

A Study on Customers Perception Towards the Effectiveness of Digital Marketing Strategies with Reference to Giri Trading Agency Pvt. Ltd

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Abstract - The rapid proliferation of digital platforms has fundamentally altered the marketing landscape, compelling businesses to reconfigure their customer engagement strategies. This study investigates customer perception towards the effectiveness of digital marketing strategies employed by Giri Trading Agency Private Limited, a prominent devotional and spiritual products retailer headquartered in Chennai, India. Using a descriptive research design, primary data were collected from 199 respondents through a structured questionnaire. Non-parametric statistical techniques — including the Mann-Whitney U test, Kruskal-Wallis H test, and Spearman rank-order correlation — were applied to examine perceptual differences across demographic groups and to identify relationships among digital marketing variables. The findings reveal that Meta Ads (62.3%) constituted the most frequently encountered advertising platform, followed by Google Ads (28.6%). A substantial majority of respondents (78.9%) reported making a purchase decision after exposure to a digital advertisement, while 84.4% indicated that promotional offers embedded in digital ads significantly influenced their purchase behavior. Statistical analysis confirmed that gender did not produce significant perceptual differences, whereas educational qualification yielded significant variation in perceptions of advertisement informativeness and engagement. A strong positive correlation ($r = 0.420$, $p < 0.01$) was established between advertisement informativeness and perceived impact on sales. The study concludes that digital marketing, when executed through targeted, information-rich, and platform-optimized campaigns, serves as a potent driver of customer acquisition and sales performance in niche spiritual retail markets.

Key Words: Digital Marketing, Customer Perception, Meta Ads, Google Ads, Devotional Retail, Consumer Behavior, India, Giri Trading Agency

INTRODUCTION

In today's highly competitive business environment, digital marketing has emerged as one of the most influential tools for organizations to promote products and services. The widespread use of smartphones, internet connectivity, and social media platforms has significantly transformed the way businesses communicate with customers. Consumers now rely heavily on digital platforms to search for information, compare products, and make purchasing decisions, compelling companies to shift from traditional marketing approaches toward digital strategies that enable precise targeting and real-time engagement.

Digital marketing encompasses a broad range of strategies including search engine optimization (SEO), social media marketing, pay-per-click advertising (PPC), content marketing, and email marketing. Among these, platforms such as Google Ads and Meta Ads (Facebook and Instagram) have become particularly significant. Google Ads enables businesses to reach consumers at the exact moment of search intent, while Meta Ads allow targeting based on psychographic and behavioral profiles.

Unlike traditional marketing, digital marketing provides measurable outcomes through analytics tools that track website traffic, click-through rates, conversion rates, and return on investment (ROI) in real time. This data-driven nature makes it a more efficient and cost-effective channel for modern organizations. In niche markets such as devotional and spiritual products, digital marketing has opened new avenues for growth, enabling businesses previously confined to physical stores to reach customers across geographies.

Giri Trading Agency Private Limited, founded in 1951 and headquartered in Chennai, is one of India's most established spiritual and devotional products retailers. With over 35 showrooms across India and a growing e-commerce presence, the company utilizes Google Ads, Meta Ads, social media marketing, SEO, and content marketing to enhance brand

visibility and customer engagement. However, the effectiveness of these investments in shaping customer perception and driving purchase behavior remains inadequately studied.

This study aims to analyze customer perception towards the effectiveness of digital marketing strategies at Giri Trading Agency Pvt. Ltd, evaluate platform-level effectiveness, examine the influence of digital advertisements on consumer behavior, and investigate whether perceptions vary across demographic segments.

NEED FOR THE STUDY

- To understand the importance of digital marketing strategies in promoting products and services in the modern business environment.
- To evaluate how platforms such as Google Ads and Meta Ads help in generating leads and increasing customer engagement.
- To analyze the impact of digital marketing on brand visibility and customer reach.
- To assess the return on investment (ROI) achieved through various digital marketing campaigns.
- To identify opportunities for improving digital marketing strategies for better customer acquisition and conversion rates.

OBJECTIVES OF THE STUDY

Primary Objective:

To study customers perception towards the effectiveness of digital marketing strategies at Giri Trading Agency Pvt. Ltd.

Secondary Objectives:

- To evaluate the effectiveness of Google Ads and Meta Ads in driving lead generation and customer engagement.
- To measure customer satisfaction with digital marketing strategies.
- To compare the performance of paid advertising campaigns with organic marketing.
- To identify key challenges in current digital marketing strategies.
- To recommend actionable strategies for optimizing digital marketing efforts.

SCOPE OF THE STUDY

- Evaluates how digital marketing strategies help organizations promote products using platforms like Google Ads and Meta Ads.
- Examines the effectiveness of paid advertising and organic strategies (SEO and content marketing) in improving brand visibility.
- Analyzes the impact of digital marketing on lead generation, customer engagement, and conversion rates.
- Identifies key challenges in implementing effective digital marketing campaigns.
- Provides a comparison between paid and organic marketing strategies to assess ROI and overall effectiveness.

