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Digital Marketing Strategies and Consumer Perceptions: Effects on Customer Satisfaction and Brand Perception

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Abstract

The swift emergence of technology has influenced the marketing process and the relationship between consumers and brands. Nowadays, companies use digital marketing strategies to reach out to customers, provide personalised content, and improve their competitive advantage. This study examines the effect of digital marketing strategies on the satisfaction of consumers and perceptions of brands. A survey was carried out among consumers who have interactions with brands in the digital environment using IBM SPSS Statistics to analyse the data obtained. It is found that digital marketing strategies have a statistically significant and positive effect on the satisfaction of consumers and perceptions of brands. Factors such as personalised communications, promotions, and interactions create better experiences for customers and increase credibility and brand perception.

Keywords: Digital marketing strategies; Customer satisfaction; Brand perception; Consumer behaviour; Marketing analytics.

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INTRODUCTION

The rapid expansion of digital technologies has significantly reshaped the marketing landscape and altered how organisations engage with consumers. The growing use of the internet, social media platforms, and mobile technologies has encouraged businesses to move beyond traditional marketing approaches toward more interactive and data-driven strategies.

In practice, digital marketing now enables organisations to communicate with consumers in real time, tailor promotional messages to specific audiences, and draw on data analytics to better understand consumer behaviour. This shift has not only improved the efficiency of marketing activities but has also changed expectations around how brands interact with their audiences. Consumer attitudes and behavioural intentions toward brands are shaped by these digital interactions (Ajzen, 1991).

As a result, many companies now rely on digital marketing not just for product promotion, but as a strategic tool for building long-term customer relationships and strengthening brand positioning in increasingly competitive markets.

Digital marketing encompasses a wide range of strategies that make use of online platforms and digital communication technologies to engage consumers and promote products or services. These strategies typically include social media marketing, search engine marketing, content marketing, email campaigns, and targeted online advertising. As noted by Kotler et al. (2017), the integration of digital technologies into marketing has shifted the focus from mass communication to more personalised and interactive engagement. By leveraging consumer data and analytics, organisations are increasingly able to design campaigns that deliver relevant content to specific audience segments. At the same time, marketing analytics tools enable firms to monitor consumer interactions, assess campaign performance, and refine their strategies over time (Chaffey & Ellis-Chadwick, 2019; Mikalef et al., 2020).

One of the key outcomes associated with these strategies is customer satisfaction. Customer satisfaction refers to the extent to which a product or service meets or exceeds consumer expectations. In digital environments, this is influenced by factors such as the quality of online interactions, the relevance of content, platform usability, and how responsive organisations are to customer needs. Research by Kumar and Reinartz (2016) suggests that data-driven marketing enhances a firm's ability to anticipate and respond to customer preferences. When consumers receive timely communication, personalised recommendations, and meaningful engagement, they are more likely to report higher levels of satisfaction and develop favourable attitudes toward the brand.

Closely related to satisfaction is brand perception. Brand perception reflects the beliefs, impressions, and attitudes that consumers form about a brand over time. In the digital context, these perceptions are increasingly shaped by online interactions, digital advertising, social media engagement, and user-generated content. As highlighted by Keller (2013), consistent and positive brand interactions across touchpoints are critical in building strong brand equity. Consumers often develop relationship-like bonds with brands (Fournier, 1998). Digital platforms provide multiple points of contact where consumers evaluate a brand's credibility, reliability, and overall image. When managed effectively, these interactions can strengthen trust and reinforce positive brand associations.

Social media platforms, in particular, have become highly influential in this process. Platforms such as Instagram, Facebook, TikTok, and X (formerly Twitter) allow organisations to communicate directly with consumers, share content, and respond to feedback in real time. They also enable the rapid spread of electronic word-of-mouth, where users share opinions and experiences with wide audiences. Social media has become a hybrid element of the promotion mix (Mangold & Faulds, 2009). According to Kaplan and Haenlein (2010), social media has fundamentally changed how information about brands is created and disseminated. Positive engagement can enhance brand reputation and trust, while negative interactions can quickly damage brand perception. This makes it essential for organisations to manage their digital presence carefully and consistently.

Despite the growing importance of digital marketing, understanding how these strategies simultaneously influence customer satisfaction and brand perception remains an important area of inquiry. While prior studies have examined digital marketing in relation to consumer engagement, online purchasing behaviour, and firm performance, fewer have explored its combined effects on both satisfaction and perception. This gap is significant, given that both constructs are closely linked to customer loyalty, purchase intentions, and long-term business success.

Furthermore, advances in marketing analytics continue to expand the possibilities for improving customer experience and strengthening brand relationships. organisations can now collect and analyse large volumes of data generated through digital interactions, allowing for more precise targeting and personalisation. These capabilities enable firms to design more relevant campaigns, optimise their marketing efforts, and deliver services that align closely with consumer expectations. As a result, digital marketing analytics plays a central role in shaping how consumers evaluate both their experiences and their perceptions of a brand.

