

# Freelancer – Client’s Relationship in Digital Marketing – A Commercial Friendship

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## Abstract

The value of client loyalty is inextricably related to the company's long-term survival and expansion. Customer service has become a critical element for any firm, whether it is manufacturing or providing services, in today's business world. Objectives of the study, to examine how Experience with customer service representatives in selected respondents in Coimbatore City and to investigate personal variables (age, gender, educational qualification, occupation and monthly income and level of satisfaction towards client relationship digital marketing. This study's technique was a survey-based descriptive research design, which was utilized to find answers to the study's objectives. In this study, both primary and secondary data were employed. A systematic questionnaire was used to obtain primary data. In this study, secondary data was collected both online and offline. It is critical to select the appropriate resources in order to ensure that the research is accurate and compatible with future research.

Findings of the study, the customer service representative handled my call quickly ranked with first with highest weighted mean of 4.00, followed by the representative knowledge second rank with 3.89. While courteous is ranked three, thus it is concluded that customers are very much satisfied they handled the call quickly. Suggested this study, believe is at the establishment of any long-term relationship with a client. The more certain your clients feel in your skill and aptitude, as well as what you really do, the more they'll believe you to supply them with the correct arrangements. Conclude this study, this is especially true for service providers, whose relationships with clients differ from other customer-vendor relationships.

**Keywords:** Freelancer, service quality, digital marketing etc.,

## Introduction

In today's competitive market, attracting new clients is extremely challenging because it necessitates a significant amount of effort and resources. To keep customers, it is critical to create solid relationships with them and to pay attention to the details that go into doing so. It is also crucial to know which factors have an impact on a long-term connection. Customer support can be simply defined as a set of operations that ensures that a product is available for consumers to use without difficulty throughout the duration of its useful life. Product support, after-sales service, technical support, and simply service are all terms used to describe customer support. Many researchers have discovered and stressed the importance of it in developing customer satisfaction and long-term connections.

In this competitive market, it is critical for businesses to keep their clients, which they can achieve by building strong relationships with them through excellent customer service. The value of client loyalty is inextricably related to the company's long-term survival and expansion. Customer service has become a critical element for any firm, whether it is manufacturing or providing services, in today's business world. The recent competitive market has driven practically every firm, whether it is a service provider or a manufacturing company, to feel obligated to offer customer support in some form or another. Despite the widespread availability of such a service, little is known about how customers interact with it in their business relationships.

## Review of Literature

Customer Relationship Management (CRM) has become one of the most dynamic technology topics of the millennium.

According to **Chen and Popovich** (2003), CRM is not a concept that is really new but rather due to current development and advances in information and enterprise software technology, it has assumed practical importance.

According to **Peppers and Rogers** (2011), there is global tendency in customer relationship management that relates to the shift from transactional model towards the relationship model. In other words, Peppers and Rogers (2011) argue that satisfying customer needs as a result of on-time transaction is not sufficient today in order to ensure the long-term growth of the businesses.

**Karr (2011)**, social media proffers a prevailing opportunity to connect with those customers on a more personal level. Layering social media in customer relationship activities can accelerate company's performance and build a much tighter relationship – resulting in more opportunities to communicate with clients outside formal processes and build community.

**Blankenhorn (2011)**, A study conducted by SugarCRM40 showed that companies that used social networks got a huge return on that investment in 2010. This study also revealed that, 72% respondents plan on linking data from social networks to their CRM software within next year (As cited earlier). Over 80% of growth in enterprise use of social networking tools to driven by customer engagement projects in 2010 (**Shane 2010**)

### **Statement of the Problem**

Both core and customer support services are regarded significant roles in creating client relationships. In technological domains such as internet broadband and other telecommunication services, suppliers are constantly working to improve customer assistance and make it easier for their customers. If a customer support service fails to meet a client's requirements and needs, it has a direct impact on the customer relationship. Customer discontent may cause them to change their minds. Customers can switch from their existing user to a new one. Although there are other aspects that influence a customer's decision to transfer, CSS is one of the most important. As we all know, keeping customers rather than looking for new ones is vital and advantageous to businesses. It is critical for businesses to determine the best strategy to provide support service services.

### **Objectives of the Study**

1. To examine how businesses should improve their customer service in order to satisfy customers.
2. To analyse how customers perceive the support service in terms of developing strong relationships.
3. To analyse the issues that customers have when contacting customer service.
4. To understand what the consumer expects from the support service.
5. Make recommendations based on the study.

### **Hypothesis of the Study**

- There is no significant relationship between gender and level of satisfaction towards and client relationship digital marketing.
- There is no significant relationship between age and level of satisfaction towards and client relationship digital marketing.

- There is no significant relationship between educational qualification and level of satisfaction towards and client relationship digital marketing.
- There is no significant relationship between occupation and level of satisfaction towards and client relationship digital marketing.
- There is no significant relationship between monthly income and level of satisfaction towards and client relationship digital marketing.