REVIEW OF LITERATURE

Kotler, Kartajaya & Setiawan (2021) introduced the concept of Marketing 5.0, which focuses on technology-driven marketing using AI, big data, and digital platforms. The study explains how these technologies shape consumer decision-making and enhance personalized customer experiences, ultimately improving business performance.

Hussain, Murtaza, Ajmal, Ahmed & Khan (2020) examined how social media advertising shapes consumer attitudes and triggers measurable customer responses. Their study highlights that well-planned social media advertisements can positively influence buying behavior and strengthen business outcomes.

Latif, Islam, Saed, Altaf & Khalid (2020) focused on the impact of social media advertising on purchase intention, emphasizing the importance of brand attitude as a key moderating factor. Brand trust and sentiment significantly influence conversion, which is especially relevant for devotional retail where credibility is paramount.

Chaffey, D. (2022) emphasized that digital marketing strategies such as SEO, content marketing, and social media marketing significantly enhance customer engagement and brand visibility. Integrated digital marketing approaches lead to higher conversion rates and improved customer retention.

Emini & Zeqiri (2021) reported that social media marketing influences purchase intention indirectly through brand

engagement, with engagement acting as a stronger mediator than awareness, underscoring the need to evaluate interaction-based outcomes.

Soni & Sharma (2023) demonstrated that optimized Google Ads campaigns can enhance visibility and drive customer actions, supporting linking campaign metrics such as CTR and conversions to tangible business outcomes.

Ahmad, Mohamed, Morsy & Abdelkader (2024) focused on ROI and ROAS-based evaluation of paid campaigns, clearly linking advertising performance to profitability, supporting the use of both ad metrics and business metrics for performance measurement.

Pappu et al. (2025) provided a comprehensive review explaining how digital marketing influences consumer behavior across channels, linking digital stimuli to outcomes such as engagement, inquiry, purchase, and loyalty.

Maluleke (2025) emphasized the role of pay-per-click (PPC) advertising as a cost-effective and measurable channel, supporting evaluation using key performance indicators such as CPC, cost-per-acquisition, and return on investment.

Verma, A. & Singh, K. (2026) examined the growing significance of mobile marketing and app-based promotions. The study finds that mobile-friendly content combined with personalized notifications significantly enhances customer engagement and conversion rates.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study adopts a descriptive research design, as it focuses on analyzing customer perceptions and responses towards digital marketing strategies without manipulating any variables. Descriptive research is suitable because the study aims to describe the opinions, awareness, and behavioral responses of consumers.

	UG Degree	102	51.3
	PG Degree	93	46.7
Occupation	Private Emp.	118	59.3
	Govt. Emp.	40	20.1
	Business	31	15.6
Income (₹)	25K–50K	101	50.8
	50K–1L	64	32.2

DESCRIPTIVE RESEARCH

Descriptive research describes the nature of a situation or phenomenon that exists at the time of the study. It is primarily concerned with answering who, what, where, when, and how. The researcher has no control over the variables; findings describe what has happened or is currently happening.

DATA COLLECTION

Primary data were collected through a structured questionnaire administered to consumers and internet users with prior exposure to digital advertisements related to devotional or spiritual products.

SAMPLING METHOD

The study uses non-probability sampling. Convenience sampling was adopted, where respondents were selected based on accessibility and willingness to provide information.

SAMPLE SIZE

The required sample size was calculated as 196 respondents. For analytical uniformity, this was rounded to 200. After data cleaning, 199 valid responses were retained for analysis.

STATISTICAL TOOLS USED

The gathered information was examined using:

- The Mann-Whitney U Test
- The Kruskal-Wallis H Test
- Spearman’s Rank Correlation
- Tests of Normality (Kolmogorov-Smirnov and Shapiro-Wilk)

RESULTS & DISCUSSION

Table 1: Demographic Profile of Respondents

Variable	Category	n	%
Age	Below 20	5	2.5
	21–30 yrs	49	24.6
	31–40 yrs	102	51.3
	41–50 yrs	30	15.1
	Above 50	13	6.5
Gender	Male	139	69.8
	Female	60	30.2
Education	Higher Sec.	4	2.0

The sample was predominantly male (69.8%). The largest age cohort comprised individuals aged 31–40 years (51.3%). Undergraduate degree holders constituted the majority (51.3%), and private-sector employment was the most common occupational category (59.3%). The modal income bracket was ₹25,000–₹50,000 per month (50.8%).

Table 2: Platform Exposure (Most Often Seen)

Platform	n	%
Google Ads	57	28.6
Meta Ads	124	62.3
YouTube	18	9.0
Total	199	100

Meta Ads emerged as the platform on which respondents most frequently encountered advertisements (62.3%), with Google Ads at 28.6% and YouTube at 9.0%. When asked about exposure to devotional product advertisements specifically, 83.9% reported seeing such advertisements on Google search results and 78.9% reported exposure on social media platforms.

