

# Investigating the Relationship Between Online Advertising and the Level of Customer Satisfaction in Telecommunication Companies in Faryab Province

Pohanar Yama Musammem

Department of BBA, Faculty of Economy, Faryab University, AFGHANISTAN.

Corresponding Author: [musammem786@gmail.com](mailto:musammem786@gmail.com)



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## ABSTRACT

Man is a needy being who has always sought to satisfy his needs throughout history, and in this regard, marketing science has taken an important role as the science of need recognition and mobility. Since the Internet plays an important role in quickly and cost-effectively disseminating information about products and services to attract and attract customer satisfaction, the importance of social media as an important online advertising tool to reach the target audience cannot be ignored. Easy access to information, the possibility of quick comparison of products and many other Internet facilities have made the power of customers far greater. And it is obvious that in order to stay in the competitive world, companies are forced to understand the attitude of customers as much as possible and try to use these methods in line with the interests of customers. The purpose of this research is to investigate the relationship between online advertising and the level of customer satisfaction in telecommunication companies in Faryab Province.

**Keywords-** Online advertising, customer satisfaction, written messages, website and social media.

## I. INTRODUCTION

Management experts agree that customer satisfaction is one of the duties of company management. In an environment where business becomes more difficult and complicated, customer satisfaction has become the main goal of companies. This not only forces employees to work, but is also considered a source of company profitability. Marketing specialists believe that in today's economy, consumers are more interested in solving and satisfying their needs and their needs in the new competitive environment, advertising has become one of the most important business activities. As a result, companies spend a large part of the budget to produce and use advertisements to convey information about their company and products. Companies hope that customers will buy their products according to the advertisements, mostly the messages they receive about a particular brand and its products. Many channels have been created to deliver the advertiser's message to the consumers. The

Internet is the last comprehensive media of the 20th century and unlike traditional media, it covers all stages of purchase, from need recognition and information search to product purchase and post-purchase activities; It is based on this feature that it can be claimed that no other public media has such features, the biggest advantage of internet advertising is their instructiveness, the advantages of internet advertising compared to other media, including accessible market, systematic management process, direct link, product list, the ability to exchange products directly, systematic targeting, systematic engagement of advertisements, automatic evaluation of performance and low cost( Zivariar et al., 2011).

## II. STATE THE ISSUE

One of the most important developments that took place in the field of performance improvement in the last decade of the 20th century is the recognition of

measuring customer satisfaction as one of the main elements of management systems in business establishments. Also, now that in the global economy, customers determine the survival of the company, companies can no longer be indifferent to the expectations and demands of customers. They should focus all their activities and capabilities on customer satisfaction. Because the only source of capital return is the customers. On average, companies lose about ten to thirty percent of their customers every year (Shaker, Shahn, 1388).

Social media is now being used as a means to grow an online business and build a brand online without spending any money. In recent years, social media has been so influential in the online and offline lives of Internet users that the forms of social communication have also been affected by these new media (Rashid, Year, 2014).

Since the city of Maimane is considered one of the most important cities in Afghanistan and in terms of facilities, investment opportunities, culture, location, population, public awareness, economic situation, security conditions... it is at a high level compared to other provinces of Afghanistan. And it is considered one of the first-class provinces. Today, in Faryab province, the citizens of this villa do not have access to online advertisements in order to be aware of the products and services of telecommunication companies, and their lack of knowledge has caused them to not sell the products of telecommunication companies. The purpose of the research is that telecommunication service companies in How can Maimane city make its goods and services available to customers through online advertising and in this way can increase customer satisfaction for its products.

### III. THE MAIN OBJECTIVES OF THE RESEARCH

Investigating the relationship between online advertising on the level of attracting customers' satisfaction to telecommunication services.

#### *Sub-objectives of the research*

Examining the relationship between online advertising, Internet speed, The price of calls on the amount of absorption Customer satisfaction it.

### IV. THE MAIN RESEARCH HYPOTHESIS

Online advertising is related to attracting customer satisfaction in telecommunication companies of Faryab province.

#### *Research sub-hypotheses*

- Between written messages in online advertisements on internet speed Price and covered area There is a significant relationship.
- Between websites in online advertising on internet speed, Price, Sahaha under cover There is a significant relationship.
- Facebook social media in online advertising on internet speed Price and covered area There is a significant relationship.