Given the increasing reliance on digital marketing in contemporary business environments, it is essential to examine its impact on key consumer outcomes. Understanding how digital marketing strategies influence customer satisfaction and brand perception can provide valuable insights for both researchers and practitioners. For organisations, such insights can inform the development of more effective marketing approaches that enhance consumer experiences and strengthen competitive positioning.

This study therefore investigates the effects of digital marketing strategies on customer satisfaction and brand perception. Specifically, it examines whether the implementation of these strategies leads to higher levels of satisfaction and more favourable perceptions of brand image and credibility. Using a quantitative research design and survey data analysed with IBM SPSS Statistics, the study aims to provide empirical evidence on the relationships among these variables.

The findings are expected to contribute to the broader literature on digital marketing and consumer behaviour by offering empirical insights into how digital strategies shape consumer perceptions in online environments. In addition, the study provides practical implications for marketing managers by emphasizing the importance of data-driven approaches in enhancing customer satisfaction and strengthening brand perception. As digital technologies continue to evolve, these relationships will remain critical for organisations seeking to sustain competitive advantage and build long-term customer relationships.

LITERATURE REVIEW

Digital Marketing Strategies

The rapid advancement of digital technologies has fundamentally reshaped marketing practices and the ways in which consumers interact with brands. Digital marketing strategies broadly refer to the use of internet-based platforms, digital communication tools, and data analytics to promote products, engage consumers, and enhance brand visibility. Unlike traditional marketing approaches, these strategies enable organisations to interact with consumers in real time and tailor content based on individual preferences and behavioural data. As observed by Philip Kotler et al. (2017), this shift reflects a broader transition from mass marketing toward more personalised and customer-centric approaches.

In practice, digital marketing encompasses a range of activities, including social media marketing, search engine marketing, email campaigns, content marketing, and mobile marketing. These channels provide multiple touchpoints through which organisations can engage consumers and maintain ongoing interactions. Rather than operating in isolation, they are often integrated to create a more cohesive brand experience. According to Chaffey and Ellis-Chadwick (2019), such integration is essential for improving customer engagement and supporting long-term retention. At the same time, the widespread use of digital platforms has made it easier for firms to collect and analyse large volumes of consumer data, offering deeper insights into purchasing behaviour and engagement patterns.

A central feature of digital marketing is its emphasis on personalisation. Personalisation involves tailoring marketing messages and promotional content to individual consumers based on their past behaviour, preferences, and demographic characteristics. This approach is particularly effective in digital environments, where consumer data can be continuously updated and applied in real time. Research by Kumar (2016) suggests that personalised marketing not only improves engagement but also enhances the perceived relevance of brand communication. When consumers encounter content that aligns with their interests, they are more likely to interact with it and develop favourable attitudes toward the brand.

Another important dimension of digital marketing strategies is the use of marketing analytics. Marketing analytics involves the systematic collection and analysis of data to evaluate marketing performance and inform strategic decisions. Through analytics tools, organisations can track key indicators such as engagement rates, click-through rates, conversions, and even consumer sentiment. These insights make it possible to adjust campaigns in real time and refine marketing strategies as new data becomes available (Mikalef et al., 2020). As noted by Kevin Lane Keller (2013), the ability to monitor and respond to consumer behaviour across multiple touchpoints is critical for maintaining brand consistency and effectiveness in digital environments.

Social media marketing has become one of the most visible and influential components of digital marketing. These social media platforms provide spaces where organisations can communicate directly with consumers, share content, and respond to feedback almost instantly. Beyond firm-generated content, these platforms also encourage user participation, allowing consumers to share experiences and opinions with wider audiences. Kaplan and Haenlein (2010) argue that this shift has transformed consumers from passive recipients of information into active contributors in the marketing process. As a result, user-generated content and electronic word-of-mouth now play a significant role in shaping brand perceptions and influencing purchasing decisions.

Despite these advantages, digital marketing strategies are not without challenges. organisations must navigate issues such as information overload, increasing concerns about data privacy, and the difficulty of maintaining consistent brand messaging across multiple platforms. In addition, the speed at which digital interactions occur means that negative feedback can spread quickly if not properly managed. For this reason, effective digital marketing requires not only the use of advanced analytics tools but also continuous monitoring of consumer responses and careful alignment of marketing activities with consumer expectations. When managed strategically, however, digital marketing remains a powerful tool for enhancing engagement, strengthening relationships, and supporting overall marketing performance.