**Research Methodology**

In this study, the methodology applied to get answers for the objectives was a survey-based qualitative approach. In this study, both primary and secondary data were employed. A systematic questionnaire was used to obtain primary data. In this study, secondary data was collected both online and offline. It is critical to select the appropriate resources in order to ensure that the research is accurate and compatible with future research. While a combination of online and offline resources will be employed, it will be important to use reliable sources of information. Various newspaper articles, books by writers in relevant areas, and preceding research papers might be used as offline resources. In this study used non-probability method under convenience sampling method used in this study. Sampling unit is Coimbatore City. Period of the study from March 2021 to April 2021. The following statistical tools used in this study, Descriptive statistics, weighted average method factor analysis and ANOVA.

**Analysis and Interpretation**

**Satisfaction Level with Customer Service Representative in Digital Marketing**

**Weighted Average**

The most extensively used multiple item scale in survey research is the Likert scale, which is a form of psychometric response scale often used in questionnaires. The present study attempts to find whether impact of five categories of satisfaction level with customer care representatives, it is so important in digital marketing to retain their customer and attracting the new ones. The five-point Likert scale was used and score was given as, 5 for Excellent, 4 for Very Good, 3 for Good, 2 for Fair and 1 for Poor. Respondents are asked to rate their experience with customer care. Weighted mean is used to measure the degree of importance from the survey samples. The following table portrays a vivid picture on five categories of satisfaction level with customer care representatives.

TABLE 1 Experience with Customer Service Representatives Weighted Average

Different Types of Experience	Sum	Mean	Rank
The customer service representative handled my call quickly	300	4.00	1
The customer service representative was very knowledgeable	292	3.89	2
The customer service representative was very courteous	289	3.85	3
Offered pertinent advice	218	2.91	4
Level of satisfaction with resolution	216	2.88	5
Time to address questions	215	2.87	6
Willingness to help	210	2.80	7
Quality of Service	204	2.72	8
Knowledge of the product	201	2.68	9
Ability to complete transaction	201	2.68	10

Offered pertinent advice	200	2.67	11
Efficiency/quickness	199	2.65	12
Willingness to help	196	2.61	13
Level of satisfaction with resolution	195	2.60	14
Understanding of your issue	193	2.57	15
Time to address questions	187	2.49	16

Source: Results computed through primary data

The above Table 1 brings the experience with customer care, the customer service representative handled my call quickly ranked with first with highest weighted mean of 4.00, followed by the representative knowledge second rank with 3.89. While courteous is ranked three, thus it is concluded that customers are very much satisfied they handled the call quickly.

TABLE 2 Customers Opinion on Service Quality

Service Quality	Sum	Mean	Rank
Quality of customer service representative	230	3.07	1
Process of getting problem resolved	229	3.05	2
Wait time for my question to be answered	211	2.81	3
Quality of Service	204	2.72	4
Time taken by customer service representative to solve my issue	198	2.64	5
Knowledge of customer service representative	183	2.44	6

Source: Primary Data.

### Results

From the above Table 2, it is observed that quality of customer service representative ranked first with 3.07, followed by process of getting problem resolved ranked second with 30.5 and waiting time, quality of service, time taken to solve the issues and knowledge of customer service representative ranked as three, four, five and six respectively thus it is known as basic quality of service representatives are highly appreciated by all.

### Factors Related to Influence in Quality of Service

#### Factor Analysis

A data reduction tool is factor analysis, a multivariate interdependent statistical approach. It is advantageous to represent correlated variables with a fewer number of 'derived' variables. Factors emerge that are largely unrelated to one another. The factor analysis was utilised in this study to investigate the elements that determine the quality of service in digital marketing.

TABLE 3 KMO And Bartlett's Test For Factors Related To Influence in quality Of Service

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>	.844
<b>Bartlett's Test of Sphericity: Approx. Chi-Square</b>	724.750

Sig	<b>0.000**</b>
S/NS	<b>S</b>

\*\*p<0.01 S-Significant

From the above table, two tests, namely Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity were used to determine whether or not the association between the variables was significant. The value of test statistics in the Kaiser-Meyer-Olkin Measure of sampling adequacy is 0.844, indicating that the factor analysis for the specified variable is judged to be adequate or good for the data. With the value of test statistics and the accompanying significance level, Bartlett's test of sphericity is used to determine if the data are statistically significant or not. It reveals that there is a strong link between variables.

Table 4 Eigen Values and Rotated Component Matrix Proportion of Total Variance of Each Underlying Factors Related to Influence in qualityof Service

	Component	
	Factor 1	Factor 2
Courteousness X6	.937	
Efficiency/quickness X4	.897	
Understanding of your issue X2	.894	
Willingness to help X3	.875	
Ability to complete transaction X5	.867	
Knowledge of the product X1	.784	
Offered pertinent advice X7	.651	
Time to address questions X8		.690
Level of satisfaction with resolution X9		.608
Quality of ServiceX12		.597
<b>Total</b>	<b>6.210632</b>	<b>1.972654</b>
<b>% Of Variance</b>	<b>51.75527</b>	<b>16.43879</b>
<b>Cumulative %</b>	<b>51.75527</b>	<b>68.19406</b>

Source: Primary Data.