## V. BACKGROUND RESEARCH

**(Haseeb Rahman, 2014)**<sup>1</sup>In his research on the effects of customer satisfaction in the telecommunication sector of Bangladesh, the variables such as creativity, trust, competition, coverage area, prices, quality of offers, demand, value-added services, the role of the company in society and the value of the brand on customer satisfaction were studied. put and used more percentage values and sets. The researcher has achieved the following results:

63Per cent of customers from the telecommunications company<sup>2</sup>GP, 18 percent use Bangla link, 5 percent use ROBI Telecom and the rest use the services of other telecommunications companies. They did. And The results show that 100% of respondents use voice call services, 24.8% use voice message services, 95.7% use text message services, 35.8% use media message services, and 67% use Internet services.

**(Riyazuddin, Analul Haq and Bristi. 2014)**, In a research on customer satisfaction with the telecommunications industry in Khulna, Bangladesh, using a linear regression model, the following results were obtained.

$$OS = a + \beta_1 Cus + \beta_2 Market + \beta_3 PQ + \beta_4 PV + \beta_5 TA + \beta_6 CI + e$$

OS = Overall Satisfaction (Overall satisfaction),

Cus = Customer Service (customer services)

Market = Market & Personal Factor (Market and personal factors), PQ = Perceived Quality (Authorized quality), PV = Perceived Value (Quality value), TA = Technological Advancement ((advanced technology, CI = Company Image (Company image), e=Error(error)

His statistical results obtained from Tobin's regression are 43.56% (r<sup>2</sup> = 0.3456) shows the effects of independent variables on the functional variable; All independent revolutionaries except the revolutionary<sup>3</sup> CUS have a direct and positive relationship and correlation.

**(Kim, Park and Jeong. 2004)**<sup>4</sup> In another research on the effects of customer satisfaction and removing obstacles on customer loyalty in the Korean communication sector, using communication and correlation methods, the relationship between the independent variable and the dependent variable has been presented, the results of which are mentioned below.

Hasid Rahman<sup>1</sup>  
General Participant<sup>2</sup>

Commerce Undergraduate Society<sup>3</sup>  
Kim Park Joong<sup>4</sup>

Changing customer satisfaction and having obstacles showing a significant correlation coefficient  $r^2 = 0.636$  or 63.3% shows its relationship, customer satisfaction with lost costs  $r^2 = 0.630$  means 63%, customer satisfaction with change costs  $r^2 = 0.535$  means 53.5% and customer satisfaction with changing relationships between people  $r^2 = 0.606$  means 60.6% The significant coefficient shows the correlation. In the sense that customers using telecommunication services in Korea can increase the satisfaction and loyalty of customers of this sector due to the removal of obstacles.

A study on the factors affecting customer satisfaction in the telecommunication services sector (mobile) in Malaysia (Noorish, Ngawi and Chen Yen Fa. 2019)<sup>5</sup> It shows that by using the correlation coefficient, the relationship between the dependent variable (customer satisfaction) and the independent variables (service quality, existing values, exciting alternatives) shows that quality service affects customer satisfaction.  $r = 0.714$  or 71.4, existing values of mobile services on customer satisfaction.  $r = 0.443$  or 44.3 and exciting alternatives (to current services) on customer satisfaction.  $r = 0.178$  or 17.8 shows the direct relationship and direct impact on customer satisfaction.

(Ansar and Lodi. 2015)<sup>6</sup> Regarding the effects of quality services on customer satisfaction in the telecommunication sector of Pakistan, using descriptive and inferential methods, it has shown the relationship between quality services and customer satisfaction. In this research, many independent variables have been used for numerical analysis, but the researcher has emphasized more on two independent variables (service rate and network power). The low rate or price of the service attracts the attention of the customers and the provision of services with more and strong network coverage makes the customers satisfied as a result of being used in different areas of the country.