Customer Satisfaction in Digital Environments

Customer satisfaction remains a central concept in marketing and consumer behaviour research, often used to assess how well a product or service meets or exceeds consumer expectations. High levels of satisfaction are consistently linked to outcomes such as customer loyalty, repeat purchasing, and positive word-of-mouth communication. However, in digital environments, satisfaction is shaped not only by the core product or service but also by the quality of online interactions that consumers have with organisations. As noted by Zeithaml et al. (2018), service experiences increasingly extend beyond physical delivery to include digital touchpoints that influence overall evaluations. From a service perspective, satisfaction is shaped by the entire relationship experience (Grönroos, 2007).

The growing reliance on digital platforms for information search, purchasing, and brand engagement has introduced additional factors that affect customer satisfaction (Constantinides, 2004). These include website usability, system reliability, response speed, and the relevance of marketing content. In many cases, consumers form impressions quickly based on how easily they can navigate a platform or access information. When digital interfaces are intuitive and responsive, satisfaction tends to improve; when they are slow, cluttered, or difficult to use, dissatisfaction can arise just as quickly. This highlights the importance of user experience as a key determinant of satisfaction in online contexts.

Digital marketing strategies play an important role in shaping these experiences. personalised campaigns, for instance, can enhance satisfaction by delivering content that aligns more closely with individual preferences. Similarly, interactive communication (responding to customer inquiries through social media or live chat) can make consumers feel acknowledged and supported. Research by V. Kumar et al. (2016) suggests that such data-driven interactions contribute to stronger customer relationships and improved satisfaction outcomes. At the same time, the effectiveness of these strategies often depends on how consistently and appropriately they are implemented.

Perceived value is another factor that influences satisfaction in digital environments. It reflects the consumer's overall assessment of the benefits received relative to the costs incurred. Digital marketing strategies that provide useful information, engaging content, or interactive features can enhance this perceived value. For example, brands that offer detailed product descriptions, tutorials, or personalised recommendations may help consumers make more informed decisions, thereby increasing satisfaction. In this sense, value is not only derived from the product itself but also from the quality of the surrounding digital experience.

Trust and transparency are also critical in shaping customer satisfaction online. Because digital transactions often involve uncertainty, consumers tend to rely heavily on trust when engaging with brands. organisations that communicate clearly, provide accurate information, and maintain secure platforms are more likely to build this trust. According to Berry (2002), trust is a fundamental component of long-term customer relationships and plays a key role in shaping satisfaction.

In addition, the use of digital marketing analytics has made it easier for organisations to monitor and respond to consumer feedback. By analysing online reviews, social media interactions, and engagement metrics, firms can identify patterns in consumer behaviour and detect areas where improvements are needed. These insights allow for more informed decision-making and continuous refinement of marketing strategies. As emphasized by Chaffey (2019), the ability to track and respond to real-time data is one of the defining advantages of digital marketing.

Overall, customer satisfaction in digital environments is shaped by a combination of technological, relational, and experiential factors. The integration of digital marketing strategies with analytics capabilities provides organisations with valuable tools for enhancing customer experiences. When effectively managed, these strategies can lead to higher satisfaction levels and stronger relationships with consumers in increasingly competitive digital markets.

Brand Perception

Brand perception refers to the overall image and set of associations that consumers hold about a particular brand. These perceptions develop over time through direct experiences, marketing communications, and interactions with other consumers. A favourable brand perception is particularly valuable because it shapes consumer attitudes, influences purchase decisions, and supports long-term loyalty. As noted by Kevin Lane Keller (2013), strong brands are built not only through awareness but through the consistency and strength of the associations consumers attach to them.

In the digital era, brand perception is increasingly shaped by online interactions and digital communication channels. Consumers now encounter brands through a variety of touchpoints, including social media advertising, influencer endorsements, online reviews, and brand-generated content. These interactions contribute to how consumers form and adjust their beliefs about a brand. Because digital platforms enable rapid and widespread information sharing, both positive and negative experiences can quickly influence public perception. In this sense, brand image is no longer controlled solely by organisations but is continuously co-created with consumers.

Digital marketing strategies play an important role in guiding this process by shaping how brands present themselves and communicate with their audiences. Well-designed digital campaigns can strengthen brand awareness, highlight brand values, and reinforce a consistent identity across platforms. For instance, maintaining consistent messaging across different channels helps create a more coherent brand image, making it easier for consumers to recognize and trust the brand. At the same time, interactive and engaging content can foster stronger emotional connections, which are often linked to more positive brand perceptions.

Social media platforms are particularly influential in this regard because they provide spaces for direct interaction between brands and consumers. Beyond firm-generated content, user-generated content plays a critical role in shaping perception. Research by Andreas Kaplan and Haenlein (2010) highlights how social media has shifted communication from one-way messaging to participatory dialogue. As a result, consumers often rely on peer opinions, which are perceived as more credible than traditional advertising. Positive shared experiences can

ISSN 2689-5072 • Volume 9, Issue 3, 2026 • pp. 51–68

strengthen brand reputation, while negative feedback can quickly undermine it if not addressed effectively.

