

**Effectiveness of Digital Marketing Services among the Clients with reference to
Techvolt Software Private Ltd**

AARTHI M

(20PBM001)

A Major Project Report submitted to

**Avinashilingam Institute for Home Science and Higher Education for Women
Coimbatore- 641 043**

In partial fulfilment of the requirements for the Degree of
Masters in Business Administration

May 2022

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CERTIFIED BONAFIDE RESEARCH WORK

Signature of the

Supervisor

Signature of the

Head of the Department

Signature of the

External Examine

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SYNOPSIS

Advertising in digital marketing nowadays is the need of the time to reach the customers swiftly focusing different segments. This research aim to investigate the effectiveness of advertising in digital marketing service towards client's satisfaction in Techvolt Software Private Ltd. This study adopted SERQUAL model. Thus, Tangibility features, Reliability, Responsiveness, Assurance and Empathy were the focused factor in this research. Quantitative data had been collected through the questionnaire. A total of 60 existing clients of Techvolt Software Private Ltd were the respondents. Software Package for Social Science (SPSS) was used to analyse the collected data. The data analysis techniques used in this study are descriptive analysis, percentage, annova, and linear regression analysis to describe the variables numerically and found out the relationship between independent variables and dependent variables. The results showed that all the factors had significantly influenced the effectiveness of digital marketing services towards advertising in digital marketing. Reliability was the most influencing factor and all the research objectives had been achieved in this study. The findings would contribute for practitioners to have a clear understanding to reach the consumers in creating attention, interact, desire and action. Implications and recommendations are also mentioned in this study.

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CHAPTER-1

INTRODUCTION

1.1 Introduction

According to Dave Chaffey (2006) Internet marketing can be simply defined as achieving marketing objectives through applying digital technologies. It is the application of Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking.

Every aspect of e-marketing is digital, meaning that it is electronic information that is transmitted on a computer or similar device, though naturally it can tie in with traditional offline advertising and sales too. Although the relative importance of the internet marketing for an organization still largely depends on the nature of its products and services and the buying behaviour of its target audience, there has been a global dramatic change in media consumption over the last 10 years towards digital media which means that the internet is becoming important for all categories.

Hence, the internet as a communication medium has broadened the scope of marketing communications considering the number of people who can be easily reached including the locations where they are reached, for example, from desktops to mobile smart phones. It has also increased the richness of marketing communications by combining text, video, and audio content into rich messages customer engagement is vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence

Digital marketing services provide businesses of all sizes with an opportunity to market their brand 24/7 at a low cost. From start-ups to medium-sized enterprises to multiple-location companies, a digital marketing company helps you expand your niche market reach to offer goods and services to your target customers, irrespective of time differences or location.

Online marketing, also known as digital marketing, is the key business tool for enterprises today as it enables them to harness the power of the internet to take their business to the next level. It helps them gain visibility across the search engines, boost the website traffic, and engage users so that they get converted into customers. With most of the competitors in the market investing in a digital strategy, it becomes imperative for the business to stay in the race. More importantly, having a robust digital presence has emerged as a powerful branding idea that propels the business to new heights

Digital Marketing and customer Engagement: Concepts, Methodologies, Tools, and Applications is an innovative reference source for the latest academic material on emerging technologies, techniques, strategies, and theories in the promotion of brands through forms of digital media. Highlighting a range of topics, such as mobile commerce, brand communication, and social media, actively involved in the marketing industry.

1.2 Objectives

- To find the effectiveness of digital marketing services among the clients using SERQUAL model.
- To find the significant difference between Advertisements Effectiveness across Type of Business and usage experience.
- To find the significant difference between Advertisement Effectiveness across Usage Experience.
- To find the significance difference between Service quality factor and Type of business.
- To find the impact of tangibility factor on effectiveness of digital marketing services.
- To find the impact of reliability factor on effectiveness of digital marketing services.
- To find the impact of responsiveness factor on effectiveness of digital marketing services.
- To find the impact of assurances factor on effectiveness of digital marketing services.
- To find the impact of empathy factor on effectiveness of digital marketing services.

1.3 Scope of the study

The study is highly useful as it provides valuable insights about digital marketing service and their implications on the brand and consumers. The study identified that there are different types of digital marketing service such as SEO, SEM, SMO, SMM and Campaign SMS. There are different means of digital marketing activities. It includes the use of a digital platform such as websites, online communities, social networking sites and YouTube for carrying out online marketing activities by using creative content, video, and audio.

The study examines that digital marketing service is essential for brands to remain competitive and increase awareness about the brand and product. Digital marketing also provides e-commerce facilities wherein the customers can select their preferred goods and services anytime and anywhere. The research examines how satisfied digital marketing clients are with their services.

The study has further scope in exploring the digital marketing avenues and its appropriate impact on retaining the customers.

1.4 Limitation of the Study

- The study is limited to present clients only.
- The results generated from questionnaires are done on the assumption that the respondent revealed correct information.
- My study report confined to sample size of 60 respondents only.

1.5 Digital Marketing

Digital marketing is a marketing method which is focus on internet or online and communicating to customer by using digital tools. Digital marketing is important to anyone whose target audience uses the internet to help make buying decisions related to the product or service. That's pretty much every business these days. For example: Video campaign, SEO, Social media etc.

Digital marketing used to reach right customers, engaging the existing customers, stimulating the customers to take actions and gaining maximum return with low cost. Digital marketing consists of Display ads, e-mail marketing, social media marketing, search engine optimization, pay per click and also web designing.

The most common digital marketing form used these days-

- Email marketing
- SEO
- PPC
- Social Media
- Viral marketing
- Text messaging
- Content marketing
- Affiliate marketing
- Influencer marketing

Digital marketing used to reach right customers, engaging the existing customers, stimulating the customers to take actions and gaining maximum return with low cost. Digital marketing consists of Display ads, e-mail marketing, social media marketing, search engine optimization, pay per click and also web designing.

Who should use digital marketing?

Digital marketing is important to anyone whose target audience uses the internet to help make buying decisions related to the product or service. That's pretty much every business these days.

Where traditional marketing was about pushing message out, digital marketing is about using a message to pull people in.

Digital channels:

- SEO (search engine optimization)
- SEM (search engine marketing)
- SMO (social media optimization)
- SMM (social media marketing)
- Campaigns sms.

1. Search Engine Optimization [SEO]

SEO or Search Engine Optimization is the process or science (and sometimes an art in itself) of maximizing the visibility of websites in search engines, in the results they generate and getting the optimum level of relevant traffic directed to one's site, thus the word optimization is used. This involves a lot more than one would have guessed, from the way that a site is structured, the manner in which it connects to other websites, to the words used in the main areas of the website.