**VI. RESEARCH METHODS**

This research is practical in terms of classification based on the purpose. And in terms of classification based on the method, this research can be considered a descriptive-correlational research. In this research, an attempt has been made to describe and interpret the relationship between online advertising and customer satisfaction. In this research, both the field method and the library method have been used to collect information.

and alsoThe environment of this research is Afghan Besim and Roshan private companies in Meimeneh city. In this research, the statistical population is all the customers of Afghan wireless and Roshan private companies, and the only factor that is considered to be a person in this customer community is the user of conversational services and the use of its services. Due to the unlimited number of clients and the time limit in the research, sampling from the statistical population was forced, first the sample size through the formula Cochran Calculated which is 384 tons And then the questionnaire is randomly divided between them.

To analyze the present information using the software SPSS.v24<sup>7</sup> IBM is used for descriptive analysis, and the effect of independent variables on function variables, Excel will also be used for numerical analysis and graphic presentation.

**Friedman chi-square analysis (Friedman's Chi Square Test)**

Based on Friedman's model, the calculated chi-square value between the variables It was 2647.545, and its probability price was equal to 0.000, which means that the general model of our research shows a significant relationship between variables, and for the price of  $\alpha = 0.05$ , the general hypothesis has been confirmed.

**The first hypothesis:** There is a significant relationship between written messages in online advertisements and internet speed.

**Table 1: Correlation coefficient of the first hypothesis**

Correlations			
		Internet speed	Written messages
Internet speed	Pearson Correlation	1	.214**
	Sig. (2-tailed)		.000
	N	358	357
Written messages	Pearson Correlation	.214**	1
	Sig. (2-tailed)	.000	
	N	357	378

\*\* . Correlation is significant at the 0.01 level (2-tailed).

So, as a result, we can say that there is a significant relationship between text messages and internet speed The correlation coefficient  $R=0.214$ , the probability price

$P=0.000$  in the amount of error  $\alpha=0.05$ , the hypothesis is confirmed.

**The second hypothesis:** There is a significant relationship between written messages in online advertising and price.

**Table 2: Correlation coefficient of the second hypothesis**

Correlations			
		Written message	Price
come in writing	Pearson Correlation	1	.169**
	Sig. (2-tailed)		.001
	N	378	360
Price	Pearson Correlation	.169**	1
	Sig. (2-tailed)	.001	
	N	360	364

\*\* . Correlation is significant at the 0.01 level (2-tailed).

So, as a result, we can say that there is a significant relationship between the changers of written messages and the price The correlation coefficient  $R = 0.169$ , the probability price  $P = 0.001$  in the amount of error  $\alpha = 0.05$ , the hypothesis is confirmed

**The third hypothesis:** There is a significant relationship between written messages in online advertising on the areas covered.

**Table 3: Correlation coefficient of the third hypothesis**

Correlations			
		Written message	Covered area
Written message	Pearson Correlation	1	-.040
	Sig. (2-tailed)		.437
	N	378	378
Covered area	Pearson Correlation	-.040	1
	Sig. (2-tailed)	.437	
	N	378	384

So, as a result, we can say that there is no significant relationship between the written messages and the covered area The correlation coefficient  $R=0.040$ , the

probability price  $P=0.437$  in the amount of error  $\alpha=0.05$ , the hypothesis is rejected.

**The fourth hypothesis:** There is a significant relationship between website in online advertising and internet speed.

**Table 4: Correlation coefficient of the fourth hypothesis**

Correlations			
		Website	Internet speed
Website	Pearson Correlation	1	.122*
	Sig. (2-tailed)		.021
	N	360	357
Internet speed	Pearson Correlation	.122*	1
	Sig. (2-tailed)	.021	
	N	357	358

\*. Correlation is significant at the 0.05 level (2-tailed).

So, as a result, we can say that there is a significant relationship between website conversions and internet speed The correlation coefficient  $R=0.122$ , the

probability price  $P=0.021$  in the amount of error  $\alpha=0.05$ , the hypothesis is confirmed.

**The fifth hypothesis:** There is a significant relationship between website in online advertising and price.

**Table 5: Correlation coefficient of the fifth hypothesis**

Correlations			
		Website	Price
Website	Pearson Correlation	1	.045
	Sig. (2-tailed)		.397
	N	360	357
Price	Pearson Correlation	.045	1
	Sig. (2-tailed)	.397	
	N	357	364

So, as a result, we can say that there is no significant relationship between website conversions and price The correlation coefficient  $R=0.045$ , the probability price  $P=0.397$  in the amount of error  $\alpha=0.05$ , the hypothesis is rejected.