The credibility and authenticity of digital marketing messages also influence how brands are perceived. Consumers are increasingly sceptical of overly promotional or exaggerated content, and such messaging can sometimes lead to negative reactions. For this reason, transparency and consistency have become essential components of effective digital communication. According to Aaker (1996), trust and authenticity are central to building strong brand equity. Brands that communicate honestly and align their messaging with actual consumer experiences are more likely to maintain a positive reputation over time.

In addition, digital marketing analytics provides organisations with tools to monitor and manage brand perception more effectively. Through techniques such as sentiment analysis and social listening, firms can track how consumers discuss and evaluate their brands across digital platforms. These insights make it possible to identify emerging issues, respond to concerns, and refine marketing strategies when necessary. As emphasized by Dave Chaffey (2019), the ability to interpret real-time data is critical for maintaining brand relevance in dynamic digital environments.

Overall, brand perception in digital contexts is shaped by a combination of organisational communication, consumer interactions, and data-driven insights. The integration of digital marketing strategies with analytics capabilities enables organisations to better understand and influence how their brands are perceived. When managed effectively, these efforts can strengthen brand image, build trust, and support long-term relationships with consumers.

Conceptual Framework and Hypothesis Development

The conceptual framework presented in Figure 1 illustrates the hypothesised relationships between the study variables. Digital marketing strategies are positioned as the independent variable, influencing two key dependent variables: customer satisfaction and brand perception. The framework proposes that digital marketing strategies have a direct and positive effect on both outcomes, as reflected in Hypotheses 1 (H1) and 2 (H2).

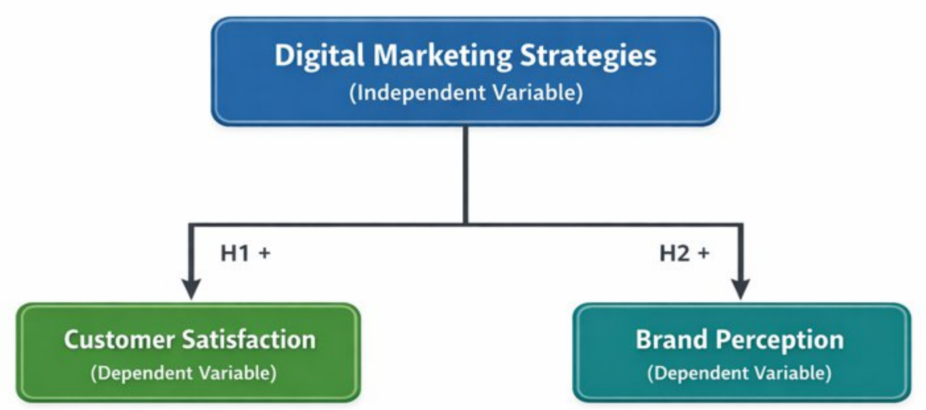

Figure 1: Conceptual Framework of the Study
Source: Developed by the researcher

Drawing from prior studies, it is argued that digital marketing strategies that leverage consumer data, personalised communication, and interactive engagement significantly enhance consumer experiences and strengthen brand relationships.

Digital marketing strategies can positively influence customer satisfaction by providing consumers with relevant information, personalised promotions, and responsive communication. When marketing messages are tailored to individual preferences, consumers are more likely to perceive the brand as attentive and customer-oriented. Techniques such as personalised recommendations, targeted advertising, and interactive engagement contribute to improving the overall consumer experience and increasing satisfaction with the brand. Furthermore, digital marketing analytics enables organisations to continuously monitor consumer behaviour and refine their strategies to better meet consumer expectations.

H1: Digital marketing strategies positively influence customer satisfaction.

In addition to customer satisfaction, digital marketing strategies play a critical role in shaping brand perception. Through consistent messaging, engaging content, and transparent communication, organisations can build strong brand identities and foster consumer trust. Digital platforms enable brands to communicate their values, demonstrate product quality, and respond promptly to consumer feedback, all of which contribute to the development of positive brand perceptions. Moreover, social media engagement and electronic word-of-mouth further amplify the impact of digital marketing strategies. Positive interactions with digital content can strengthen brand credibility and enhance the overall image of the brand in the minds of consumers.

H2: Digital marketing strategies positively influence brand perception.

METHODOLOGY

Research Design

This study adopts a quantitative research design to examine the relationship between digital marketing strategies, customer satisfaction, and brand perception. Quantitative approaches are commonly used in marketing and consumer behaviour research because they allow for the testing of theoretical relationships and the evaluation of hypotheses using statistical techniques (Hair et al., 2019; Malhotra et al., 2020). In this context, the approach is particularly useful as it enables the collection of standardised data from a relatively large number of respondents and supports objective analysis of relationships among key constructs.

