iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** IV **Month of publication:** April 2025

DOI: https://doi.org/10.22214/ijraset.2025.69206

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue IV Apr 2025- Available at www.ijraset.com

The Impact of Image Content Towards Client Satisfaction

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Abstract: ***This study examines This paper examines how image content through Artificial Intelligence affects client satisfaction within the e-commerce, marketing, and social media sectors. the current technological development in the artificial intelligence, many companies are today using AI for generation and also selection of visuals. In this study, the authors focus on the effects of the AI-created images on the consumers' perception interest and satisfaction level. Examining several examples from professional practice, we define and determine preconditions for positive client experience, which include interpersonal customization, topicality and aesthetic appeal. Further, conversely, we discuss the possible negative sides of AI-mediated content creation such as an actuality of using fake content and taking away the human factor. Using quantitative surveys and qualitative interviews in key clients ,our study shows a nuanced account of the relationship between AI-produced images perceived image quality, and overall client satisfaction. There appears to be substantial enthusiasm among consumers for AI-to-consumer personalization at the same time there is not able concern for the absence of any emotional connection to the messages being delivered. Lastly, some practical tips for businesses on how to implement AI imagery more fittingly are provided in this study. the all-important suggestion is that while AI can serve up images very methodically and efficiently, this method should be cast against the need to make clients feel emotionally connected to the brand in order to retain their Support.***
Keywords: AI-driven image content, Client satisfaction, Artificial intelligence in marketing, Consumer perception, Visual content personalization etc.

I. INTRODUCTION

AI The increasing importance of image content in the improvement of customer satisfaction is receiving more and more attention, since the main communication between customers and businesses is now a digital one. Studies of this issue have several times proved that pictures can create images, make people choose, and contact certain companies. Today, an AI has appeared as a new element which has changed how the graphics are made, edited and adjusted to the audience's psychographics and preferences. It is important to note that using AI tools to embellish the visuals also creates the stronger overall brand but these graphics are more tailored for the end user and will lead to greater client satisfaction.

According to the research, it takes a mere five to ten seconds for a client to make a judgment about a brand based on its visual elements. In this instance, such images directly affect the customers' views on the brand's and its products' credibility, professionalism, and reliability. Smith et al.-2021. Improving the performative aspects that increase the client's overall experience can be accomplished using AI technology to create images that are more entertaining and dynamic. For example, a machine learning model can process data about shapes, colors, imagery, and styles that appeal to more or less defined or wider audiences. That analysis makes it possible to design images that appeal to particular audience categories, which increases their chances of being engaged in the interactionfavorably.

II. REVIEW OF LITERATURE

1) Miriam Alzate (July 2022,) The growth of the Internet has led to massive availability of online consumer reviews.So far, papers studying online reviews have mainly analysed how non-textual features, such as ratings and volume, influence different types of consumer behavior, such as information adoption decisions or product choices.However,little attention has been paid to examining the textual aspects of online reviews in order to study brand image and brand positioning.

2) Kuo-Hsiung Wang(August 2021) In recent years,social enterprise issues have developed rapidly both in Taiwan and around the world. Consequently,social enterprises utilize several different business models and are hybrid organizations that need to pursue both profit and a social mission and to adopt good practices in their operations.