*The sixth hypothesis:* Between websites in online advertising on the market under cover There is a significant relationship.

**Table 6: Correlation coefficient of the sixth hypothesis**

Correlations			
		Covered area	Website
Covered area	Pearson Correlation	1	.018
	Sig. (2-tailed)		.727
	N	384	360
Website	Pearson Correlation	.018	1
	Sig. (2-tailed)	.727	
	N	360	360

So, as a result, we can say that there is no meaningful relationship between website conversions and the price area covered The correlation coefficient  $R=0.018$ , the probability price  $P=0.727$ , the hypothesis is rejected at the error value of  $\alpha=0.05$ .

*The seventh hypothesis:* There is a significant relationship between Facebook social page in online advertising and internet speed.

**Table7: Correlation coefficient of the seventh hypothesis**

Correlations			
		Internet speed	Facebook network
Internet speed	Pearson Correlation	1	.208**
	Sig. (2-tailed)		.000
	N	358	358
Facebook network	Pearson Correlation	.208**	1
	Sig. (2-tailed)	.000	
	N	358	359

\*\* . Correlation is significant at the 0.01 level (2-tailed).

So, as a result, we can say that there is a significant relationship between Facebook social media users and internet speed The correlation coefficient  $R=0.208$ , the probability price  $P=0.000$  in the amount of error  $\alpha=0.05$ , the hypothesis is confirmed.

*Eighth - The eighth hypothesis:* There is a significant relationship between Facebook social page and online advertising on price.

**Table 8: Correlation coefficient of the eighth hypothesis**

Correlations			
		Facebook network	Price
Facebook network	Pearson Correlation	1	.086
	Sig. (2-tailed)		.105
	N	359	356
Price	Pearson Correlation	.086	1
	Sig. (2-tailed)	.105	
	N	356	364

So, as a result, we can say that there is no significant relationship between the Facebook users and the price. The correlation coefficient  $R=0.086$ , the probability price  $P=0.105$ , the hypothesis is rejected at the error value of  $\alpha=0.05$ .

**The ninth hypothesis:** There is a significant relationship between Facebook social page and online advertising in the covered areas.

**Table 9: The correlation coefficient of the ninth hypothesis**

Correlations			
		Facebook network	Covered area
Facebook network	Pearson Correlation	1	-.122*
	Sig. (2-tailed)		.021
	N	359	359
Covered area	Pearson Correlation	-.122*	1
	Sig. (2-tailed)	.021	
	N	359	384

\*. Correlation is significant at the 0.05 level (2-tailed).

So, as a result, we can say that there is a significant relationship between the Facebook users and the covered area. Correlation coefficient  $R=0.122$ , the probability price  $P=0.021$  in the amount of error  $\alpha=0.05$ , the hypothesis is confirmed.

2647.545, and its probability price was equal to 0.000, which means that the general model of our research shows a significant relationship between variables, and for the price of  $\alpha=0.05$ , the general hypothesis has been confirmed.

**The main hypothesis:** Based on Friedman's model, the calculated chi-square value between the variables. It was

**Table 10: Main hypothesis table**

ANOVA with Friedman's Test						
		Sum of Squares	df	Mean square	Friedman's Chi-Square	Sig.
Between People		1020.312	347	2.940		
Within People	Between Items	2468.750a	23	107.337	2674.545	.000
	Residual	4919.375	7981	.616		
	Total	7388.125	8004	.923		
Total		8408.437	8351	1.007		
Grand Mean = 3.43						
a. Kendall's coefficient of concordance $W = .294$ .						

Results In this section, the descriptive results and then the inferential results of the hypothesis test are presented:

**Descriptive experimental results**

384 people have participated in this research, the lowest age is 18 and the highest age is 70 years old with a range of 52 variations. The average age of the respondents

is 33.77 years. The Web One person is illiterate, 34 people have a bachelor's degree, 59 people have a post-baccalaureate degree, 238 people have a bachelor's degree, 38 people have a master's degree, and 4 people have a doctorate degree. constitutes a bachelor's degree, which means that the provided answer has a scientific aspect.