Table 3: Consumer Behavioral Responses

Behavioral Indicator	Yes %
Clicked on a digital ad	83.5
Purchased after seeing digital ad	78.9
Influenced by promo offers/discounts	84.4
Searched online for pooja products	81.4
Trust info in online ads	82.4
Discover products via Google search	78.4
Content aids product understanding	81.9
Digital mkt. eases product comparison	82.4

A sizeable proportion of respondents (83.5%) reported having clicked on a digital advertisement to learn more about a product, and 78.9% indicated making a purchase following advertisement exposure.

The influence of promotional offers was notably high (84.4%). Content preference analysis revealed that product descriptions were the most compelling content type (54.8%).

Table 4: Mann-Whitney U Test – Gender

Variable	U	Z	Sig.	Result
Helps reach customers	3724	-1.496	0.135	H ₀ Retained
Provides enough info	4154	-0.175	0.861	H ₀ Retained
Encourages website visit	3899	-0.997	0.319	H ₀ Retained

The Mann-Whitney U test was conducted to examine gender differences in perceptions of digital advertising. The significance values for all three variables (0.135, 0.861, and 0.319) exceeded the 0.05 threshold. Therefore, the null hypothesis is retained

— gender does not significantly influence consumer perception of digital marketing strategies. Both male and female respondents share similar opinions, indicating fairness and equal impact across genders.

Table 5: Kruskal-Wallis H Test – Educational Qualification

Variable	χ^2	df	Sig.	Result
Ads increase interest	12.094	2	0.002	H ₁ Accepted
Encourages website visit	13.128	2	0.001	H ₁ Accepted
Ads provide enough info	12.291	2	0.002	H ₁ Accepted
Helps reach customers	4.016	2	0.134	H ₀ Retained

The Kruskal-Wallis test reveals that educational qualification significantly influences perceptions of advertisement interest (p = 0.002), website visit encouragement (p = 0.001), and information adequacy (p = 0.002). The alternative hypothesis is accepted for these variables. However, perceptions of digital marketing’s effectiveness in reaching customers broadly (p = 0.134) did not differ significantly by educational level, and the null hypothesis is retained.

Variable Pair	r	Sig.
Ad informativeness → Sales impact	0.420	< 0.001
Ad interest → Sales impact	0.292	< 0.001
Ad informativeness → Interest	0.223	0.002
Ad informativeness → Website visits	0.192	0.007
Website visits → Sales	0.051	0.480 (NS)

Table 6: Spearman’s Rank Correlation – Key Findings

The most notable finding is a moderate positive correlation between advertisement informativeness and perceived sales impact ($r = 0.420$, $p < 0.001$), indicating that consumers who find advertisements more informative are more likely to perceive them as contributing to business sales. Significant but weaker relationships were also found between advertisement interest and sales impact ($r = 0.292$). The relationship between encouraging website visits and sales was not statistically significant ($r = 0.051$, $p = 0.480$), suggesting that reach and conversion may operate through distinct psychological pathways.

SUGGESTIONS

The organization should focus on improving its digital marketing strategies by creating more informative and engaging advertisements, as the study shows that providing clear information has a strong influence on customer interest and purchase decisions. Greater emphasis should be given to high-quality content, including product descriptions, images, and videos, to attract and retain customer attention.

The organization should maintain consistent communication across all digital platforms to build customer trust and strengthen brand image. Offering promotional offers and discounts can further enhance customer engagement and encourage purchase behavior. Targeted marketing strategies based on customer characteristics such as education and preferences would further strengthen campaign relevance.

Additionally, the company should ensure a user-friendly and mobile-optimized website to improve browsing experience. Regular analysis of customer feedback and campaign performance should be conducted to identify gaps and continuously improve digital marketing efforts. By focusing on these strategies, the organization can enhance customer satisfaction, engagement, and overall business performance.

CONCLUSION

The study on customer perception towards the effectiveness of digital marketing strategies concludes that digital marketing plays a significant role in influencing customer awareness, engagement,

and purchase behavior. The findings indicate that a majority of respondents are exposed to and influenced by digital advertisements, particularly through platforms like Google Ads and Meta Ads.

The statistical analysis reveals that there is no significant difference in perception based on gender, while educational qualification influences certain aspects of digital marketing perception. The study also identifies a positive relationship between key factors such as interest, information, and sales, showing that effective digital marketing strategies contribute to improved customer response and business outcomes.

Overall, the study concludes that digital marketing is an effective tool for enhancing brand visibility, customer reach, and sales performance. However, its success depends on content quality, promotional strategies, and targeted communication. By implementing well-planned and customer-focused digital marketing strategies, the organization can achieve long-term growth and maintain a competitive advantage in the market.

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