Search engine optimization is a methodology of strategies, techniques and tactics used to increase the number of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) — including Google, Bing, Yahoo and other search engines.

SEO technique

- Designing and developing of a website to rank well in search engine results.
- Creating more traffic to a website via SE.
- Algorithm Vs what visitors might search

Keyword

A word or phrase entered into a search engine in an effort to get the search engine to return matching and relevant results. Many Web sites offer advertising targeted by keywords, so an ad will only show when a specific keyword is entered.

How SE works

1. Crawling
2. Indexing

3. Processing
4. Calculating relevancy
5. Retrieving results

Crawling - Fetching all the webpages linked to website. It is done by software crawler or spider. Google bot (Google).

Indexing - Creation of index for fetched web pages and string in database for retrieval.

Processing - Search request to process

Calculating relevancy - More page's results to search string.

Retrieving results - Last step, bring the best matched results.

Search engine optimization can be divided into two different categories: on-page SEO and off-page. On page and off page SEO is that on page SEO refers to optimizing page code elements, while off page SEO is about promoting value.

On-page: On-page SEO (also known as "on-site" SEO) is the act of optimizing different parts of own website that affect search engine rankings. Its stuff that have control over and can change on own website.

Here are the biggest factors included.

- Title tags
- H1 tags
- Description
- Keyword density
- Keyword placement

Off Page

Off Page SEO techniques have to do with promotion. The goal is to increase visibility so members of community share and refer to your page. There are a number of off page SEO techniques which help build page authority to improve ranks.

Here are a few popular techniques:

- Social media
- Link building
- Articles
- Blog / Forum

2. Search Engine Marketing [SEM]

Internet marketing that involves the promotion of websites by increasing their visibility in Search Engine Results Pages (SERPs) primarily through paid advertisement.

Concept (SEO ----- SEM ----- PPC)

Below are some of the most common terms also used to refer to SEM activities.

- PPC (Pay-per-click)
- CPC (Cost-per-click)
- CPM (Cost-per-thousand impressions)
- CPA (Cost per action)
- CTR (Click through rate)

Pay per click (PPC) refers to a type of advertising in which the advertiser pays for each click on one of their ads. This can sometimes be a fixed amount of money per click, but more often it takes the form of a fixed daily budget, with the value of each click fluctuating based on factors like competition and search volume.

CPC (cost-per-click) Cost per click" is a metric that measures the cost per click and that cost will vary based on factors like how much competition exists for the keyword and fluctuations in search volume.

CPM (Cost-per-thousand impressions) An ad model that charges advertisers every time an ad is displayed to a user, whether the user clicks on the ad or not. The fee is based on every 1,000 ad impressions (M is the Roman numeral for 1,000). Most display ads, such as banner ads, are sold by CPM. Impressions are not action-based and are merely defined by a user potentially seeing the advertisement, making CPM campaigns ideal for businesses intent on spreading brand awareness.

CPA (Cost per action) a form of advertising where payment is dependent upon an action that a user performs as a result of the ad. The action could be making a purchase, signing up for a newsletter, or asking for a follow-up call. An advertiser pays a set fee to the publisher based on the number of visitors who take action. Many affiliate programs use the CPA model.

CTR (Click through rate) the rate (expressed in a percentage) at which users click on an ad. This is calculated by dividing the total number of clicks by the total number of ad impressions. CTR is an important metric for Internet marketers to measure the performance of an ad campaign

3. Social Media Optimization [SMO]

Social media optimization (SMO) is the use of a number of outlets and communities to generate publicity to increase the awareness of a product, service brand or event. Types of social media involved include RSS feeds, social news and bookmarking sites, as well as social networking sites, such as Facebook, Twitter, video sharing websites and blogging sites.

SMO refers to the process of streamlining or optimizing a website so that it can be exposed online on various social media channels. This process can include anything carried out "on-page" such as refining the interface and usability of the site so that it becomes more compelling to the visitors in an effort to help them share it through various social media sites.

Some of the social media techniques are:

- Social Bookmarking
- Social Profile Listing
- Social Event Marketing
- Blogging

- Photo Sharing
- Video Sharing
- Online Product Reviews
- RSS Feed Promotion
- Audio and Music Sharing
- Question and Answers

4. Social Media Marketing [SMM]

Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services.

Social media marketing provides companies with a way to reach new customers, engage with existing customers and promote its desired culture, mission or tone (paid).

There are several reasons why should think about adopting social media marketing tools.

The most common reasons cited by users include:

- To increase effectiveness
- To increase efficiency
- To increase productivity
- For better responsiveness
- For continuity
- For collaboration
- To increase scope and scale
- For simpler execution
- Social media services include
- Setting up profile in social networking websites
- Community building
- Regular addition and tweaking of optimized, well-linked content

- Generation of ideas for viral marketing, such as videos, events, news, articles, and many more to encourage visitors to tag, share and interact with online activities
- Integration of blog, RSS, tagging and other tools to make website social media friendly
- Promotion of website through free and paid advertisements on social networking websites to drive targeted traffic (both geo-targeted and global)

5. Campaign SMS

An SMS campaign is a form of marketing that allows you to interact with customers via text. SMS is a form of marketing means that a text message can be carefully written to communicate a special offer or company information with a large group of people very quickly and easily from an online platform.

For example: Beta out, E-mail, SMS marketing refers to the use of SMS as a marketing channel.

The three types of SMS Marketing Campaigns are

- Broadcast
- One-to-One
- Recurring

Broadcast SMS is the first in the types of SMS Marketing Campaigns. It is a single text message that can send to entire customer base, or a group of users, at the same time. It can be scheduled to go out on a specific date and time, but the schedule is the same for everyone. A broadcast is generally the most ideal option when need to engage entire list with the same message at once.

One-to-one SMS is the second in the types of SMS Marketing Campaigns. It is simply a text message that can send to a single customer. This is usually sent when anything particular is to be communicated with a specific customer.

Recurring SMS Campaign is third in the types of SMS Marketing Campaigns. These are text messages that are sent automatically on a periodic basis. Recurring sending allows to create and automatically send SMS campaigns scheduled daily, weekly or monthly at a fixed time. Beta out allows to set-up, send, and analyze scheduled SMS reminders.

The most common digital marketing form used these days-

- Email marketing

- SEO
- PPC
- Social Media
- Viral marketing
- Text messaging
- Content marketing
- Affiliate marketing
- Influencer marketing

Email marketing

It is one of the earliest forms of digital marketing, it includes delivering targeted messages at the right time to right people.

For example, Amazon, Flipkart, etc. deliver emails about offers, discounts.

SEO (search engine optimization)

It is the most general form of Digital marketing which is used to increase the website's visibility across the search engines, it includes link buildings, content creations.

