

The Impact of the Digital Environment on Consumer Satisfaction in Pakistan's Media Industry: A Quantitative Analysis

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Abstract

The impact of the digital environment on customer satisfaction in Pakistan's media industry is investigated in this research. Customer engagement, content marketing, and perceived content quality are the three aspects of the digital environment that affect customer satisfaction. A self-administered questionnaire has been adapted to collect the data using a quantitative approach from TV channel viewers who regularly watch different channels and are found to be keen observers of the quality of online content. Through an online survey, 348 valid questionnaires were gathered. Descriptive and inferential data analyses were performed, including reliability tests, exploratory and confirmatory factor analyses, and hypotheses testing using AMOS structural equation modeling. According to the researchers, consumer satisfaction is greatly impacted by the three factors related to the digital environment. This study also emphasizes the critical impact of TV show content in forming society's perception. It highlights the necessity for a detailed comprehension of how these contents impact the public's access to information. However, by focusing on customer engagement, implementing effective content marketing strategies, and ensuring high perceived quality of content, the media industry can enhance viewer satisfaction. This can enhance viewer loyalty and a competitive advantage in the digital landscape.

Keywords: Digital environment; Customer engagement; Content marketing; Perceived quality of content; Customer satisfaction.

1. Introduction

Since the invention of technology and the era of the digital revolution, media has played a major role in people's lives. To describe as society's customs and traditions, media industries have often tried to provide material that mirrors the social structures of the society. This has been accomplished by airing various television programs, including plays, dramas, talk shows, and commercials. Language is a tool used by media outlets to inform society and shape people's opinions. In modern civilization, the media is influential and pivotal. It can have a lot of positive or harmful effects on society. Hence,

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media sources can influence public opinion, which is one of the core beliefs of any culture, favourably or unfavourably. Another reason it interests the researchers is to examine how various content is marketed in various television shows (Zeb et al., 2021). However, it is perceived that reality is reflected by the digital media, whereas the facts are different (Xu, 2022; McQuail, 2022; Bachmann et al., 2022; Gitmez & Molavi, 2022). TV shows are more or less seen as a chain process involving multiple people at each stage of an event or occurrence rather than a simple act of visually documenting any essential information (Emmanuel et al., 2022; Shultziner & Stukalin, 2021; Trappel & Tomaz, 2021). Many people with varying backgrounds, interests, upbringings, political affiliations, environments, and attitudes create these television programs (Ferrucci, 2020).

Natural curiosity drives the expansion of the media sector in the digital age (Trappel & Tomaz, 2021). People can learn about current developments in politics, economics, agriculture, ecology, fashion, culture, entertainment, gossip, commerce, trade, and other areas by watching various engaging news programs on television (Maxamatjonovich, 2021). Such information is vital to everyone who lives in this digital environment (David, 2022; Chen et al., 2022). These days, media content is created emphasizing personal experiences and perceptions. It is shaped and tilted according to these factors, and the final product is not only the product of the media professionals but also the television network's policy involved in it (Reese & Shoemaker, 2016). Apart from the diversified personalities, additional variables impact the comprehensive sociological landscape of news production (Park et al., 2022). The problem is made worse by the rapid growth of media outlets in Pakistan (Mushtaq & Ali, 2022). No national or local channel follows the same political agenda or ideology. The diversity of television channels has significantly impacted the overall programming quality (Asif et al., 2019; Sarwar et al., 2020). TV networks are in rivalry with one another for TRP due to their rapid expansion, which forces them to lower the content quality of their programs. It would be accurate to state that the modern digital media do more than imitate what is happening around them. Rather than maintaining objectivity, TV networks are more concerned with adding flavor to the programming (Kim & Grabe, 2022).

This study examines how the digital environment may affect the satisfaction of customers. Customer satisfaction (CS) of viewers of various TV channels has, thus, become influenced by an analysis of the significance of the digital environment through customer engagement (CE), content marketing (CM), and perceived quality of content (PQC) in the media industry. Therefore, this study will help improve the adoption of digital reforms in the media sector among the audience of various TV shows. The results may have consequences for media professionals, regulators, and legislators who aim to support impartial and responsible television content that considers viewers' interests and concerns by illuminating this facet of the digital landscape within the media industry. The research focuses on building an informed and active

media audience in Pakistan. Overall, this study adds to the body of research by empirically examining the connections between different facets of the digital environment and CS. It offers experts in Pakistan's media industry useful information on boosting CE, refining CM tactics, and guaranteeing higher PQC in their services to increase CS.