A cross-sectional survey design was employed, with data collected from participants at a single point in time. A structured questionnaire was used to capture respondents' perceptions of digital marketing strategies, their level of satisfaction with brands operating in digital environments, and their views on brand image and credibility. The survey method was considered appropriate because it allows for the efficient measurement of attitudes, perceptions, and behavioural tendencies across a diverse sample. By examining these relationships, the study seeks to test the proposed hypotheses and provide empirical insights into how digital marketing activities shape consumer perceptions in digital contexts.

Population and Sampling

The target population for this study comprises consumers who frequently interact with brands through digital platforms, including social media, online shopping websites, and digital advertising channels. These individuals are regularly exposed to various forms of digital marketing, making them suitable for the study.

ISSN 2689-5072 • Volume 9, Issue 3, 2026 • pp. 51–68

A non-probability convenience sampling technique was used to select respondents who were readily accessible and willing to participate. Although this approach limits full generalisation, it is widely applied in consumer behaviour research when the focus is on general perceptions rather than specific demographic segments (Etikan et al., 2016; Malhotra et al., 2020).

Participants were recruited primarily through online platforms and social media networks, where the questionnaire was distributed electronically. To ensure relevance, respondents were required to have prior experience interacting with brands through digital channels.

The study targeted a sample size of 350 respondents. This figure was determined using the rule-of-thumb recommendation for multiple regression analysis, which suggests a minimum of 15–20 observations per independent variable (Hair et al., 2019). Given that the study examined one independent variable predicting two dependent variables, a sample of 350 was considered adequate to ensure statistical power and reliability of the estimates. This is consistent with recommendations for survey-based consumer research (Malhotra et al., 2020).

Data Collection

Data for this study were collected using an online survey administered through a structured questionnaire. An online survey was chosen because it is cost-effective, allows rapid distribution to a geographically dispersed audience, and enables respondents to complete the questionnaire at their convenience, which often improves response quality (Malhotra et al., 2020; Evans & Mathur, 2018).

The questionnaire was divided into sections to capture respondents' demographic details as well as their views on digital marketing strategies, customer satisfaction, and brand perception.

Before the main data collection, the research instrument was reviewed by two senior academics in the Department of Business Management at Enugu State University of Science and Technology for content validity. The questionnaire was then pre-tested on a pilot sample of 30 consumers who regularly interact with brands on digital platforms. Feedback from the pilot test was used to improve the clarity and wording of some items.

Ethical approval for the study was obtained from the Research Ethics Committee of the Faculty of Management Sciences, Enugu State University of Science and Technology. Participants were informed about the purpose of the study and were assured that their responses would be treated confidentially and used strictly for academic purposes. Participation was entirely voluntary, and respondents had the option to discontinue the survey at any point.

The questionnaire was distributed electronically via WhatsApp groups, Facebook, and Instagram using Google Forms.

Measurement of Variables

The constructs examined in this study were measured using multiple-item scales based on previous literature. All measurement items were assessed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Likert scales are commonly used in marketing research because they effectively capture respondents' attitudes and perceptions (Malhotra et al., 2020).

ISSN 2689-5072 • Volume 9, Issue 3, 2026 • pp. 51–68

Digital Marketing Strategies

Digital marketing strategies represent the extent to which consumers perceive brands to engage in effective digital marketing activities. The measurement scale consisted of five items:

1. The brand provides personalised advertisements that match my interests.
2. The brand actively engages with consumers on social media platforms.
3. The brand provides relevant digital content and promotions.
4. The brand communicates effectively through digital channels.
5. The brand uses digital platforms to enhance customer engagement.

Customer Satisfaction

Customer satisfaction refers to the degree to which consumers feel satisfied with their interactions and experiences with a brand in digital environments. The measurement scale included four items:

1. I am satisfied with my overall experience with the brand online.
2. The brand meets my expectations when interacting through digital platforms.
3. I am pleased with the services provided by the brand online.
4. My experiences with the brand's digital platforms are generally positive.

Brand Perception

Brand perception refers to consumers' overall impressions and beliefs about a brand's credibility, reliability, and image. The scale included four items:

1. I believe this brand has a positive image.
2. I consider this brand to be trustworthy.
3. This brand appears reliable and credible.
4. I have a favourable perception of this brand.

Data Analysis Techniques

The data collected for this study were analysed using IBM SPSS Statistics Version 28. SPSS is a widely adopted software package for quantitative research in the social sciences and has been used in similar marketing studies (e.g., Hair et al., 2019; Malhotra et al., 2020).