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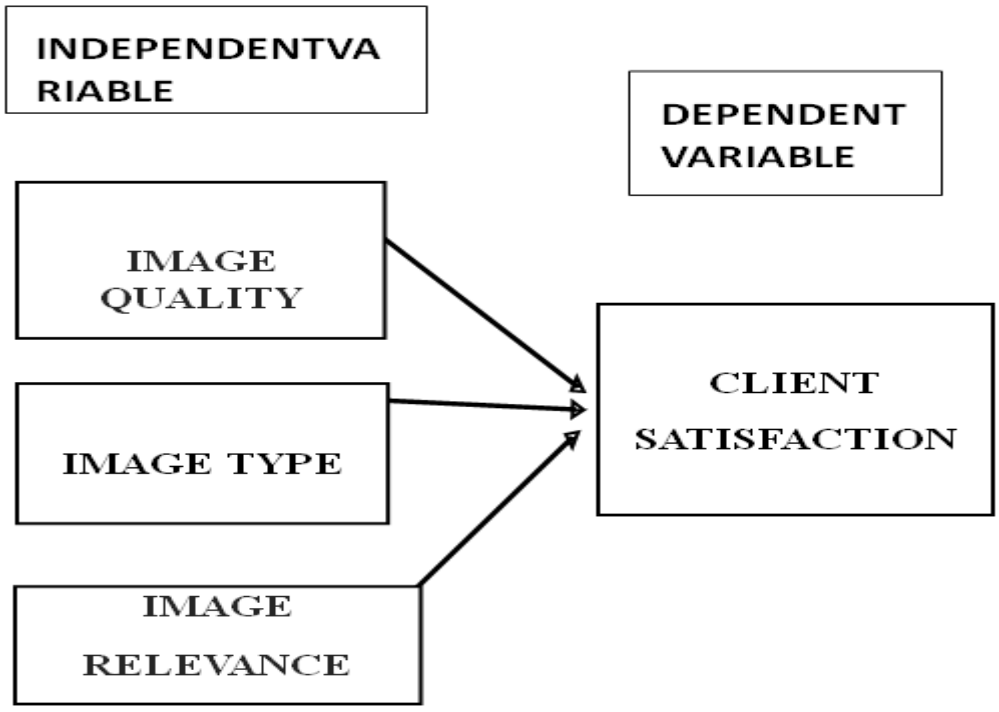
Therefore,the purpose of this study is to examine the relationships among social mission,service quality and brand image in a social enterprise.Data were collected from 316 customers by Come True Coffee in February 2018

3) Sajjad Shokouhyar(September 2020) Determining customer satisfaction elements in retailing after-sales services have been well explored;however,the increasing competition in this area demands the investigation of actual instrumentality of these elements on satisfaction of customers.In the present research,we have proposed a framework for assessing the instrumentality of after-sales services on customer satisfaction.Kano model and SERVQUAL framework were used to categorize customer satisfaction elements. In addition,in order to address behavioral dissimilarities among customers,RFMclustering technique was used for analysing 243,180 customers of automobile after-sales services.Accordingly, dissatisfaction decrement index and satisfaction increment index were measured for every cluster separately.

4) Binni Wang (October 2021) Blockchain cloud manufacturing is an emerging service-oriented paradigm that takes many advantages to cloud manufacturing.Previous researchers have studied from eradicating third party trust problem among service providers and customers by decentralized data record and involving smart contract.However,the existing paradigm still suffers from third party trust problem among service-related participants and cloud manufacturing provider since service is solely managed by cloud manufacturing provider without supervision and service related participants cannot know whether composed service provision which indeed is NP-hard problem is optimal

5) Arka Mukherjee (November 2021) Sustainability goals are becoming a priority in many societies.An important element in this context is the success of environmentally friendly products. Hence,we consider a manufacturer-retailer vertical supply chain model,managing a green product and its conventional counterpart, designated by brown product.Weanalyze three kinds of dynamic market scenarios: no market leadership, the manufacturer as the market leader,and the retailer as the market leader. Under each scenario,we determine the equilibrium decisions for pricing and greeninginvestments as well as their dependence on a cost-sharing proportion agreement between the firms.

III. RESEARCH MODEL AND HYPOTHES



Null Hypothesis (H0):
There is no significant relationship between content marketing, influencer marketing, and social media campaigns, mobile marketing in social outsights
Alternative Hypothesis (H1): There is a significant positive relationship between content marketing, influencer marketing, and social media campaigns, mobile marketing in social outsight

IV. STATEMENT OF PROBLEM

1) The relationship between the quality and quantity of images presented in marketing materials and their effects on customer satisfaction is unclear.
2) The influence of different types of image content on client satisfaction in digital marketing is not well understood.
3) There is insufficient research on how the type of product or service affects the effectiveness of image content in enhancing client satisfaction
4) The impact of cultural differences on the perception of image content and its effect on client satisfaction has not been adequately studied
5) The connection between image content and consumer trust in the brand is not well established, affecting client satisfaction.
6) There is a lack of research comparing the impact of image content versus textual content on client satisfaction.
7) The relationship between brand image, shaped by visual content, and client satisfaction requires further exploration