1.1 Objectives of the study

1. To analyze the effects of CE on CS while watching different TV programs.
2. To examine the viewers' perceptions regarding the impact of the CM on CS while watching different TV programs.
3. To investigate the CS while it is enhanced through the PQC of the programs.

1.2 Research Question

RQ: How do CE, CM, and PQC influence CS in this digital age of the media industry?

2. Literature Review

CS is essential to any organization's performance; it's also critical to pinpoint the components that impact this satisfaction (Tseng, 2019). When performance deviates from expectations, dissatisfaction arises, and this is another way that satisfaction is defined as the perceived difference between pre-and post-consumption expectations (Oliver, 1980). According to Kondou (1999), CS occurs when an individual's subjective assessment of their circumstances elicits a favorable emotional reaction. The media industry has become more commercialized and popularised due to the growing competition among various media networks (Pandey, 2022; Luckyx & Paulussen, 2022). The primary determinants of modern media shifts are economic elements. Compared to the market model, public service television provided greater coverage of worldwide news and current affairs and increased its understanding in these fields (Curran et al., 2009). Research evidences the influence and effects of ideological content on the story's importance (Schiff & David, 2006). Hence, it's a fact that the media can mould and influence public policy discussions.

The forms, routines, and practices used by the media professionals in the course of their work have a direct impact on the material that is presented to the public. The media professionals' decisions are influenced by their affiliations with the specific organizations and professions (Saltzis & Dickinson, 2008). The media significantly affects the preferences of viewers and worldviews (David, 2022; Chen et al., 2022). According to Gul et al. (2017), numerous instances of coercion, persuasion, and manipulation of media material have existed to conform to current affairs standards. According to Kim and Grabe (2022), market rivalry is the primary reason for the decline in content quality. Research suggests that program content appears to be

influenced by market competitiveness (Zaller, 1999). The intense examination and monitoring of the practices used by the media sector impacts the media content. The media's symbolic universe is influenced by societal, institutional, organizational, and normative variables, which are then linked to the content. Analysis of the literature demonstrates the variety of the factors that impact television content creation. Therefore, it is imperative to examine these elements within Pakistan's framework.

Little research has been done to assess the connections between the media's digital environment and viewers' CS (Asif et al., 2019; Sarwar et al., 2020). Thus, the CE, CM, and PQC, as media forecasters of the digital environment, can open up yet another new line of research toward viewers' CS. Therefore, further research is needed to determine which elements strongly influence viewers' perception related to the CS. A favorable correlation between the social media marketing and CS was discovered by Agnihotri et al. (2016). Thus, businesses that employ digital media marketing effectively may raise the bar for the digital world. Digital media radically alter the modern world. Online activity is higher than ever because of the development of digital media networks and information and communication technology. This is because content creation is now accessible to regular individuals, and digital media has an intriguing user interface. The digital media usage of linked people has increased dramatically in the recent years, influencing others' decisions (Rahman & Mannan, 2018). This research identifies the importance of understanding viewers' perceptions, as it influences customers to a great extent concerning watching certain content on media which eventually affects their satisfaction level.

In addition, individuals nowadays also greatly rely on digital media for knowledge. Engaging on social media makes it simple to find out what online merchants are promoting, what kinds of trendy dresses are on the market, and how delighted customers are with the information they view. In comparison, little attention has been paid to the combined perspective of CE, CM, and PQC regarding CS. Previous research advised that more research be done on the digital world and its impact on CS because of the lack of transparency surrounding moderating impacts. Research on how TV show contents influence Pakistani society's perceptions and the dissemination of information, appears lacking as well. Further, research on this subject can yield important information regarding media companies' role in influencing the public opinion through the programs they select. Consequently, these gaps suggest that additional empirical research is necessary to fully understand how the digital environment affects CS, with a particular focus on the special circumstances of Pakistan's media sector and digital environment.

