyalty (e.g., Menberu, 2017; Rahman Khan & Aminul Islam, 2017; Rita & et al., 2019; Ansari & Mela, 2003; Agnihotri & et al., 2015; Mahalaxmi, & Ranjith, 2016; Ramanathan & et al., 2015; Tiago, & Veríssimo, 2014; ElisabetaIoană, 2014), no research study explored the relationship between digital marketing and customer satisfaction for online language courses. Thus, the current study is designed to examine the relationship between digital marketing and customer satisfaction for online language courses.

III. OBJECTIVES

1. To study the relationship between digital marketing & customer satisfaction.
2. To study the relationship between digital marketing's dimensions (website, social media, email marketing, content marketing, and online advertisement) & customer satisfaction.
3. To study the changes in digital marketing to predict customer satisfaction changes.

IV. REVIEW OF THE LITERATURE

Purthi and Gupta (2017) aimed to define and analyze the factors that influence customer satisfaction with online purchasing in India through their research. The results reflect the perceptions, preferences, and factors influencing the



satisfaction of online shoppers in India. The findings showed that every day the respondents are turning to be more internet savvy. As their confidence increases, they prepare to purchase high-value goods online as well. Ai Ling (2007), through a case study deriving consensus rankings from benchmarking on retail stores in Malaysia, attempted to investigate the effect of marketing mix on customer satisfaction. This work has found the model in extracting harmony rankings from benchmarking based on the marketing mix model, the traditional marketing design, included in the distinguished Marketing Mix framework developed by Borden and popularized as the 4Ps by McCarthy. The marketing mix is the lens by which the modern customer understands the value in retail stores on 4Ps is scrutinized. Agbor's study (2011) indicated the distinctive results for the relationship between service quality dimensions and service quality/customer satisfaction. Chien-Hsiung (2011) analyzed the relationships between brand image and customer satisfaction in the catering industry. The findings revealed that brand value and brand features had good customer satisfaction interfaces. However, the brand association had no significant interaction.

Furthermore, some demographic variables appeared to interfere with brand image and customer satisfaction in the catering industry. Naidoo (2011) aimed to analyze the efficiency of social media advertising by focusing on the social media medium of Facebook to find the major correlations and factors that influence the effectiveness of Facebook adverts. Some trends of interest that were found were the fact that brands that have achieved a strong market presence automatically attain the attention of consumers in the advertisements. The use of models correlated to the thought processes of consumers also played a role in determining how advertisements are perceived. Four particular constituents contribute to advertising effectiveness on Facebook, namely brand engagement, brand attitude, brand image, and consumer engagement. Nikolova (2012) explored how successful social media may be in the formation of brand attitudes, focusing on Facebook and its impact on various users and brand supporters. Jokinen (2016) scrutinized what things should be taken into account when utilizing social media for branding goals and additionally, It compares the use of social media to the use of traditional media, as well as the importance of social media as a brand image influencer to the importance of traditional media.

V. METHODOLOGY

The research method in the present study was descriptive-correlational. The primary data was collected by using two researcher-developed tools such as digital marketing and customer satisfaction questionnaires. The participants in this study were Iranian and Indian learners for the online language courses. The sample size was 97 language learners (47 male; 50 female) from India and 92 participants (29 male; 63 female) from Iran. The data were analyzed by SPSS version 24.

VI. FINDINGS

To analyze the data, three research hypotheses were generated. The research hypotheses and findings are presented below.

H₁1: There is a significant relationship between digital marketing with customer satisfaction for online language courses of Iranian and Indian language learners.

For analyzing the first research hypothesis, the Pearson correlation coefficient was used.

Table 1 indicates the Pearson correlation coefficient analysis, which was applied to find out the relationship between digital marketing & customer satisfaction for online language courses for both Iranian and Indian language learners.

Table 1. The Pearson correlation coefficient

Pearson correlation coefficient			
			Custo mer satisfa ction
Digital marketing	N	R	Sig.
India	97	.66**	.000
Iran	92	.82**	.000
** . Correlation is significant at the 0.01 level (0.99)			

As shown in table 1, the amount of the correlation coefficient for India was (sig: $p < 0.01$), which demonstrates there is a significant positive relationship between the predictor and outcome variables for India ($r = 0.66$; $p < 0.01$). Nevertheless, the amount of the correlation coefficient for Iran was (sig: $p < 0.01$), which indicates there is a significant positive relationship between digital marketing with customer satisfaction ($r = 0.82$; $P < 0.01$). Furthermore, while comparing the two countries, Iranian language learners had a higher correlation than Indian language learners. As a result, the initial research hypothesis has been verified.

H₁2: There is a significant relationship between digital marketing's dimensions (website, social media, email marketing, content marketing, and online advertisement) with customer satisfaction for online language courses for both Iran and India's learners.

Table 2 (below) applies the Pearson correlation coefficient to find out the relationship between digital marketing's dimensions (website, social media, email marketing, content marketing, and online advertisement) with customer satisfaction for online language courses for both Iranian and Indian language learners.