In this research, out of 384 people, 379 people have expressed their opinion about their gender, including 282 are male and 97 are female, and 5 others have not expressed their opinion about their gender. Also, out of 379 tons, 94 tons are single and 285 tons are married.

Out of 384 people, 359 people have expressed their opinion about internet usage, that the lowest consumption is 50 Afghanis and the highest consumption is 2000 Afghanis, and on average, each person spends 431 Afghanis per month. Another 25 people have not expressed their opinion about internet usage.

384 people who use Khudamat telecommunication services have said that according to conversations inside and outside the country, they have an average of 287 Afghanis per month, with the minimum cost of 50 Afghanis and the maximum cost of 1000 Afghanis.

The vote to better understand the topic of the research findings shows that 89 people have used the Afghan wireless network for the purpose of Internet, 124 people have used the Roshan network, 67 people have used the MTN and 79 people used the Etisalat network, while for some reasons 25 people did not want to answer this question. So we can say that the majority of people use Roshan, Afghan Besim, Shalalat and MTN internet.

## VII. INFERENTIAL EXPERIMENTAL RESULTS

### *Conclusion based on the first sub-hypothesis*

Regarding the first hypothesis We can say that there is a significant relationship between text messages and internet speed The correlation coefficient  $R=0.214$ , the probability price  $P=0.000$  in the amount of error  $a=0.05$ , the hypothesis is confirmed.

### *Conclusion based on the second sub-hypothesis*

So we can say that there is a significant relationship between the changes in written messages and the price The correlation coefficient  $R = 0.169$ , the probability price  $P = 0.001$  in the amount of error  $a = 0.05$ , the hypothesis is confirmed.

### *Conclusion based on the third sub-hypothesis*

So, as a result, we can say that there is no significant relationship between the written messages and the covered area Correlation coefficient  $R=0.040-0.$ , probability price  $P=0.437$  in the amount of error  $a=0.05$  of the hypothesis Rejected Takes.

### *Conclusion based on the fourth sub-hypothesis*

According to the results obtained from the fourth hypothesis We can say that there is a significant relationship between website conversions and internet

speed The correlation coefficient  $R = 0.122$ , the probability price  $P = 0.021$  in the amount of error  $a = 0.05$ , the hypothesis is confirmed.

### *Conclusion based on the fifth sub-hypothesis*

As a result, we can say that there is no significant relationship between website conversions and price The correlation coefficient  $R=0.045$ , the probability price  $P=0.397$  in the amount of error  $a=0.05$ , the hypothesis is rejected.

### *Conclusion based on the sixth sub-hypothesis*

The result of the sixth hypothesis shows that There is no significant relationship between website conversions and the covered area The correlation coefficient  $R=0.018$ , the probability price  $P=0.727$ , the hypothesis is rejected at the error value of  $a=0.05$ .

### *Conclusion based on the seventh sub-hypothesis*

As a result, we can say that there is a significant relationship between Facebook social media users and internet speed The correlation coefficient  $R=0.208$ , the probability price  $P=0.000$  in the amount of error  $a=0.05$ , the hypothesis is confirmed.

### *Conclusion based on the eighth sub-hypothesis*

There is no significant relationship between Facebook users and price The correlation coefficient  $R=0.086$ , the probability price  $P=0.105$ , the hypothesis is rejected at the error value of  $a=0.05$ .

### *Conclusion based on the ninth sub-hypothesis*

So, as a result, we can say that there is a significant relationship between the Facebook users and the covered area Correlation coefficient  $R=0.122$ , the probability price  $P=0.021$  in the amount of error  $a=0.05$ , the hypothesis is confirmed.

## VIII. THE RESULT OF THE MAIN RESEARCH HYPOTHESIS

The results of the research findings of networks Telecommunications (Roshan and Afghan Baseim) shows that There is a significant relationship between online advertising and the level of attracting customer satisfaction Online advertising has played an important role in motivating, attracting, attracting and persuading customers, and with the help of this marketing tool, telecommunications companies have been able to attract a wide range of customers and continuously use its benefits to increase the satisfaction of their customers. I wish you success Pymind

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