3. Conceptual Framework

A still-emerging theme in the recent years is how digital media environments impact customer satisfaction (Lamberton et al., 2013; Norton et al., 2013; Wilcox & Stephen, 2013). The consequences can be considered integral to the

environment, i.e., digital environments influence behavior in those environments, or incidental digital environments influence behavior in unrelated environments. For instance, concerning environment-integral consequences, (Lamberton et al., 2013; Norton et al., 2013) considered learning from others in digital environments and identified how such observations can affect individuals' decisions and inferences about strangers. Adopting a different perspective, (Wilcox & Stephen, 2013) examined an environment-incidental response concerning how using Facebook affected self-control. They discovered that consumers' self-control in making decisions about healthy behaviors, such as selecting a better snack over an unhealthy one, decreased when exposed to closer friends on Facebook. The younger generation is raised in and surrounded by a digital world. New digital technologies have been added to the traditional media, like radio, TV, and magazines. These technologies encourage social and interactive interaction and give viewers rapid access to marketing, information, entertainment, and social interaction. Many content possibilities are available in the digital media ecosystem, such as articles, videos, podcasts, and social media posts. Higher CS results from this variety since it gives clients access to a wide range of personalized content based on their preferences. Customers can access material on digital media platforms with ease and flexibility regarding the time and location of access. The flexibility to consume media at one's own pace increases CS, whether through an on-demand movie or TV show streaming or smartphone news article reading.

Additionally, it facilitates direct interaction with material via tools like ratings, shares, comments, and favorites. Customers feel more engaged and participatory due to this interactivity, which raises CS. Considering the discussion above, the researcher proposed (see Figure 1) investigating the impact of digital environment determinants on CS.

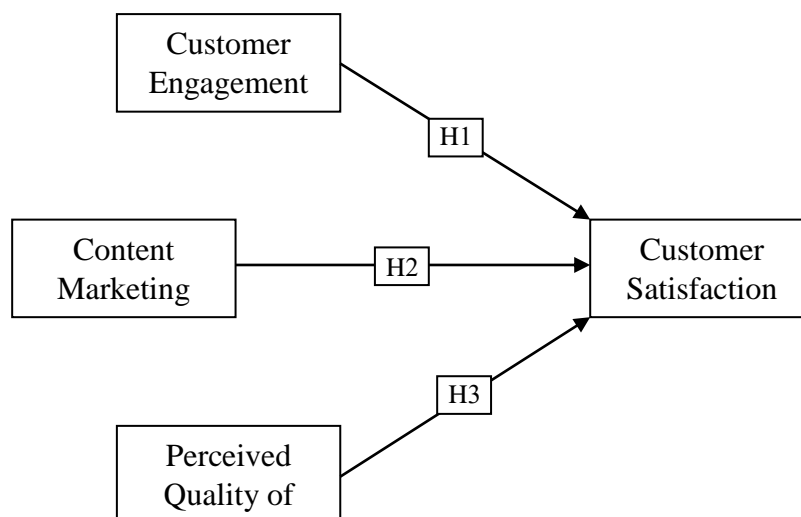


Figure.1 Conceptual Model

CE allows a deeper understanding of customers' preferences, interests, and needs. By actively involving customers in content creation, feedback collection, or interactive features, digital media platforms can deliver more relevant and tailored content that aligns with customers' preferences (Habibi et al., 2014; Islam & Rahman, 2016). CE encourages active participation and interaction with digital media content. Moreover, features such as polls, surveys, comment sections, or user-generated content allow customers to express their opinions and contribute to the content ecosystem. Through digital media content, CE allows for emotional connections with the audience. Emotional storytelling or immersive experiences can evoke positive emotions such as joy, excitement, or customer empathy. These emotional connections foster stronger bonds between customers and the content provider, increasing satisfaction (Nadeem et al., 2015). By actively participating in customer concerns and inquiries, digital media platforms can build trust and relationships with their audience, leading to higher satisfaction. CE plays a crucial role in enhancing CS through the digital media content. Thus, the following hypothesis is proposed:

H1: *CE has a positive and significant impact on the CS of viewers.*

CM on social media allows businesses to create and share tailored content that aligns with the interests and preferences of their target audience. By delivering relevant and personalized content, businesses can enhance CS as customers feel their needs are being met. Effective CM provides customers with valuable information, insights, or entertainment that goes beyond traditional advertising messages (Khan & Siddiqui, 2013). By offering informative or entertaining content, TV channels can establish themselves as trusted sources of information and enhance CS by providing value beyond their products or services. CM on social media allows businesses to showcase their expertise or thought leadership in a particular industry or role. By consistently delivering high-quality, credible, and useful content, businesses can build customer trust, increasing their confidence in the brand's offerings and ultimately boosting CS (Rashid & Sadiq, 2019). Thus, the researchers proposed the following hypothesis:

