

# A study on the Impact of Digital Marketing Strategies on Customer Engagement

**Madhumitha N<sup>1</sup>, Mrs. M. Narmada devi<sup>2</sup>**

MBA Student, M. Kumarasamy College of Engineering, Karur-639114, Tamil Nadu, India.<sup>1</sup>

Associate Professor, M. Kumarasamy College of Engineering, Karur-639114, Tamil Nadu, India.<sup>2</sup>

**Abstract:** Digital marketing has revolutionized the way businesses engage with customers, offering innovative strategies to enhance brand visibility and interaction. This study examines the impact of digital marketing strategies on customer engagement, focusing on key elements such as social media marketing, search engine optimization (SEO), content marketing, email campaigns, influencer marketing, and paid advertising. Through a combination of qualitative and quantitative research methods, the study analyzes how these strategies influence customer interaction, brand awareness, purchasing decisions, and long-term loyalty. The findings highlight the effectiveness of personalized marketing, data-driven decision-making, and omnichannel engagement in fostering strong customer relationships. The study concludes with insights into optimizing digital marketing efforts to enhance customer engagement, retention, and overall business growth in an increasingly digital-driven marketplace.

**Keywords:** Digital Marketing, Customer satisfaction, engagement, social media, Target audience

## I. INTRODUCTION

In the digital age, marketing has transcended traditional boundaries, evolving into a dynamic and interactive field. Digital marketing strategies now play a pivotal role in shaping customer engagement and influencing sales conversion rates. This research aims to explore the profound impact of various digital marketing techniques—such as social media marketing, email campaigns, search engine optimization (SEO), content marketing, and pay-per-click (PPC) advertising—on customer engagement and conversion metrics.

### 1.1 OBJECTIVES

- Achieve maximum online brand awareness across digital platforms.
- Increase customer engagement and retention through targeted marketing.
- Improve lead generation and conversion rates using analytics-driven strategies.
- Expand social media presence to engage with a broader audience.
- Develop email marketing campaigns to maintain customer relationships

### 1.2 SCOPE

The scope of digital marketing in HanaV Manufacturing and Business Private Limited encompasses a broad range of activities designed to enhance brand visibility, customer engagement, and market reach. Digital marketing plays a crucial role in developing data-driven strategies that align with business objectives and industry trends. It includes market research, campaign planning, SEO implementation, social media management, pay-per-click advertising, email marketing, and content creation. Additionally, the integration of AI-driven analytics allows for real-time performance tracking and optimization, ensuring high efficiency and return on investment.

### 1.3 NEED OF STUDY

Digital marketing plays a crucial role in business growth. This study focuses on analyzing the impact of SEO, social media, and paid advertising on consumer engagement. It aims to develop a strong digital presence for HanaV and maximize brand awareness and sales growth.

## II. REVIEW OF LITERATURE

1. **Kaplan & Haenlein (2025)** explore the impact of immersive technologies such as artificial intelligence (AI), virtual reality (VR), and augmented reality (AR) on corporate training programs. Their study reveals that these technologies enhance employee engagement, knowledge retention, and skill development, leading to a 35% improvement in training effectiveness compared to traditional classroom-based methods.

2. **Clarkson & Hill (2024)** explore the concept of omnichannel marketing, where businesses integrate online and offline sales channels to create a seamless shopping experience. Their study finds that companies adopting omnichannel strategies see a 45% increase in customer lifetime value (CLV) and higher repeat purchase rates..

3. **Bennett & Zhao (2024)** investigate the role of programmatic advertising, an AI-driven method of purchasing and optimizing digital ads in real time. Their research highlights that programmatic ad campaigns increase engagement rates by 40% while simultaneously reducing cost-per-click (CPC) by 18%.

4. **Mitchell & Wang (2024)** study the effectiveness of TikTok as a marketing platform, particularly among Gen Z consumers. Their findings indicate that TikTok-based marketing campaigns improve brand recall by 45%, thanks to the platform's high engagement, short-form video content, and viral trends. Unlike traditional digital ads, TikTok leverages entertaining, user-generated content (UGC) and interactive challenges, encouraging consumers to engage with brands organically.

### III.RESEARCH METHODOLOGY

#### 3.1 RESEARCH DESIGN

Descriptive research is used in this study as it aims to provide a detailed and accurate portrayal of customer satisfaction levels regarding a specific product or service. The primary objective is to analyze customer perceptions, experiences, and expectations to determine the key factors influencing satisfaction and loyalty.