The analysis was carried out in several stages. First, descriptive statistics were computed to summarise the demographic characteristics of the respondents and to provide an overview of the dataset. Measures such as frequencies, means, and standard deviations were used to describe general patterns in respondents' perceptions of digital marketing strategies, customer satisfaction, and brand perception.

ISSN 2689-5072 • Volume 9, Issue 3, 2026 • pp. 51–68

Second, reliability analysis was performed to assess the internal consistency of the measurement scales. Cronbach's alpha coefficients were calculated for each construct to determine whether the survey items consistently measured the intended variables. In line with common research standards, values above 0.70 were considered acceptable, indicating satisfactory reliability of the scales.

Third, correlation analysis was conducted to explore the relationships among the study variables. This step provided an initial understanding of the direction and strength of associations between digital marketing strategies, customer satisfaction, and brand perception before proceeding to more advanced analysis.

Finally, multiple regression analysis was used to test the proposed hypotheses. This technique enabled the examination of whether digital marketing strategies significantly predict customer satisfaction and brand perception, as well as the extent of their influence. Two separate regression models were estimated: the first assessed the effect of digital marketing strategies on customer satisfaction, while the second examined their effect on brand perception.

Statistical significance was evaluated at the 0.05 level. The hypotheses were considered supported if the regression results indicated positive and statistically significant relationships between the independent and dependent variables.

Reliability and Validity

The reliability and validity of the measurement instruments were carefully considered to ensure the credibility of the study's findings. Reliability relates to the consistency of the measurement scale, whereas validity concerns whether the instrument accurately captures the constructs it is intended to measure.

In this study, reliability was evaluated using Cronbach's alpha coefficients for each construct. Values of 0.70 or higher were regarded as acceptable indicators of internal consistency (Hair et al., 2019; Nunnally & Bernstein, 1994).

To support construct validity, the measurement items were adapted from previously validated instruments used in established marketing and consumer behaviour studies (Malhotra et al., 2020). Minor adjustments were made to ensure that the items reflected the context of digital marketing without altering their original meaning.

Furthermore, the questionnaire was reviewed by two senior academics in the Department of Business Management at Enugu State University of Science and Technology before distribution. This review helped improve the clarity, relevance, and overall coherence of the items.

RESULTS

Respondent Demographics

This section presents the demographic characteristics of the respondents who participated in the survey. Understanding demographic characteristics provides insight into the sample composition and helps contextualize the findings of the study.

A total of 350 valid responses were collected for the analysis. The respondents consisted of individuals who regularly interact with brands through digital platforms such as social media, e-commerce websites, and online advertising channels. The demographic profile of the respondents is presented in Table 1.

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	186	53.1%
	Female	164	46.9%
Age	18–25	102	29.1%
	26–35	148	42.3%
	36–45	67	19.1%
	46+	33	9.5%
Education	Diploma	85	24.3%
	Bachelor’s Degree	178	50.9%
	Master’s Degree	71	20.3%
	Other	16	4.5%

Source: Field Survey (2025)

The demographic results indicate that a majority of respondents fall within the 26–35 age group, suggesting that young and middle-aged adults form a significant portion of consumers interacting with brands through digital platforms. Additionally, more than half of the respondents possess a bachelor’s degree, indicating a relatively educated sample.

Descriptive Statistics

Descriptive statistics were calculated to examine the central tendencies and variability of the study variables. The results provide an overview of respondents’ perceptions of digital marketing strategies, customer satisfaction, and brand perception. The descriptive statistics are presented in Table 2.

Table 2: Descriptive Statistics

Variable	Mean	Standard Deviation
Digital Marketing Strategies	3.89	0.71
Customer Satisfaction	3.76	0.68
Brand Perception	3.81	0.73

Source: Field Survey (2025)

The results indicate that respondents generally hold positive perceptions of digital marketing strategies, customer satisfaction, and brand perception, as the mean values for all variables are above the midpoint of the scale (3.0). This suggests that digital marketing efforts by brands are generally viewed favourably by consumers.

Reliability Analysis

Reliability analysis was conducted to assess the internal consistency of the measurement scales used in the study. Cronbach’s alpha coefficients were calculated for each construct. The results are presented in Table 3.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach's Alpha
Digital Marketing Strategies	5	0.88
Customer Satisfaction	4	0.86
Brand Perception	4	0.84

Source: Field Survey (2025)

The Cronbach's alpha values for all constructs exceed the commonly accepted threshold of **0.70**, indicating satisfactory internal consistency. These results suggest that the measurement items reliably capture the constructs of digital marketing strategies, customer satisfaction, and brand perception.

Correlation Analysis

Pearson correlation analysis was conducted to examine the relationships among the study variables before conducting regression analysis. The results are presented in Table 4.