H2: *CM has a positive and significant impact on the CS of viewers.*

PQC enhances the trust and credibility the customers have in a media platform. When customers perceive the content as accurate, reliable, and well-produced, it builds their confidence in the platform's ability to deliver valuable information or entertainment. This trust and credibility contribute to higher levels of CS. PQC is relevant and provides value to customers' needs and preferences. When customers perceive the content as informative, interesting, or enjoyable, it meets their expectations and provides a positive experience (Chen & Lin, 2019). This relevance and value enhance CS as they feel their time is well spent consuming the content. PQC engages customers on intellectual or emotional levels. It captures their attention, sparks curiosity,

elicits emotions, or encourages participation through interactive features or storytelling techniques (Cramer, 2015). PQC's production value, creativity, and engaging presentation can entertain customers effectively. For this, the following hypothesis is proposed:

H3: *PQC has a positive and significant impact on the CS of viewers.*

4. Research Methodology

The quantitative survey was adopted in this research study supported by prior research (Xu, 2022; McQuail, 2022). The survey questionnaire can easily gather individual perceptions (Bachmann et al., 2022). While using the Likert scale, the quantitative approach allows the researchers to understand respondents' responses and a reasonable approach to reliable data. The adapted questionnaire's variables were CE, CM, and PQC toward CS. The respondents in this study were viewers of TV channel programs. They regularly watch different TV channels as part of their daily routine and are keen observers of the content shown on these channels. To ensure the questionnaire was valid and reliable, we ran a pilot study before disseminating it (Snyder, 2019). The pilot study is believed to be essential to assessing the survey questionnaire's validity and item consistency (Said, 2018). To ascertain the internal consistency of the scale items, we assessed Cronbach's alpha (α) after collecting responses from the 25 participants and confirming the validity of the questionnaire. Overall Cronbach's alpha (α) for the instrument was determined to be 0.882, while individual factors were found to be within acceptable bounds (> 0.70) (Hair et al., 2019). By focusing on this specific group of respondents, the study aimed to gain insights into the factors influencing viewer satisfaction within the context of TV channel programs in Pakistan's media industry. Finally, the data were collected through a random sampling technique for further analysis. The researchers distributed a total of 500 questionnaires. Out of 500, in return, we collected 355 raw samples with a response rate of 71 percent. After filtering the data, 348 samples were found acceptable, with a response rate of 69.6% for further research.

4.1 Measurement Scales

In this research study, three independent variables – CE, CM, and PQC were used to examine the dependent variable: CS of viewers of TV channel programs in Pakistan.

CE: Based on the eight-item scale adapted from the study of Voorveld, Van Noort, Muntinga, & Bronner (2018) was applied to this variable.

CM: Based on the five-item scale developed and validated by Alkharabsheh & Zhen (2021), participants' responses were measured on a seven-point Likert scale.

PQC: This variable was measured by eight items, adapted from studies of Lindic (2009), Valcke & Lenaerts (2010), and Lopez et al. (2011) on a Likert scale.

CS: The study's dependent variable was measured using a ten-item scale from Jan and Abdullah (2014).

The above items were measured on a seven-point Likert scale ranging from strongly disagree to agree strongly.

5. Data Analysis and Results

The Statistical Package for Social Sciences (SPSS) version 26.0 was used to analyze the collected data. The required statistical test was run to obtain pertinent data.

5.1 Respondents' Demography

According to the demographics of the respondents, 31% (n=108) of participants were female, and 69% (n=240) were male. 51.72% (n=180) of the respondents were between the ages of 21 and 25, and only 7.18% (n=25) belonged to the 41-50 age group. Similarly, 4.31% (n=15) of participants were widowed or divorced, whereas 87.07% (n=303) were found married. Regarding the respondents' education, the majority, 70.01% (n=268), had a bachelor's degree, while the minority 9.59% (n=32) were intermediate students (Table 1).