PPC

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically. Search engine advertising is one of the most popular forms of PPC.

Social media

Social media refers to techniques that target social networks and applications to spread brand awareness or promote particular products. Social media marketing campaigns usually centre around: Establishing a social media presence on major platforms. Creating shareable content and advertorials.

Viral marketing

Viral marketing is any marketing technique that induces websites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. Viral marketing may take the form of video clips, interactive Flash games, advergames, e-books, brand able software, images, text messages, email messages, or web pages.

Text Marketing

Text Marketing is a form of direct marketing. This includes using a medium which involves text messaging over a mobile device and can be done from a mobile phone or in bulk using an SMS Aggregator and distributor online.

Content marketing

Content marketing is a form of marketing focused on creating, publishing and distributing content for a targeted audience online. It is often used by businesses in order to: Attract attention and generate leads. Expand their customer base.

Affiliate marketing

Affiliate marketing is an online sales tactic that lets a product owner increase sale by allowing others targeting the same audience – “affiliates” – to earn a commission by recommending the product to others. At the same time, it makes it possible for affiliates to earn money on product sales without creating products of their own.

Influencer marketing

Influencer marketing is among the newer types of digital marketing. Influencer marketing uses people with an enormous online reach considered experts by target market to drive traffic and sales.

Influencer marketing is popular on social media channels like Instagram and Snapchat. Companies hire Instagrammers with large followings to promote their brand by posting one or more photos with the product.

Companies now engage in Instagram or Snapchat “takeovers” where the hired influence controls the company’s social media platform for a given amount of time, most often a day.

Techvolt Software Company using these digital marketing mediums:

- **SEO**
- **On page** - Meta tags
- **Off page** - Forum discussion, Classified ads, Link-building, Articles submission, Bloggers
- **Meta tag:** Meta tags are snippets of text that describe a page's content; the Meta tags don't appear on the page itself, but only in the page's code.
- **Forum discussion:** Forums can be a useful for anyone doing business online, both in terms of reading the content and actively participating in the discussions.
Reading a forum's archives can be a good way to obtain a basic knowledge about a topic, and it also provides a historical perspective on trends and opinions.
- **Classified ads:** It is an imperative positioning technique that will place ahead of all competitors. Classified ads help in SEO by promoting the traffic for existing website. It automatically enhances links for website and to magnetize buyers towards the company services.
- **Link building:** It is the process of getting other websites to link back to website. All marketers and business owners should be interested in building links to drive referral traffic and increase their site's authority.
- **Article submission:** It refers to the writing of articles that are relevant to online business and then getting added to the popular article submission directories. The main purpose behind article submission is to attract a large number of visitors (and links) to website without incurring a great cost. Obviously, it is important to make sure that the articles intend to submit are directly related or relevant to the business.
- **Bloggers:** Blog is a discussion on a topic the writer of the blog or "blogger" finds interesting, or a link to an article that is related to the particular focus of the blog.
- SMO
- Facebook
- Twitter
- LinkedIn
- Campaigns sms
- Bulk sms
- E-mail

1.7 Company Profile

An Indian Overview

The word "software" was coined as early as 1953, but did not appear in print until the 1960s. Before this time, computers were programmed either by customers or the few commercial computer vendors of the time such as UNIVAC and IBM. The first company founded to provide software products and services was Computer Usage Company in 1955.

The software industry expanded in the early 1960s, almost immediately after computers were first sold in mass-produced quantities. Universities, government, and business customers created a demand for software. Many of these programs were written in-house by full-time staff programmers. Some were distributed freely between users of a particular machine for no charge. Others were done on a commercial basis, and other firms such as Computer Sciences Corporation (founded in 1959) started to grow. Other influential or typical software companies begun in the early 1960s included Advanced Computer Techniques, Automatic Data Processing, Applied Data Research and Informatics General. The computer makers started bundling operating systems, systems software and programming environments with their machines.

When Digital Equipment Corporation (DEC) brought a relatively low priced microcomputer to market, it brought computing within the reach of many more companies and universities worldwide, and it spawned great innovation in terms of new, powerful programming languages and methodologies. New software was built for microcomputers, so other manufacturers including IBM, followed DEC's example quickly, resulting in the IBM AS/400 amongst others.

The industry expanded greatly with the rise of the personal computer in the mid-1970s, which brought desktop computing to the office worker for the first time. In the following years, it also created a growing market for games, applications, and utilities. DOS, Microsoft's first operating system product, was the dominant operating system at the time.

In the early years of the 21st century, another successful business model has arisen for hosted software, called software-as-a-service or SaaS. This was at least the third time this model had been attempted. From the point of view of producers of some proprietary software, SaaS reduces the concerns about unauthorized copying, since it can only be accessed through the Web and by definition no client software is loaded onto the end user's PC. As technology improved, the speed at which information needed to be transmitted increased, and with that the importance of IT was also compounded.

History of the Techvolt Software Pvt Ltd



TECHVOLT SOFTWARE

Techvolt Software Private Ltd classified as Non-govt Company and is registered at Registrar of Companies, Coimbatore. Its authorized share capital is Rs.10,00,000 and its paid up capital is Rs3,00,000. It is involved in Software publishing, consultancy and supply [Software publishing includes production, supply and documentation of ready-made (non-customized) software, operating systems software, business & other applications software, computer games software for all platforms. Consultancy includes providing the best solution in the form of custom software after analyzing the user's needs and problems. Custom software also includes made-to-order software based on orders from specific users. Also, included are writing of software of any kind following directives of the users; software maintenance, web-page design.

The company is blended with a strong culture of ethics and excellence, built over a strong foundation of commitment, credibility and quality, Techvolt Software Pvt.Ltd assures clients a best-in-class experience. To provide world class, scalable and reliable software to a variety of industries their solutions will always be designed keeping in mind, their customers' belief and need to meet their challenges. Their goals are focused at understanding, migrating, adapting and re-engineering key business processes to meet the need of clients.

Vision and Mission of the Company

Vision

Our vision is to develop in a constant manner and grow as a major IT service provider to become a leading performer, in providing quality Web and Software Development solutions in the competitive global marketplace. Our professional, flexible and integrated process reflects in what we do. We

always guide our customers to success. We have the ability to accelerate and quickly share the great work or products of your organization or business

Mission

Techvolt Software Pvt.Ltd delivers its solutions through an empowered team of professionals, where all the members are encouraged to innovate, explore, and take responsibility for their own growth both technically and professionally. Techvolt Software Pvt.Ltd, an open work environment and culture that encourages personal and group achievement with a clear focus on delivering customer satisfaction.

Aim of Company

To deliver effective business solutions and to satisfy our clients by providing high standards this in return will generate customer value.