V. RESEARCH METHODOLOGY

The quantitative data collection method of this study mainly centres on structured questionnaires meant to capture data on the efficiency of video content in customer capture. The surveys will involve Anicha Digital Infrastructure's marketing department and consumer base to optimize quantitative valuations such as consumer engagement frequencies, loyalty, and conversion from video marketing. A descriptive display of analysis will be used to analyze the collected data to ascertain the effectiveness of digital video marketing

VI. DATA ANALYSIS AND INTERPRETATION

CORRELATION

H0 (Null Hypothesis): There are no significant differences in the means of image quality,image type, and digital strategies across differentgroups.

H1(Alternative Hypothesis):There are significantdifferencesinthemeansof image quality,image type, and digitalstrategies across different groups.

CORRELATIONS

		Image quality and brand professionalism	Impact of Different Image Types	Relevance and accurate image	Visual Aesthetics	Culturally Relevant Images
Image quality and brand professionalism	Pearson Correlation	1	.199*	.240**	.261**	.426**
	Sig. (2-tailed)		.030	.008	.004	.000
	N	120	120	120	120	120
Impact of Different Image type	Pearson Correlation	.199*	1	.295**	.267**	.344**
	Sig. (2-tailed)	.030		.001	.003	.000
	N	120	120	120	120	120
Relevance and Accurate Image	Pearson Correlation	.240**	.295**	1	.412**	.416**
	Sig. (2-tailed)	.008	.001		.000	.000
	N	120	120	120	120	120
Visual Aesthetics	Pearson Correlation	.261**	.267**	.412**	1	.319**
	Sig. (2-tailed)	.004	.003	.000		.000
	N	120	120	120	120	120
Culturally Relevant Images	Pearson Correlation	.426**	.344**	.416**	.319**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

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INTERPRETATION :Here analyzes therelationships between five variables: Image Quality and Brand Professionalism, Impact of Different Image Types, Relevance and Accurate Image, The analysis is based on a sample size of correlation test, with a significance level of 0.05 and 0.01.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Image quality and brand professionalism	Between Groups	11.187	3	3.729	.536	.658
	Within Groups	806.280	117	6.951		
	Total	817.467	120			
Impact of Different Image type	Between Groups	.419	3	.140	.014	.998
	Within Groups	1135.548	117	9.789		
	Total	1135.967	120			
Relevance and Accurate Image	Between Groups	4.310	3	1.437	.177	.912
	Within Groups	939.282	117	8.097		
	Total	943.592	120			
Visual Aesthetics	Between Groups	46.350	3	15.450	1.621	.188
	Within Groups	1105.617	117	9.531		
	Total	1151.967	120			
Culturally Relevant Images	Between Groups	12.653	3	4.218	.503	.681
	Within Groups	973.338	117	8.391		
	Total	985.992	120			

INTERPRETATION : A one-way analysis of variance (ANOVA) was conducted to examine the differences across groups for multiple aspects of image assessment. The analysis explored five key dimensions: image quality and brand professionalism, impact of different image types

VII.CONCULSION

The increasing importance of image content in the improvement of customer satisfaction is receiving more and more attention, since the main communication between customers and businesses is now a digital one. Studies of this issue have several times proved that pictures can create images, make people choose, and contact certain companies. Today, an AI has appeared as a new element which has changed how the graphics are made, edited and adjusted to the audience's psychographics and preferences. It is important to note that using AI tools to embellish the visuals also creates the stronger overall brand but these graphics are more tailored for the end user and will lead to greater client satisfaction.