Table 1. Demographics

	Category	Frequency	Percentage
Gender	Male	240	69.00
	Female	108	31.00
	Total	348	100.0
Age	25-30 Years	180	51.72
	31-40 Years	62	17.82
	41-50 Years	25	7.18
	50 and More Years	81	23.28
	Total	348	100.0
Marital Status	Single	30	8.62
	Married	303	87.07
	Divorced/Widow	15	4.31
	Total	348	100.0
Education	Intermediate Degree	32	9.19
	Bachelor's Degree	268	70.01
	Master's Degree	48	20.80
	Total	348	100.0

Source: Authors' calculation.

5.2 Descriptive Statistics and Reliability Assessment

The research review determined that the mean's maximum range was 4.55, and the mean's minimum range was 3.79 (Table 2). Additionally, a maximum range of 2.94 is stated for the standard deviation. In contrast, Table 2 displays

a minimal range of 1.81 for the standard deviation. On the other hand, satisfactory ratings indicate an overall reliability of 0.893 (Table 2).

Table 2. Descriptive Statistics

	N	Mean	Std. Dev	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
CE	348	4.55	2.83	-.304	.136	.151	.272
CM	348	3.79	1.81	-.568	.136	.779	.272
PQC	348	4.18	2.59	-.764	.136	.229	.272
CS	348	4.05	2.94	-.165	.136	-.091	.272
Valid N (list- wise)	348						

Note(s): CE, Customer Engagement; CM, Content Marketing; PQC, Perceived Quality of Content; CS, Customer Satisfaction.

Source: Authors' calculation.

5.3 Measurement Model

We used structural equation modeling (SEM) because it is a reliable multivariate statistical framework for testing direct and complex links in the model (McDonald & Ho, 2002). The factor loading scores in the measurement model showed perfect internal consistency (>0.70) between the different items (Hair et al., 2017). Nevertheless, nine items—CE1, CE7, CM2, CM5, PQC3, PQC5, CS4, CS7, and CS8—were not loaded with scores higher than the recommended threshold (>0.70) (Table 3) (Hair et al., 2017). Therefore, we decided to remove those articles that did not load or meet the necessary criteria. In addition, construct reliability was assessed (Netemeyer, 2003) to determine the overall difference between the actual and full-scale score variance (Brunner & Süß, 2005). Consequently, the values are determined to be > 0.70 (Kline, 2010) between 0.955 and 0.903 (Table 3). In a similar vein, the validity of the constructs was confirmed using the average variance extracted (AVE) (Fornell & Larker, 1981). With scores above 0.5, AVE also calculates satisfactory convergence. Thus, our analysis yielded > 0.70 scores for the remaining components (Table 3) (Hair et al., 2010). Ultimately, the results showed that Cronbach's alpha (α) ranged from 0.881 to 0.832 (Table 3), which is sufficient for internal consistency between the constructs' items (> 0.70) (Nunnally & Bernstein, 1994).

Table 3. AVE, CR, and Cronbach's alpha

Construct	Item Code	Factor Loading above 0.7	CR> 0.7	AVE above 0.5	α above 0.7
Customer Engagement (CE)	CE2	0.898	0.955	0.778	0.838
	CE3	0.897			
	CE4	0.889			
	CE5	0.880			
	CE6	0.867			
	CE8	0.860			
Content Marketing (CM)	CM1	0.876	0.903	0.756	0.832
	CM3	0.872			
	CM4	0.860			
Perceived Quality of Content (PQC)	PQC1	0.851	0.915	0.643	0.850
	PQC2	0.821			
	PQC4	0.798			
	PQC6	0.782			
	PQC7	0.780			
	PQC8	0.775			
Customer Satisfaction (CS)	CS1	0.898	0.946	0.714	0.881
	CS2	0.876			
	CS3	0.862			
	CS5	0.843			
	CS6	0.839			
	CS9	0.800			
	CS10	0.793			

Note(s): CR, Critical ratio. *** $P < 0.001$; CE, Customer Engagement; CM, Content Marketing; PQC, Perceived Quality of Content; CS, Customer Satisfaction.

Source: Authors' calculation.