Objectives of the Company

To become a leading software company that delivers effective business solutions meeting all the required standards within and across the state.

Emerging Trends of Digital Marketing in India

Information technology in India is an industry consisting of two major components: IT services and business process outsourcing (BPO). The sector has increased its contribution to India's GDP from 1.2% in 1998 to 7.5% in 2012. According to NASSCOM, the sector aggregated revenues of US\$160 billion in 2017, with export revenue standing at US\$99 billion and domestic revenue at US\$48 billion, growing by over 13%. USA accounts for more than 60 per cent of Indian IT exports.

India's IT Services industry was started in Mumbai in 1967 with the establishment of the Tata Group in partnership with Burroughs. The first software export zone, SEEPZ – the precursor to the modern-day IT park – was established in Mumbai in 1973. More than 80 percent of the country's software exports were from SEEPZ in the 1980s.

The Indian economy underwent major economic reforms in 1991, leading to a new era of globalization and international economic integration, and annual economic growth of over 6% from 1993–2002. The new administration under Atal Bihari Vajpayee (who was Prime Minister from 1998– 2004) placed the development of Information Technology among its top five priorities and formed the Indian National Task Force on Information Technology and Software Development.

Wolcott & Goodman (2003) report on the role of the Indian National Task Force on Information Technology and Software Development:

Within 90 days of its establishment, the Task Force produced an extensive background report on the state of technology in India and an IT Action Plan with 108

Recommendations. The Task Force could act quickly because it built upon the experience and frustrations of state governments, central government agencies, universities, and the software industry. Much of what it proposed was also consistent with the thinking and recommends notions of international bodies like the World Trade Organization (WTO), International Telecommunications Union (ITU), and World Bank.

In addition, the Task Force incorporated the experiences of Singapore and other nations, which implemented similar programs. It was less a task of invention than of sparking action on a consensus that had already evolved within the networking community and government.

Regulated VSAT links became visible in 1994. Desai (2006) describes the steps taken to relax regulations on linking in 1991. In 1991 the Department of Electronics broke this impasse, creating a corporation called Software Technology Parks of India (STPI) that, being owned by the government, could provide VSAT communications without breaching its monopoly. STPI set up software technology parks in different cities, each of which provided satellite links to be used by firms; the local link was a wireless radio link. In 1993 the government began to allow individual companies their own dedicated links, which allowed work done in India to be transmitted abroad directly. Indian firms soon convinced their American customers that a satellite link was as reliable as a team of programmers working in the clients' office.

Videsh Sanchar Nigam Limited (VSNL) introduced Gateway Electronic Mail Service in 1991, the 64 Kbit/s leased line service in 1992, and commercial Internet access on a visible scale in 1992. Election results were displayed via National Informatics Centre's NICNET.

"The New Telecommunications Policy, 1999" (NTP 1999) helped further liberalize India's telecommunications sector. The Information Technology Act, 2000 created legal procedures for electronic transactions and e-commerce.

Product Profile of the Company

Software Development

We work with latest technologies and architecture in turn provides the best Software application. Techvolt Software Pvt.Ltd offers best effective solutions for any software development need. Our Software Development team works hand in hand to understand your each and every need. Our team will then develop a user friendly Software that fulfil each of your requirement, fit with your company vision and help you to enhance the overall performance of your unit.

Team of Software Programmers & developers at Techvolt Software Pvt.Ltd, is highly skilled, qualified and having wide experience of custom Software Development. Unless required, we avoid giving you a complex and costly business solutions or applications. Our goal is to provide the straight and simple Software Application which is easy to use, less complicated, effective and enhancing the overall business performance. This is why; we are well known, reputed & leading Software Development Company in the area, who provides best effective, expert and affordable Customized Software Application.

As reputed and professional Software Company, we maintain an everlasting, healthy & friendly relationship with our customers. And to maintain this, we provide Point-to-Point and best affordable custom Software Applications & Web applications for almost every type of businesses. We provide our best services and deliver best suitable Software Applications, covering wide scope of Industries, Educational sectors, Corporate, Small Business, Service Industries, Retailers, Traders, Manufacturers as well as Individuals.

Web Designing

Over the years, Techvolt Software Pvt.Ltd is well known for delivering High-class website designing services. We are consistently delivering attractive and high quality professional websites to many clients from various sectors such as finance, insurance, trading, manufacturing, education, medical, health care, corporate, Retails as well as individuals. Our creative team of web designers and developers are experts in designing and developing a professional, good looking, appealing, and SEO Friendly websites.

At Techvolt Software Pvt.Ltd we understand, the importance of business growth, and we believe, having just a website is not the only the part and not sufficient enough to increase the overall business. Hence our qualified and creative web designers put all efforts to make the website Well-organized,

easy to navigate, eye-catching, Neat & Clean, error-free, Safe and secure. We take every effort and steps to make the website more technically correct, so that, it could load much faster, get crawled and indexed more quickly by search engines. This ensures a good ranking in SEO to get good website traffic and business leads.

Web Development

Techvolt Software Pvt.Ltd one of the leading Software Development Company based in Coimbatore providing a wide range of web development services. Our expert team of web developers are specialized in Developing Software and web Applications using latest and advanced technologies like PHP, ASP.NET, VB.NET, C#, JQUERY, SQL server, and so on. Our highly qualified and professional web developers are well experienced in developing custom web applications for any kind of business fulfilling your Business needs.

We are expertise in Developing various Web Applications, Software's, Mobile Applications and website using latest technologies. We are well known and reputed Software development Company for PHP Development, NET Development, Java Applications, Mobile Applications, Android and iPhone Application, CMS Websites, Ecommerce Websites, and many others.

Software Development, Website Designing & Development, Our portfolio of custom application development includes variety of projects, from ecommerce sites to complex oil well analysis systems. Our custom application development is customer business centric with proven process and methodologies. .Net Development

We are experts and well experienced in developing web applications, desktop applications, websites and custom software's using .NET Technology. Our well qualified .NET developers have provided best effective and affordable applications to many clients from various sectors.

PHP Development

We have dedicated team of experienced and highly qualified PHP developers. Our PHP developers are experts in developing web applications, websites and various custom software that are easy to use, effective and light weight. This will keep your overall system fast and more functional.

Java Development

JAVA development is another big topic in Software technologies. Almost every software and web application requires JAVA. Our team of developers are well qualified & experienced in Java Development and provided many applications and custom software's developed on Java platform.

Open Source Development

Sometimes, it is required to update & maintain the software or application often. And many clients prefer to take full control and perform the updating task by their own. Open Source Development is the best solution for this. We have developed many Open source applications and CMS applications to provide the easy up nation and maintenance of the application. We are expert in developing effective, easy to use and full functional applications using technologies like PHP, MySQL, WordPress, Joomla and many other open source platforms.