Table 4: Correlation Matrix

Variable	DM	CS	BP
Digital Marketing Strategies (DM)	1	-	-
Customer Satisfaction (CS)	0.61**	1	-
Brand Perception (BP)	0.57**	0.64**	1

Note: $p < 0.01$

The results show that digital marketing strategies are positively and significantly correlated with both customer satisfaction and brand perception. This suggests that effective digital marketing activities are associated with higher levels of consumer satisfaction and more favourable brand perceptions.

Regression Analysis

Regression analysis was conducted to test the study hypotheses and examine the impact of digital marketing strategies on customer satisfaction and brand perception.

Model 1: Digital Marketing Strategies and Customer Satisfaction

The first regression model examines whether digital marketing strategies significantly influence customer satisfaction. The results are presented in Table 5.

Table 5: Regression Results for Customer Satisfaction

Variable	Beta	t-value	Sig
Digital Marketing Strategies	0.61	12.43	0.000

Model Summary

Model Statistics	Value
R^2	0.37
Adjusted R^2	0.36
F-value	154.42
Significance	0.000

Source: Field Survey (2025)

The results indicate that digital marketing strategies have a **significant positive effect on customer satisfaction** ($\beta = 0.61$, $p < 0.001$). The model explains approximately **37% of the variance** in customer satisfaction.

Therefore, **Hypothesis 1 (H1) is supported**, indicating that effective digital marketing strategies enhance customer satisfaction.

Model 2: Digital Marketing Strategies and Brand Perception

The second regression model examines the influence of digital marketing strategies on brand perception. The results are presented in Table 6.

Table 6: Regression Results for Brand Perception

Variable	Beta	t-value	Sig
Digital Marketing Strategies	0.57	11.18	0.000

Model Summary

Model Statistics	Value
R^2	0.33
Adjusted R^2	0.32
F-value	125.01
Significance	0.000

Source: Field Survey (2025)

The regression results show that digital marketing strategies significantly and positively influence brand perception ($\beta = 0.57$, $p < 0.001$). The model explains approximately 33% of the variance in brand perception.

Thus, **Hypothesis 2 (H2) is supported**, indicating that digital marketing strategies improve consumers' perceptions of brand credibility, image, and trustworthiness.

Summary of Hypothesis Testing

Overall, the results demonstrate that digital marketing strategies significantly influence both customer satisfaction and brand perception. These findings highlight the importance of effective digital marketing activities in shaping consumer experiences and strengthening brand relationships in online environments.

DISCUSSION

The aim of this study was to examine how digital marketing strategies influence customer satisfaction and brand perception in digital environments. As organisations increasingly operate within online ecosystems, understanding the impact of digital communication on consumer outcomes has become more important than ever. The results of the analysis indicate that digital marketing strategies have a statistically significant and positive effect on both customer satisfaction and brand perception, thereby supporting the proposed hypotheses.

Digital Marketing Strategies and Customer Satisfaction

The findings show that digital marketing strategies are positively associated with customer

ISSN 2689-5072 • Volume 9, Issue 3, 2026 • pp. 51–68

satisfaction. The regression results suggest that variations in digital marketing efforts help explain meaningful differences in how consumers evaluate their overall experiences with a brand. In other words, when consumers perceive digital marketing activities as relevant and well-executed, they tend to report higher levels of satisfaction.

One possible explanation for this relationship lies in personalisation. Contemporary digital marketing increasingly relies on consumer data to deliver targeted advertisements, tailored recommendations, and customised messages. When marketing communication reflects individual interests and preferences, it is more likely to feel useful rather than intrusive. This sense of relevance can contribute to more positive consumer experiences and, ultimately, greater satisfaction.

Engagement is another important factor. Digital platforms such as social media pages, websites, and mobile applications create opportunities for two-way communication between organisations and consumers. Through comments, direct messages, and online support systems, companies can respond quickly to inquiries and concerns. When consumers feel heard and supported, their overall evaluation of the brand improves. This interactive dimension of digital marketing therefore plays a meaningful role in shaping satisfaction.

The findings are consistent with prior research in marketing literature, which highlights the importance of responsiveness, personalisation, and interactive communication in enhancing online customer experiences. Digital tools make it easier for organisations to monitor consumer feedback and adjust their strategies accordingly, which further strengthens satisfaction outcomes.

Additionally, well-designed digital platforms contribute to smoother user experiences. Clear navigation, accurate information, and accessible content reduce frustration and help consumers accomplish their goals efficiently. When digital interactions are seamless, consumers are more likely to associate the brand with convenience and reliability. Taken together, these factors suggest that digital marketing strategies extend beyond promotion and function as an important component of overall service quality in online environments.