5.4 Structural Model

First, we confirm that the model is fit to the available data using the Chi-square statistic with non-significant values of χ^2 (CMIN/df= 2.85; $> p$ 0.005) (Figure 2 and Table 4) (Hair et al., 2018). In addition, Hair et al. (2018) observed that the model's well-fitness (cutoff value is 0.08) was indicated by other pertinent model fitness indices, namely GFI (0.915), AGFI (0.921), NFI (0.928), CFI (0.918), and RMSEA (0.043) (Figure 2 and Table 4). Lastly, we used the maximum likelihood estimates to record the critical ratio (CR) and standard error (ER) based on the significant path at $p < 0.01$ *** to validate the suggested impacts. Figure 2 and Table 5 show that we discovered a substantial favourable effect of CE on CS ($H1=SE=0.069$; $CR=6.337$ ***; $p < 0.01$). $H1$ is, therefore, approved. Similarly, Figure 2 and Table 5 show that the SEM weight for $H2$ CM on CS suggests ($H2=SE=0.022$; $CR=5.243$ ***; $p < 0.01$) from this point on, the analysis supported $H2$. Furthermore, as shown in Figure 2 and Table 5, we discovered that PQC had a significant and beneficial

impact on CS ($H3=SE=0.066$; $CR=7.436^{***}$; $p<0.01$). As a result, $H3$ was approved.

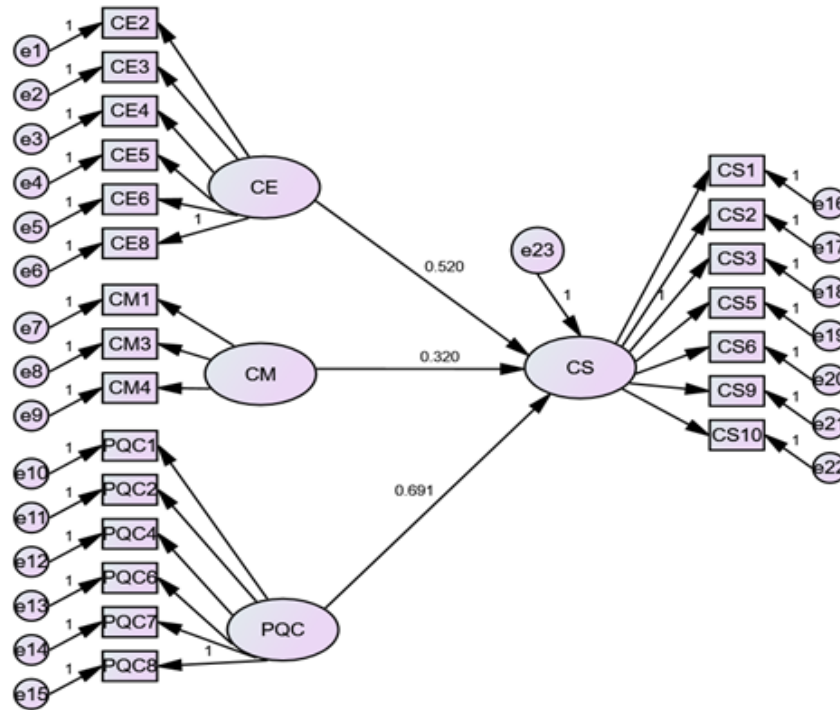


Figure. 2 Structural Equation Model

Table 4. Model Fit

	CMIN/df	GFI	AGFI	NFI	CFI	RMSEA
Model fit indicators	2.85	0.915	0.921	0.928	0.918	0.043
Suggested Values	<3	>0.90	>0.90	>0.90	>0.90	<0.05

Note (s): CMIN= χ^2 /chi-square/df; df= degree of freedom; GFI= goodness-of-fit index; AGFI= adjusted goodness-of-fit index; NFI= normed fit index; CFI= comparative fit index; RMSEA= root mean square error of approximation

Table 5. Structural Path Analysis

H.No	Independent Variables	Path	Dependent Variables	Estimate β (path co-efficient)	SE.	CR (t-value)	P	Result	Decision
H1	CE	→	CS	0.520	0.069	6.337	***	Significant	Supported
H2	CM	→	CS	0.320	0.022	5.243	***	Significant	Supported
H3	PQC	→	CS	0.691	0.066	7.436	***	Significant	Supported

Note(s): CR, Critical ratio. *** $P < 0.001$; CE, Customer Engagement; CM, Content Marketing; PQC, Perceived Quality of Content; CS, Customer Satisfaction.