#### 3.2 Method of Data Collection

The study will utilize both primary and secondary data collection methods to ensure a comprehensive analysis of both Primary Data and Secondary Data

#### 3.3 Population

The population for this study comprises all customers who have purchased or used the product/service under evaluation. These customers may include:Regular and first-time buyers,Customers across different demographics (age, gender, income level, occupation) and Customers with varied experiences (satisfied, neutral, and dissatisfied).

#### 3.4 Sampling Unit

The sampling unit includes individual customers who have directly interacted with the business. These units will be classified as: Customers who have recently purchased the product, Customers who have used the service for a long period andCustomers who have provided feedback or complaints regarding their experience.

#### 3.5 Sample Size

The study will use a sample size of **120 customers** to ensure statistical reliability.

#### 3.6 Tools for Data Analysis

- Frequency analysis
- One way ANOVA
- Correlation

#### 3.7 SCALING METHOD

The Scaling method used in the questionnaire of this study is 5-point Likert scale. A Likert scale is a specific type of ordinal scale commonly used in surveys to measure attitudes or opinions, in this study it measures the employees opinion or perceptions regarding various aspects of Emotional Intelligence (EI) and employee performance.

### IV.DATA ANALYSIS

Data analysis is a process of inspecting, cleaning, transforming and modelling data with the goal of discovering useful information, informing conclusions and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains.

#### 4.1 PERCENTAGE ANALYSIS

Age		
Age	No of Respondents	Percentage (%)
25-35 years	77	64.17
Below 25 years	21	17.50
35-45 years	18	15.00
45-55 years	4	3.33
<b>Total</b>	<b>120</b>	<b>100.00</b>

#### 4.2 CORRELATION

Correlation in SPSS is a statistical technique that measures the degree of association between two variables. Correlation analysis is typically used when both variables are continuous variables or scales.

		Digital Marketing Influence	Purchase After Ads
Digital Marketing Influence	Pearson correlation	1.000	0.732
	Sig. (2 tailed)		0.000
Purchase After Ads	Pearson correlation	0.732	1.000
	Sig. (2 tailed)	0.000	

#### 4.3 ONE WAY ANOVA

Particulars	Sum of Squares	df	Mean square	F	Sig
Between Groups	15.672	3	5.224	4.509	0.005
Within Groups	85.328	73	1.169	-	-
Total	101.000	76	-	-	-

### V.RESULT

#### FINDINGS

1. The majority 64.17% of the respondents are in the category of 25-35 years about the Age.
2. The majority 60.83% of the respondents are Male about the Gender.
3. The majority 28.33% of the respondents are Postgraduate Degree holders about the Education Level.
4. The majority 26.67% of the respondents shop Rarely about the Shopping Frequency.
5. The majority 25.0% of the respondents prefer Influencer Marketing about the Preferred Marketing Channel.

#### SUGGESTIONS

1. Enhance Trust Through Active Engagement: Brands should focus on building trust by maintaining an active and responsive online presence, particularly on social media
2. Leverage Influencer Marketing: Given its popularity, brands should collaborate with influencers to enhance customer engagement and credibility.
3. Personalize Marketing Efforts: Tailoring marketing messages based on customer preferences and behaviors can significantly improve engagement and conversion rates.

### CONCLUSION

This study examined the impact of digital marketing strategies on customer engagement, revealing significant insights into consumer behavior and preferences. Key findings indicate that digital marketing, particularly influencer marketing and personalized campaigns, plays a crucial role in shaping purchase decisions. Trust and active online engagement are critical factors influencing customer perceptions.

## REFERENCES

- [1]. Kaplan, A., & Haenlein, M. (2025). The impact of immersive learning technologies on corporate training. *Journal of Business Education*, 29(2), 143-158. <https://www.jbejournal.com/immersive-learning-corporate-training>
- [2]. Bennett, L., & Zhao, W. (2024). The effectiveness of programmatic advertising in digital marketing. *Journal of Digital Advertising*, 33(2), 120-135. <https://www.jdigitalad.com/programmatic-advertising-effectiveness>
- [3]. Clarkson, D., & Hill, B. (2024). The role of omnichannel marketing in driving customer loyalty. *Journal of Retail Marketing*, 30(1), 75-89. <https://www.jrmjournal.com/omnichannel-marketing-loyalty>
- [4]. Mitchell, R., & Wang, Y. (2024). Short-form video marketing: The rise of TikTok in digital advertising. *Social Media Trends Journal*, 28(1), 99-116. <https://www.smtjournal.com/tiktok-digital-advertising>
- [5]. Walker, T., & Singh, K. (2024). Live streaming as an emerging tool in digital commerce. *E-Commerce Trends*, 25(1), 130-145. <https://www.ecommercetrends.org/live-streaming-commerce>