Android Development

Android is the top mobile platform and Mobile with Android Operating System is in trend. The number of people using Android Mobile is increasing day by day. And hence developing android applications are in demand and need of time. By doing Android development you can create new applications for Mobiles having Android operating system.

Market Study and research statistics has clearly indicates that there are millions of android smart phones were sold during last year and the number is increasing rapidly. This gave more demand for Android Developers and rise to many Android Development Companies around the world.

Techvolt Software Pvt.Ltd is one of the leading Android development Company in Coimbatore, TamilNadu. At techvolt software Pvt. Ltd we have expert and well qualified team of IT professionals & Android developers. Our aim and focus is to provide the best Mobile app which is compatible for any mobile device, run fast and error-free, without affecting your mobile performance and other aspects.

E-commerce Development

E-commerce is the rapidly growing Business trend today. Many customers prefer buying online today, and the number of active buyers on internet keeps on increasing day by day.

At, Techvolt Software Pvt.Ltd we understand the latest trend of e-commerce, have in-depth knowledge of how online shopping system works & e-commerce strategies. Our team of professional

web developers has a great experience of developing e-commerce websites that deliver a great online shopping experience and lead customers to complete the order. At, Techvolt Software Pvt. Ltd we have provided E-commerce Solutions for various clients with Elegant Design, easy navigated website layout, customized product management system, user database, custom applications, shopping cart software, Third-party payment gateway integration, and many more e-commerce solutions. With years of experience in e-commerce website development, we have proved ourselves as One Stop for all your e-commerce needs.

Digital Marketing

Digital marketing is one of the key business promotional services widely used in all kind of business promotions across the globe. Each and every business firm requires digital marketing part of their business promotions and revenue generation to meet the competitive market on the latest technology development. Techvolt Software provides various digital market services such as Search Engine Optimisation (SEO), Search Engine Marketing (SEM), and Social Media Marketing (SMM) with monthly and yearly package to their customer.

Marketing Portfolio

Techvolt Software being start-up IT service company, has a Business Development team, uses Digital Marketing and E-commerce technique to get their clients.

Digital marketing is the way of marketing that uses internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become common place.

CHAPTER-2

LITERATURE REVIEW

Afzal Basha (2019) in his study on “Effective digital marketing strategy in education sector at Bangalore city” Expressed that digital marketing is a key mantra for success of business organizations to reach its target audience. It is always challenging as it gets modernized constantly, today digital marketing has geared up a wide transformation in marketing area; and it has overtaken the traditional marketing strategies, Companies are obsessed with inventive, opportunities and challenges inside this digital era.

Juan Jose Loopez Garcia (2019) in the article “Digital Marketing Actions That Achieve a Better Attraction and Loyalty of Users” This study aims to identify the main ways in which users can be gained and retained by using Digital Marketing. The Delphi method with in-depth interviews was the methodology used in this study. The results of the research show the most important actions for achieving user recruitment and loyalty with Digital Marketing from the opinions of consulted experts.

Sanjay Bhayani and Nishant V Vachhani (2018) in their study on “Internet marketing vs Traditional marketing-A comparative analysis” tried to evaluate the market penetration of internet marketing with compared to traditional marketing and also studied the consumer buying pattern through internet marketing options. Researcher has used descriptive analysis by collecting responses from 500 samples and has also used secondary data and quoted that online marketing is more prolific as compared to physical purchasing and has also observed that electronic catalogue facilities are more preferred.

Venkatesh Babu and Swetha (2018) in the article “Digital Marketing Perspectives and Challenges among rural entrepreneurs in Madurai city of Tamilnadu, India” This study attempts to capture the Digital Marketing flair among rural entrepreneurs in Madurai, Tamilnadu, India. Results on e-marketing modes preferred by the rural entrepreneurs and the challenges faced by them with e-commerce would pave an avenue for future research studies.

Mayank Kumar Rat (2018) in his study reveals that the influence of the digital channels not supporting in amendment of opinion of client towards getting a product, however in close to future the digital channels influence the client purchase opinion as there's a thought for digital channels among customers square measure evident. As mentioned earlier this study created above all region

correct results on the variables couldn't be able to get. This study created region correct results. There exists a future scope to analyses the impact of digital channels on client purchase call for a wider region to get additional correct results.

Madhu Bala and et al. (2018) in his paper on “A critical review of digital marketing” has tried to assess successful technique of internet marketing and had compared between traditional and digital marketing. The researcher has made secondary data analysis by collecting data from various sources like researche, reports, newspapers, websites etc, and has found that the digital marketing is cost effective and has a great commercial impact on business.

Tina P. Singh and Ratna Sinha (2017) in the study “The impact of Digital Media Marketing on Business Growth and Performance in India”, focused social media as a form of media used for communication and also for social interaction using highly accessible and scalable communication techniques. As a result it has determined social media as an effective tool in doing business today which brings out innovative strategies out of companies that used to be very monotonous. This study also determines that social media has a positive impact on business and its growth and performance. Companies that are at maturity stage in the product lifecycle can adopt social media to extend their business survival.

Vishal Khasgiwala & Monica Sainy (2017) in their study titled analysed that Asian country being a transformation economy technological boom like TV searching channels. Therefore the web expand consumers impulse purchasing opportunities, increasing the accessibility to merchandise and services and therefore the ease with that impulse purchases will be created.

Sivasankaran (2017) in his analysis found that digital selling has revolutionized the economy normally and selling poses several threat and challenges to the trafficker within the competitive market. Ever-changing shopping behaviour warrant the marketers to grasp the youth market will advance from the mere client adjusted selling approach to technological client adjusted selling approach within the close to future.

Mohammad Reza Nemat Gorgani (2016) in the study on “The impact of Social Network Media on Brand Equity in SMEs”, focused on analysing the impact of electronic word of mouth marketing (Ewom) in social network on brand equity of “KIA Gallery” contemporary jewellery design company in Iran. The result of the research described in this article illustrate that the Ewom has a positive effect on brand awareness and brand image in addiction they influence the consumer attitude which has impact on customer purchase intention and value of the brand. The findings enables to comment on

performance social media use in terms of new marketing strategy in SMEs. It can be summarized that Ewom sources play an important role in the brand equity through the brand image, brand awareness and brand attitude.

Ishtiaq Ahmed (2016) in his paper on “Effects of Digital marketing on customer relationship” measured and emphasized the impact of digital marketing on relationship with customers. Research is based on empirical study by using brainstorming, questionnaire and has found that Social media is the best way to get connected to customers.