Based on the current results of the factor analysis reported in Table4 on factors that influence customer quality, there are nineteen factors with Eigen values greater than one. The first component accounted for 51.75 percent of the variance in the data set, whereas the last factor accounted for 16.43 percent. The final factors solution consists of the first four factors, which together account for 68.19 percent of the total variance in the scale items measuring aspects that influence service quality. As a consequence of the foregoing findings, it is clear that these are the factors that influence the quality of service provided for various items.

**Results**

As a nutshell, the twelve variables in the data were reduced to two Component factors, each of which can be correlated with the following variables:

TABLE 5

	%	
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Courteousness X6	87.85	<b>FACTOR I</b>
Efficiency/quickness X4	80.51	
Understanding of your issue X2	79.95	
Willingness to help X3	76.48	
Ability to complete transaction X5	75.10	
Knowledge of the product X1	61.54	
Offered pertinent advice X7	42.43	
Time to address questions X8	47.56	<b>FACTOR II</b>
Level of satisfaction with resolution X9	36.99	
Quality of ServiceX12	35.64	

Source: Primary Data.

### Results

The Rotated Component Matrix, which is an important result of principal component analysis, is depicted in the table above. The factor loadings show the correlation between the factors and the twelve variables, and the coefficients are the factor loadings (X1 to X12).

From the above factor matrix, it is found that coefficients for factor-I have high absolute correlations with variable Courteousness X6, Efficiency/quickness X4, understanding of your issue X2, Willingness to help X3, Ability to complete transaction X5, Knowledge of the product X1, offered pertinent advice X7 80.51 %, 79.95 %, 76.48%, 75.10%, 61.54%, 42.43% and 30.11 % respectively. Similarly, factor-II has high absolute correlation with variable Time to address questions X8, understanding of your issue X11, Level of satisfaction with resolution X9 and Quality of ServiceX12 that is, 47.56, 47.40, 36.99 and 35.64 respectively.

Factor I is at least partly linked with twelve variables in this study. Out of the twelve variables having a factor loading absolute value of more than or equal to 0.5, it's difficult to interpret the component in such a complicated matrix. As a result, determine the rotated factor matrix.

### Analysis Of Variance

For significance testing, the analysis of variance is a useful statistical tool. The t-distribution test of significance is suitable solely for determining the significance of the difference between two sample means. When we have three or more samples to consider at the same time, we need to use a different approach to test the hypothesis that all of the samples are derived from populations with the same mean. The analysis of variance's primary goal is to determine whether or not several means are homogeneous.

The one-way ANOVA is used to investigate differences in the influence of several categories of one independent variable on a dependent variable. The ANOVA is used to see if there is a significant difference between the means of three or more samples. The entire variance in a set of data is split into variation within groups and variation between groups in this study. When the independent variables have nominal scales and the dependent variable is metric or least interval scaled, the analysis of variance technique is utilized.

TABLE6 Overall score on Digital marketing

<b>Descriptive Statistics</b>
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	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Overall score on Digital marketing	75	7.00	25.00	1286.00	17.1467	3.86493

(Based on the above table Low and High was arrived)

### Results

As indicated in the preceding table, respondents' digital marketing scores range from seven to twenty-five. It is intended to categorize respondents into three broad categories, namely low, moderate, and high levels of digital marketing. Mean and standard deviation are calculated for this purpose. Respondents with mean – 0.5 standard deviations were classified as having low digital marketing, while those with mean+0.5 standard deviations were classified as having high digital marketing. The various satisfaction scores for various factors related to digital marketing were compared across respondents with Low, Medium, and High overall digital marketing, and the results are discussed, as there is no relationship between geographical factors and satisfaction level.

### Suggestions of the Study

1. By expanding center on personalization, sending out personalized emails is one thing, but genuine personalization implies connection and responding to the client on a person level.
2. Confidence is at the establishment of any long-term relationship with a client. The more certain your clients feel in your skill and aptitude, as well as what you really do, the more they'll believe you to supply them with the correct arrangements.
3. Blogs and social media can be another way of providing more engaging content for your customers encouraging them to come back. Consider creating content that your users will find entertaining, interesting or useful.
4. One way of doing usually by inquiring your clients for their conclusion. Send them a overview through mail promoting and inquire them what they think of your products, services, and what you are doing to create their encounter way better. In this way, you may appear them simply care – and that's precisely how you keep your clients happy.
5. So as to achieve their heart and wallet you would like to proactively offer them a significant item or service.
6. With CRM computer program, you'll speed up your reactions to client request by utilizing ready-made e-mail layouts. With pre-made formats, you'll be able reply the foremost regularly inquired questions rapidly by selecting the layout from the framework.

### Conclusion of the Study

In the day-to-day operations of a business, establishing a solid rapport with clients is critical. A strong long-term relationship, on the other hand, might take a lot of time and work, and it extends beyond daily duties. This is especially true for service providers, whose client relationships differ from those of other customers and vendors. While product businesses, for example, prefer to work on a project-by-project basis, service

organisations strive to build long-term relationships with their customers, which means they may have more ups and downs with them.

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