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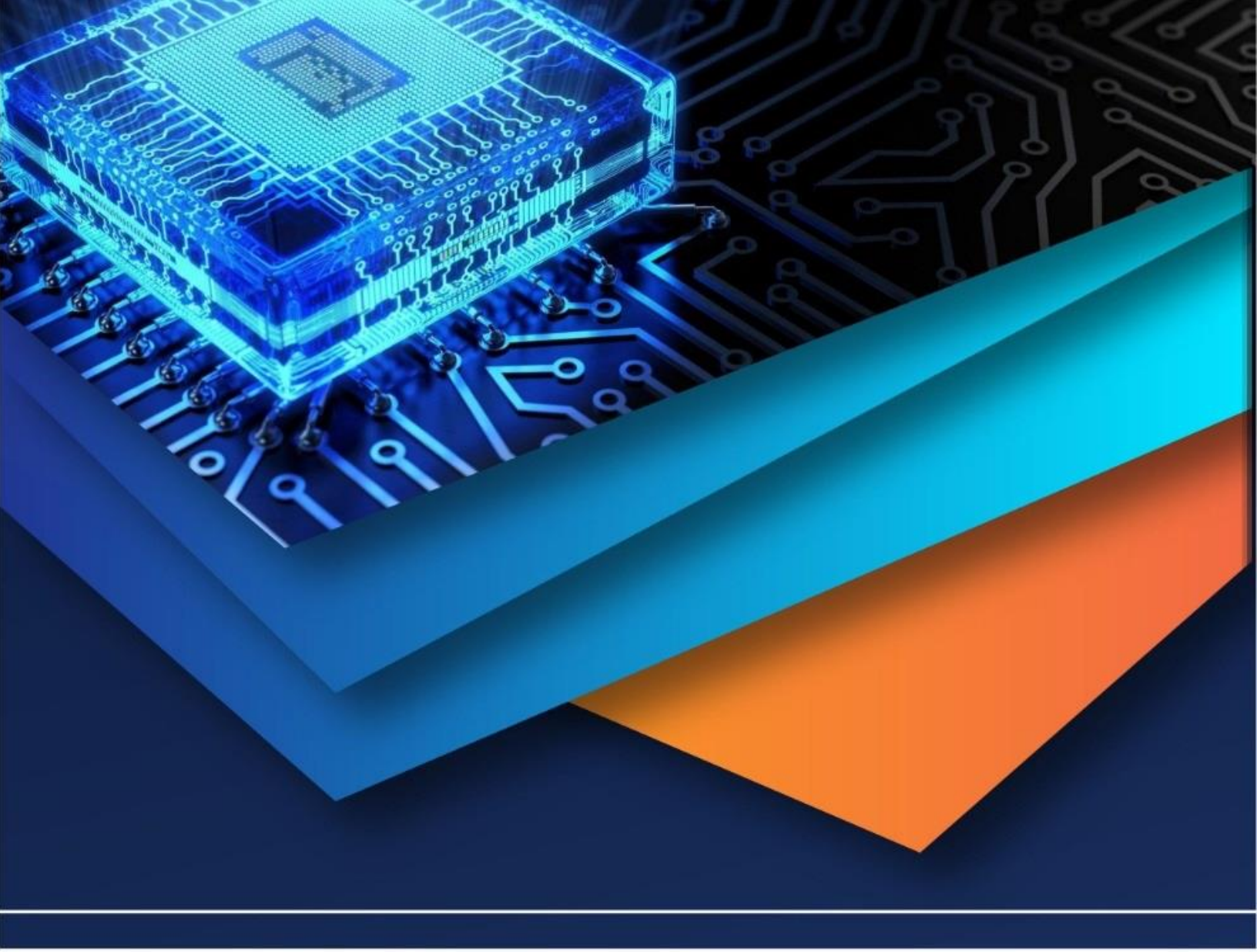
Personalization is another aspect where AI has made an impact towards improving client satisfaction. According to research, clients show improved responses when the content offered relates to their needs, or particular experience (Johnson & Lee, 2022). With AI, organizations can do better in audience segmentation and target each segment with the right image content, improving the customer journey. As an example, AI technology is able to create dynamic images that change depending on the user's activity, geographical area and history of sites visited making the experience more user centred. Such an approach results to clients being satisfied and appreciated which expands their satisfaction and their loyalty to the brand.AI also performs well in image enhancement, which is important especially in the satisfaction of the clients. The clarity, resolution, and consistency of images make the brand appear professional and reliable, which in most cases leads to the trust of the clients.

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