Rakesh Roushan et al. (2015) attempt to comprehend the acknowledgment level and conduct of Indian customer towards the expanding versatile advertising correspondence. It exhibits regarding how the acknowledgment and frame of mind shifts with gender, age, city, training, calling and pay gatherings. A poll based review was done for the investigation. The sample estimate for the examination was 180 respondents. It was discovered that the clients are responding to these portable based correspondences in a genuinely positive way gave these interchanges are tweaked to their necessities.

Afrina Yasmin et al. (2015) portrayed different types of computerized advertising, viability of it and the effect it has on company's deals. The inspected test comprises of one hundred fifty firms and fifty officials which have been haphazardly chosen to demonstrate the viability of computerized showcasing. Gathered information has been broke down with the assistance of different measurable instruments and procedures.

Priti Jeevan et al. (2015) in their contextual investigation depicted Flipkart.com has acquired an exhibit computerized and internet showcasing techniques to succeed and become showbiz royalty in the advanced advertising division. The case additionally talks about how flip kart had an enormous achievement in the internet advertising division as they acquired new bits of knowledge into the computerized promoting field. What's more, couple of years from now it will be in the long run observed that the ordinary advertising being supplanted by computerized showcasing.

Lawrence Mpele Lekhanya (2013) in the article on “The Use of Social Media and Social Networks as the Promotional Tool for Rural, Small, Medium and Micro Enterprises”, focused on establishing and developing the social media and social media technologies. Results of the study revealed that the majority of respondents do not use social media and social networks for business purposes. Technological, development knowhow of rural entrepreneurs in Kwazulu-Natal, as well as reduction

in marketing promotional costs, will mean that more and more promotional information will be easily available to more rural SMEs customers.

Vivek Bajpai and Sanjay Pandey (2012) in his article on “Viral Marketing through Social Networking sites with special references of Facebook”, focused on the concept that how viral marketing takes place through social networking sites by taking example of Facebook. As a result it has been determined that direct marketers who craft intelligent strategies for the facebook environment will require much more creativity than SEM campaigns. Only when marketers learn how to capture new kinds of value available for the first time ever inside facebook, the markets will realize just how valuable facebook.

Charity Pradiptarini (2011) in his research article titled “Social Media Marketing Measuring its Effectiveness and Identifying the Target Market”, focused the use of social media marketing effectiveness which is highly influenced by its messages/content quality, the company’s involvement and its association with the other marketing platform. The result shows that facebook was the most popular social media site among the participants. Companies use more than one media platforms to promote their product/services.

Sisira Neti (2011) in his study on “Social Media and its Role in Marketing”, focused the concepts of social media and social media marketing and other aspects like the growth and benefits, role and relevance of social media in marketing, social media strategies. It has been concluded that whether an individual, a start-up, small business or a large corporation, an online presence and an ongoing conversation with the constituents is a baseline requirement and which will also take time and expertise. Blogging can have a very positive effect on the company’s branding & growth. As per the hubspot report, customers with blogs gathered 68% more leads than customers without blogs.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology

Research is the process of systematic and in-depth study or search for any particular topic subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data. Research methodology is way to systematically solve their research problem .It may be understood as a science of studying how research is done scientifically. Research is a scientific and systematic analysis for pertain information on a specific topic. In research is an act of scientific investigation.

3.2 Research Design

“A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the satisfaction of clients about the digital marketing. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

3.3 Type of Research

The type of Research Design undertaken for the study is Descriptive Research Design. A study, which wants to portray the characteristics of a group or individuals or situation, is known as Descriptive study. It is mostly qualitative in nature.

3.4 Sources of Data

Primary data: Data which is collected for the first time is called Primary Data. Well Structured Questionnaires has been prepared for collection of primary data. Most of the questions are consist of multiple choices. Data were collected through google forms via email.

Secondary data: The secondary data is those which have been already collected by someone else and which have already been passed through the statistical process. This data was collected from the files of the company, journals, reports and books.

3.5 Sampling Plan

Population: The aggregate elementary units in the survey are referred to as the population. Here it covers the entire clients of the company which is 80.

Sample unit: Sampling unit is Techvolt Software Private Limited.

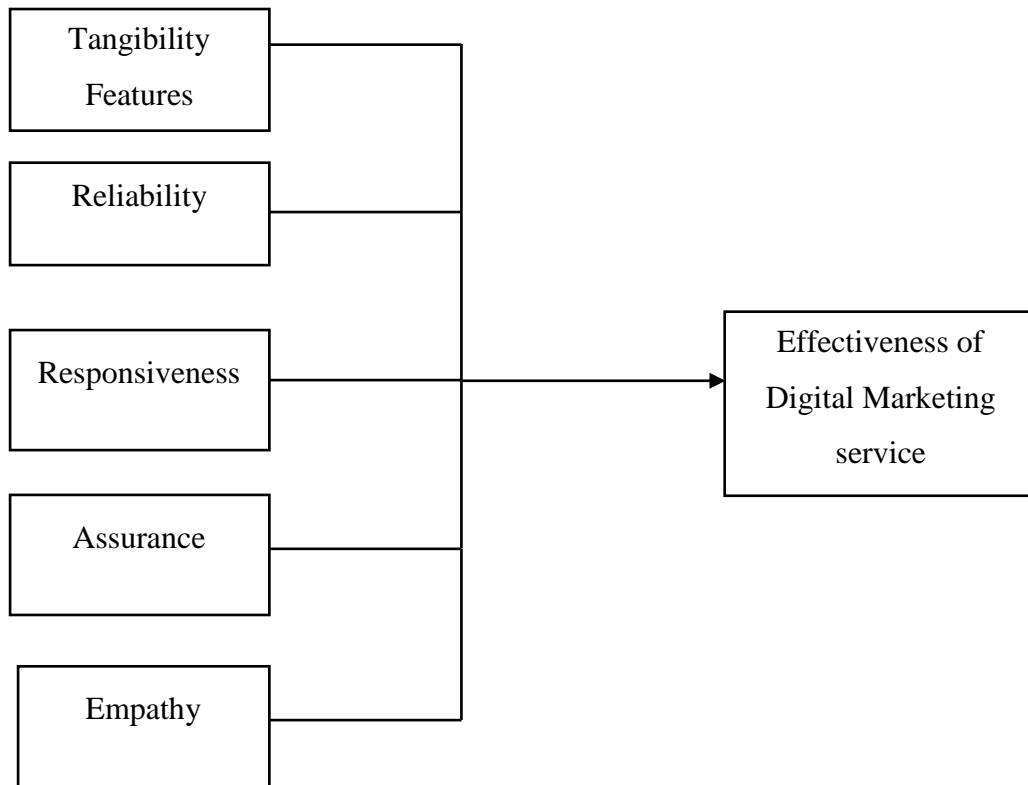
Sampling Method: Purposive Sampling method is followed from the total 80 clients, 60 clients who have availed the service in the past 6 months have been considered for the study.