Digital Marketing Strategies and Brand Perception

The results also demonstrate a significant positive relationship between digital marketing strategies and brand perception. Consumers who view a brand's digital presence as consistent, engaging, and credible tend to develop more favourable impressions of the brand overall.

A key factor contributing to this outcome is consistency in communication. Digital marketing typically involves multiple platforms, including social media, websites, and email channels. When organisations maintain a unified message and visual identity across these channels, consumers are more likely to form a clear and stable understanding of the brand. Consistency reinforces recognition and helps strengthen positive associations over time.

Authenticity and transparency also play an important role. In digital environments, consumers are exposed to extensive promotional content and often compare alternatives easily. As a result, brands that communicate honestly and provide meaningful information are more likely to gain trust. When digital marketing messages appear genuine and aligned with actual consumer experiences, brand credibility is strengthened.

Social media engagement further contributes to brand perception. These platforms allow direct interaction between brands and consumers, creating opportunities for dialogue rather than one-way communication. Positive exchanges, timely responses, and constructive engagement can enhance public impressions of the brand. In addition, user-generated content such as reviews and recommendations can amplify brand messages and influence how other consumers perceive the organisation.

The findings align with existing research in brand management, which emphasizes that consistent digital engagement and meaningful interaction contribute to stronger brand identity and reputation. Digital marketing strategies enable organisations to communicate brand values clearly, demonstrate reliability, and foster emotional connections with consumers.

Moreover, the use of digital analytics enhances the ability of organisations to monitor brand-related discussions in real time. By observing consumer sentiment and engagement patterns, firms can respond promptly to potential issues and refine their communication strategies. This proactive approach supports more effective brand management in dynamic digital environments.

Overall, the results indicate that digital marketing strategies are not merely promotional tools but strategic mechanisms that shape consumer satisfaction and brand perception. organisations that adopt thoughtful, consistent, and data-informed digital practices are better positioned to build trust, enhance credibility, and maintain strong brand images in competitive markets.

Theoretical Implications

The findings of this study make several contributions to the existing literature on digital marketing and consumer behaviour. First, the results provide empirical support for the relationship between digital marketing strategies and key consumer outcomes. Although prior research has examined different dimensions of digital marketing, fewer studies have examined its simultaneous impact on both customer satisfaction and brand perception within a single integrated model. By analysing these relationships together, this study offers a more holistic understanding of how digital marketing strategies shape consumer responses.

Second, the study underscores the growing relevance of marketing analytics in contemporary marketing theory. The ability to collect, interpret, and apply consumer data reflects a broader shift toward evidence-based decision-making in marketing practice. The findings support theoretical perspectives that emphasise the importance of data-driven strategies in enhancing personalisation, improving engagement, and strengthening overall marketing effectiveness.

Finally, the results reinforce the idea that consumer perceptions are increasingly shaped by digital interactions. As consumers engage more frequently with brands through online platforms, digital communication becomes a central factor in forming attitudes and evaluations. This suggests that traditional consumer behaviour theories should continue to evolve to reflect the influence of interactive technologies, online engagement, and real-time communication in shaping modern consumer experiences.

Managerial Implications

The results of this study also carry important practical implications for marketing managers and organisations operating in digital environments.

First, organisations should place greater emphasis on personalisation in their digital marketing efforts. By using consumer data responsibly to tailor messages and recommendations, companies can deliver more relevant content that resonates with individual preferences. Such relevance can enhance engagement and contribute to higher levels of customer satisfaction.

Second, firms should actively encourage meaningful digital interaction. Engagement through social media platforms, online communities, and digital customer support channels helps strengthen relationships with consumers. Timely responses and open communication can improve trust and positively influence brand perception.

Third, consistency across digital platforms is essential. Maintaining alignment in visual identity, tone, and messaging helps reinforce brand recognition and credibility. Inconsistencies, on the other hand, may weaken consumer confidence or create confusion about brand values.

Finally, organisations should make effective use of marketing analytics tools to monitor consumer behaviour and sentiment in real time. By analysing engagement data and feedback, managers can identify areas for improvement, adjust strategies when necessary, and respond quickly to emerging concerns. This proactive approach can enhance both customer satisfaction and overall brand perception.

SUMMARY OF FINDINGS

The findings of this study indicate that digital marketing strategies have a significant positive influence on both customer satisfaction and brand perception. The results highlight the importance of data-driven decision-making, personalised communication, and interactive engagement in shaping favourable consumer experiences.

As digital platforms continue to expand and evolve, organisations that strategically integrate analytics with thoughtful communication practices are more likely to strengthen customer relationships and build positive brand images. The study therefore demonstrates that digital marketing is not merely a promotional tool, but a strategic approach that contributes to improved consumer outcomes in contemporary digital environments.

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ISSN 2689-5072 • Volume 9, Issue 3, 2026 • pp. 51–68

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