Source: Author's calculation

6. Discussion and Conclusion

This study aimed to foster the predictors of the digital environment towards the CS of viewers of different TV channel programs in Pakistan. Thus, the findings regarding the impact of the digital environment, CE, CM, and PQC on CS among viewers of TV channel programs can be discussed. Firstly, the study found that all three factors related to the digital environment CE, CM, and PQC were empirically tested and found to contribute towards CS. This suggests that a strong digital presence, effective engagement strategies with viewers, well-executed content marketing initiatives, and high-quality content are key drivers in ensuring viewer satisfaction. Furthermore, the study revealed that breaking news, negative news, and sensational content play important roles in attracting viewership and influencing ratings for the news channels. This finding emphasizes the need for media organizations to carefully consider their approach to these types of content, as they can significantly impact viewer satisfaction.

Moreover, the research demonstrated that the contents of TV programs play a critical role in shaping societal image. This emphasizes how crucial it is for media companies to understand that how the audience perceives the shows they select and maintain ethical broadcasting standards. According to the report, CS may be enhanced by having a strong online presence and employing successful engagement techniques. Media companies can improve their audience engagement and match viewers' expectations for meaningful connections by actively immersing viewers through interactive features, social media participation, and user-generated content. The study also highlights the significance of effectively implemented CM programmes. By offering relevant, tailored content that fits the interests and needs of viewers, media companies may add value beyond standard advertising messaging. Because consumers see the material as educational or amusing, this strategy helps to increase viewer satisfaction.

PQC also became apparent as a significant component affecting viewer satisfaction. Viewers are more likely to trust a media platform or brand when they believe the material to be reliable, authentic, and well-produced. Viewers feel more comfortable depending on the platform for reliable information or captivating entertainment, which raises viewer satisfaction levels. The study highlights that media companies can cultivate a favourable reputation and enhance audience happiness by acknowledging and resolving the potential influence of their material on the viewers. Therefore, by recognising the significance of these elements in CS, the media sector may strengthen its relationships with the audience and position itself as a reliable provider of news and entertainment. Ultimately, this will boost audience retention, positive word-of-mouth referrals, and long-term success in a digital market that is becoming more and more competitive.

7. Implications, limitations, and Future Recommendations

The research's conclusions have a number of ramifications for media companies that operate in digital environments. First of all, by comprehending the significance of CE, CM, and PQC, media companies can create plans to raise audience satisfaction. Media companies may provide an enjoyable viewing experience for their audience by actively interacting with them, adjusting content to suit their tastes, and producing top-notch content. The report also highlights the significance of responsible broadcasting methods. Media companies can uphold ethical journalism standards and preserve their reputation by considering the effects of sensational material on CS and society perception.

It is critical to recognise the limitations of this study. Firstly, the findings might not apply to other digital media consumption platforms or a wider range of consumer types and demographics in the digital media industry due to the focus on TV channel watchers. A self-administered modified questionnaire may also introduce measurement flaws or answer biases. Future research should look into widening and increasing the sample size to encompass a wider range of client kinds and demographics for digital media to build on this study's findings. Furthermore, qualitative research techniques like focus groups and interviews may offer deeper insights into how consumers interpret and interact with digital media material.

A more thorough understanding of the aspects influencing viewer satisfaction may also be obtained by researching additional elements that impact customer satisfaction in the context of digital media, such as advertising strategies, personalisation algorithms, and user interface design. Furthermore, longitudinal research might be done to evaluate the long-term impacts of PQC, CM, and CE on CS. This would offer insightful information on how these elements will be sustainable and effective in the long run. Researchers can also use digital media content to investigate how social media platforms affect customer satisfaction. Media companies may make better use of social media by knowing how audience happiness is affected by interactions and sharing on various channels. Finally, future research has to build on current work and adapt to the dynamic nature of the digital ecosystem to capture new trends and technical developments. Because digital media is evolving so quickly, it is necessary to conduct a continuing study to ensure media organizations know the best ways to improve customer satisfaction in this dynamic environment.

The results also emphasise how critical it is to practice efficient content marketing techniques that suit the requirements and preferences of viewers. Thus, in the future, the researchers can attempt the comparative analysis to help contextualize the findings and identify unique factors relevant to the study's specific context. Delivering pertinent, worthwhile, and individualised material should be the primary goal of media companies, in addition to the conventional advertising messaging. Media companies can position themselves as reliable providers by offering content that appeals to audiences

and improves CS. To establish credibility and trust with viewers, media enterprises should prioritize providing accurate, dependable, and well-produced material through various platforms. This entails making significant investments in production standards, carrying out exhaustive fact-checking procedures, and guaranteeing a high level of quality across their entire programming.

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