Sample size: The study based only on the opinion and expectation of clients. Total number of sample taken for the study is 60.

Data Collection Instrument: For the collection of data, a well-structured questionnaire with basic client data requirement and SERQUAL Components are adopted.

3.6 Conceptual Framework

A conceptual framework includes one or more formal theories (in part or whole) as well as other concepts and empirical findings from the literature. It is used to show relationships among these ideas and how they relate to the research study.



Tool used for Analysis: The statistical tools used are selected based on the suitability to examine the objectives of the research.

The tools used in this project to analyse the data are:

- Percentage
- Anova
- Regression

Percentage analysis

The percentage analysis is mainly used by the researcher to analyse and interpret the data. The percentage refers to special kinds of ratio. Percentage is used in making comparison between two or more series of data.

Analysis of Variance (ANOVA)

It is used to analyse the differences between group means and their associated procedures (such as “variation” among and between groups).

Regression

Regression analysis is a quantitative research method which is used when the study involves modelling and analysing several variables, where the relationship includes a dependent variable and one or more independent variables.

CHAPTER – IV

ANALYSIS AND INTERPRETATION

4.1 ANOVA between Advertisement Effectiveness across Type of Business.

Table No- 4.1

ANOVA between Advertisement Effectiveness across Type of Business.

Dependent	Independent factor (Type of Business)	Mean	SD	F	Sig
Advertisement Effectiveness	Service firms	4.25	.839	1.458	.241
	Manufacturing firms	4.70	.483		
	Merchandise/Trader	4.17	.753		
	Total	4.32	.792		

Significant @ 5% level

H₀₁: There is no significant difference between Advertisement Effectiveness across Type of Business.

From the above table it is observed that there is no significant difference between advertisement effectiveness across type of business. The significant value is greater than 0.05 and therefore null hypothesis is accepted. The mean score of manufacturing firms is high and the mean score of merchandise/trader is low. This implies that the respondents are satisfied with the digital services provide by the company.

4.2 ANOVA between Advertisement Effectiveness across Usage Experience.

Table No- 4.2

ANOVA between Advertisement Effectiveness across Usage Experience.

Dependent	Independent factor (Usage Experience)	Mean	SD	F	Sig
Advertisement effectiveness	<6 Months	3.83	.752	2.254	.092
	6-12 Months	4.31	.671		
	1-2 Year	4.25	.902		
	>2 Year	4.87	.353		
	Total	4.31	.791		

Significant @ 5% level

H₀₂: There is no significant difference between Advertisement Effectiveness across Usage Experience.

From the above table it is observed that there is no significant difference between Advertisement Effectiveness across Usage Experience. The significant value is greater than 0.05 and therefore null hypothesis is accepted. The mean score of >2 year is high and the mean score of <6 months is low. This implies that the respondents having less than 6 months digital marketing experience are not finding digital advertising to be more effective competitively to other group. As the digital marketing usage is for long period they find it is more effective with higher usage experience group.

4.3 ANOVA between Service Quality Factor and Type of Business.

Table No- 4.3

ANOVA between Service Quality Factor and Type of Business.

Type of Business	N	Service Quality Factors									
		Tangibility		Reliability		Responsiveness		Assurance		Empathy	
		Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Service firms	44	16.52	2.43	20.13	3.22	19.77	2.99	20.40	2.78	19.72	2.70
Manufacturing firms	10	17.20	2.74	20.30	2.54	19.80	4.70	20.00	3.36	19.90	3.60
Merchandise/Trader	6	15.66	2.58	20.00	3.57	20.00	3.57	20.50	3.33	18.16	2.63
Total	60	16.55	2.48	20.15	3.10	19.80	3.31	20.35	2.88	19.60	2.85
F		.716		.018*		.012*		.088*		.852	
Sig at 5% level		.493		.982		.988		.916		.432	

Significant @ 5% level

H₀₃: There is no significant difference between Service Quality Factor and Type of Business

From the Table 4.3 depicts the significant difference between the mean score of different Service Quality Factor and Type of Business. It is found that there is no significant difference between the mean score of different type of business and service quality factors such as tangibility features, reliability, responsiveness, assurance, and empathy. The significance value is greater than 0.05. Hence the null hypothesis is accepted. Therefore there is no significant difference in type of business and opinion on service quality factor. From the observation of mean scores it is found that those who are in manufacturing firms are with high mean score in tangibility, reliability and empathy.

4.4 Percentage for Rank preferences for using digital marketing

Table No: 4.5

Percentage for Rank preferences for using digital marketing

Rank your preference for using digital marketing	Rank	No. of Respondents	Percentage
Flexible	1	14	23.3
	2	20	33.3
	3	12	20.0
	4	14	23.3
Total		60	100
Swiftness of Reach	1	18	30
	2	16	26.6
	3	21	35
	4	5	8.3
Total		60	100
Reach at large scale	1	28	46.7
	2	7	11.7
	3	21	35.0
	4	4	6.7
Total		60	100
Effective measure to promote	1	1	1.7
	2	3	5.0
	3	14	23.3
	4	42	70.0
Total		60	100

Rank preferences for using digital marketing

From the table 4.4, the overall percentage for ranking the preference for using digital marketing shows that for the reach at large scale 46% has been given as rank 1, following that for flexibility 33% ranked second for Swiftness of reach 35% ranked third and for effective measure to promote 70% of the respondents ranked fourth.

4.5 Regression for Tangibility Features on Advertisement Effectiveness.

Regression analysis is concerned with the derivation of an appropriate mathematical expression is derived for findings values of a dependent variable on the basis of independent variable. It is thus designed to examine the relationship of a variable y to set of other variables X1, X2, and X3....Xn. The most commonly used linear equation in $Y=b_1 X_1+b_2 X_2+\dots\dots\dots+b_n X_n+ b_0$ Here Y is the dependent variable, which is to be found. X1, X2..... And Xn are the known variables with which predictions are to be made and b1, b2..... bn are coefficients of the variables.

Dependent variable: Advertisement Effectiveness

Independent variable: Tangibility Feature

Table No: 4.5

Impact of Tangibility Feature on Advertisement Effectiveness.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.401	1.723		7.199	.000*
Tangibility Feature	.961	.393	.306	2.448	.017b
R	.306a				
R Square	.094				
F Value	5.994				
ANOVA Sig.	.017b				

Significant @ 5% level

H₀: Tangibility feature does not impact Advertisement Effectiveness.

H₄₀: Tangibility feature has a significant effect on Advertisement Effectiveness.