Table 2. The Pearson correlation coefficient

Pearson correlation coefficient India					
	Website	Social media	Email marketing	Content marketing	Online advertisement
Customer satisfaction	.52*	.61**	.53**	.55**	.65**
India					
Number of Items	4	4	4	4	4
Sig	.000	.000	.000	.000	.000
N: 97					

Customer satisfaction	.76*	.69**	.60**	.79*	.68*
Iran					
Number of Items	4	4	4	4	4
Sig	.000	.000	.000	.00	.00
N: 92	**. Correlation is significant at the 0.01 level (0.99)				

As indicated in table 2 the amount of the correlation coefficient between digital marketing dimensions with customer satisfaction of Indian language learners are presented as follows: website: (r: 0.52; P < 0.01), social media: (r: 0.61; P < 0.01), email marketing: (r: 0.53; P < 0.01), content marketing: (r: 0.55; P < 0.01), and online advertisement: (r: 0.65; P < 0.01). Hence, these results indicated that there is a significant positive relationship between all the digital marketing dimensions with customer satisfaction. Furthermore, the amount of correlation coefficient of Iranian language learners was identified such as: website: (r: 0.76; P < 0.01), social media: (r: 0.69; P < 0.01), email marketing: (r: 0.60; P < 0.01), content marketing: (r: 0.79; P < 0.01), and online advertisement: (r: 0.68; P < 0.01). As a result, it should be noted that digital marketing characteristics have a considerable positive link with customer satisfaction among Iranian language learners. In terms of comparison, the stronger correlation for Indian learners indicated that they were more satisfied with "online advertisement," but Iranian students preferred to emphasize the "content marketing" component as a higher satisfaction indicator for digital marketing. As a result, for Indian language learners, the level of correlation of digital marketing dimensions were: online advertisement (r: 0.65), social media (r: 0.61), content marketing (r: 0.55), email marketing (r: 0.53) and website (r: 0.52). In other words, the correlation amount of digital marketing dimensions of Iranian language learners are presented respectively: content marketing (r: 0.79), website (r: 0.76), social media (0.69), online advertisement (r: 0.68), and email marketing (r: 0.60).

Thus, there is a variety of differences between Indian digital marketing dimensions with Iranians'. In other words, while Indian learners were satisfied more with "online advertisement", this dimension was the fourth dimension for Iranian learners. Nevertheless, the "content marketing" dimension was the highest dimension for Iranian while it was the third for Indians. Hence, the hypothesis was accepted for both countries.

H13: Digital marketing changes can predict customer satisfaction changes.

The Adjusted R Square in Table 3 illustrates how much of the variance in the predictor variable (Digital Marketing) is explained by the model (which is Customer Satisfaction). Hence, the Adjusted R Square was found 0.67 for Iranian learners as well as 0.43 for India. Expressed as a percentage that the model explained 0.66 and 0.43 percent of the variance in predictors' variables respectively for Iran and India.

Table 3. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	SE
Iran	.82 ^a	.67	.66	7.66
India	.66 ^a	.43	.43	8.93
a. Predictors: (Constant), Digital Marketing				
b. Dependent Variable: Customer Satisfaction				

To assess the statistical significance of the results, it is necessary to look at table 3.

Table 4. Indicates the Coefficients values

Digital Marketing	Unstandardized Coefficients			t	Sig.
	B	SE	Beta		
Iran	.94	.07	.82	13.44	.000
India	.05	.02	.16	3.08	.002

Table 4 uses the beta values to compare the contribution of predictor variables.

As shown in Table 4, the beta coefficient is 0.82 for Iran, which is for the predictor variable digital marketing. As well as the beta coefficient for India is 0.16. In other words, this variable made a greater unique contribution to explaining Iranian customer satisfaction. Additionally, the model explained 0.82 percent of the variance in digital marketing for Iran, which could be concluded as a high amount. However, the model explained 0.16 percent of the variance in digital marketing for India, which is not a sufficient amount. Therefore, the predictor variables for both Iran and

India made a statistically significant contribution to the prediction of customer satisfaction. However, the amount of Iranians was greater than Indians. Hence, the third hypothesis is confirmed.

VII. CONCLUSION

Providing learners with an encouraging and peaceful environment on the part of online language courses organizations or schools can help to teach a lot of learners at the same time. Also, online classes could provide more opportunities for various learners worldwide to join the class at the same time.

This study was set to find out the relationship between digital marketing with customer satisfaction among Indian and Iranian learners for online language courses.

The findings showed that digital marketing could satisfy customers to fulfill their needs. These findings were in line with Purthi and Gupta (2017), Ai Ling (2007), and Naidoo (2011). However, digital marketing association with customer satisfaction was greater for Iranian language learners than Indian. Furthermore, all digital marketing dimensions were associated with language learners' customer satisfaction for both countries. As a result, the priority for Iranian and Indian aspects was the same. The most important aspect of digital marketing for Indian language learners was online advertising, whereas content marketing was the most important aspect for Iranian language learners.

. In other words, Indian learners were more satisfied with the online advertisement for online language courses while Iranian preferred content marketing. Consequently, the regression analysis revealed that customers satisfaction could explain very well Indian and Iranian digital marketing. However, the proportion of predictions for Iranians was greater than Indians.

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