R – Value represents the correlation between dependent and independent variable. R- Square shows the total variation for the dependent variable that could be explained by the independent variable.

This table provides the R and R Square values. **The R values 0.306 represents the simple correlation which indicates variance of correlation.** The R Square value (the “R Square” Column)

indicates how much of the total variation in the dependent variable, **Advertisement Effectiveness** can be explained by the independent variable, **Tangibility Feature**. In this case, 9.4% can be explained, which is small.

Where as in F value =5.994, $p < 0.05$, R Square =.094, and indicates that, overall, the regression model statistically significant predicts the outcomes variable (i.e., the regression model is a good fit of the data).

From the above table Table no: 4.5 **the significant value .000 which is less than 0.05**, we reject the null hypothesis. So, there is a significant impact of Tangibility Feature on Advertisement Effectiveness.

4.6 Regression for Reliability and Impact of service quality factors on Advertisement Effectiveness.

Table No: 4.6
Regression for Reliability and Impact of service quality factors on Advertisement Effectiveness.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	13.013	2.051		6.346	.000*
Reliability	1.653	.467	.421	3.538	.001
R	.421a				
R Square	.177				
F Value	12.516				
ANOVA Sig.	.001b				

Significant @ 5% level

H₀: Reliability does not impact Advertisement Effectiveness.

H₅₀: Reliability has a significant effect on Advertisement Effectiveness.

R – Value represents the correlation between dependent and independent variable. R- Square shows the total variation for the dependent variable that could be explained by the independent variable.

This table provides the R and R Square values. **The R values 0.421 represents the simple correlation which indicates variance of correlation.** The R Square value (the “R Square” Column) indicates how much of the total variation in the dependent variable, **Advertisement Effectiveness** can be explained by the independent variable, **Reliability**. In this case, 17% can be explained, which is small.

Where as in F value =12.516, $p < 0.05$, R Square =.177, and indicates that, overall, the regression model statistically significant predicts the outcomes variable (i.e., the regression model is a good fit of the data).

From the above table Table no: 4.6 **the significant value .000 which is less than 0.05**, we reject the null hypothesis. So, there is a significant impact of Reliability on Advertisement Effectiveness.

4.7 Regression for Responsiveness and Impact of service quality factors on Advertisement Effectiveness.

Table No: 4.7

Regression for Responsiveness and Impact of service quality factors on Advertisement Effectiveness.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	13.404	2.259		5.935	.000*
Responsiveness	1.482	.515	.354	2.878	.006
R	.354a				
R Square	.125				
F Value	8.286				
ANOVA Sig.	.006b				

Significant @ 5% level

H₀: Responsiveness does not impact Advertisement Effectiveness.

H₆₀: Responsiveness has a significant effect on Advertisement Effectiveness.

R – Value represents the correlation between dependent and independent variable. R- Square shows the total variation for the dependent variable that could be explained by the independent variable.

This table provides the R and R Square values. **The R values 0.354 represents the simple correlation which indicates variance of correlation.** The R Square value (the “R Square” Column) indicates how much of the total variation in the dependent variable, **Advertisement Effectiveness** can be explained by the independent variable, **Responsiveness**. In this case, 12% can be explained, which is small.

Where as in F value =8.286, $p < 0.05$, R Square =.125, and indicates that, overall, the regression model statistically significant predicts the outcomes variable (i.e., the regression model is a good fit of the data).

From the above table Table no: 4.7 **the significant value .000 which is less than 0.05**, we reject the null hypothesis. So, there is a significant impact of Responsiveness on Advertisement Effectiveness.

4.8 Regression for Assurance and Impact of service quality factors on Advertisement Effectiveness.

Table No: 4.8
Regression for Assurance and Impact of service quality factors on Advertisement Effectiveness.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	16.574	2.039		8.128	.000*
Assurance	.875	.465	.240	1.882	.065
R	.240a				
R Square	.058				
F Value	3.542				
ANOVA Sig.	.065b				

Significant @ 5% level

H₀: Assurance does not impact Advertisement Effectiveness.

H₇₀: Assurance has a significant effect on Advertisement Effectiveness.

R – Value represents the correlation between dependent and independent variable. R- Square shows the total variation for the dependent variable that could be explained by the independent variable.

This table provides the R and R Square values. **The R values 0.240 represents the simple correlation which indicates variance of correlation.** The R Square value (the “R Square” Column) indicates how much of the total variation in the dependent variable, **Advertisement Effectiveness** can be explained by the independent variable, **Responsiveness**. In this case, 5% can be explained, which is small.

Where as in F value =3.542, $p < 0.05$, R Square =.058, and indicates that, overall, the regression model statistically significant predicts the outcomes variable (i.e., the regression model is a good fit of the data).

From the above table Table no: 4.8 **the significant value .000 which is less than 0.05**, we reject the null hypothesis. So, there is a significant impact of assurance on Advertisement Effectiveness.

4.9 Regression for Empathy and Impact of service quality factors on advertisement effectiveness.

Table No: 4.9

Regression for Empathy and Impact of service quality factors on advertisement effectiveness.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14.161	1.945		7.279	.000*
Empathy	1.260	.443	.350	2.842	.006
R	.350a				
R Square	.122				
F Value	8.076				
ANOVA Sig.	.006b				

Significant @ 5% level

H₀: Empathy does not impact Advertisement Effectiveness.

H₈₀: Empathy has a significant effect on Advertisement Effectiveness.

R – Value represents the correlation between dependent and independent variable. R- Square shows the total variation for the dependent variable that could be explained by the independent variable.

This table provides the R and R Square values. **The R values 0.350 represents the simple correlation which indicates variance of correlation.** The R Square value (the “R Square” Column) indicates how much of the total variation in the dependent variable, **Advertisement Effectiveness**

can be explained by the independent variable, **Empathy**. In this case, 12% can be explained, which is small.

Where as in F value =8.076, $p < 0.05$, R Square =.122, and indicates that, overall, the regression model statistically significant predicts the outcomes variable (i.e., the regression model is a good fit of the data).

From the above table Table no: 4.9 **the significant value .000 which is less than 0.05**, we reject the null hypothesis. So, there is a significant impact of empathy on Advertisement Effectiveness.

CHAPTER V

FINDINGS AND CONCLUSION

5.1 Findings:

- There is no significant difference between Advertisement Effectiveness across Type of business. The mean score of the Manufacturing is high 4.70. The significant value is greater than 0.05.
- There is no significant difference between Advertisement Effectiveness across Digital Marketing Usage Experience. The mean score of the >2 Year is high 4.87. The significant value is greater than 0.05.
- There is no significant difference between Advertisement Effectiveness across Usage Experience.
- There is no significant difference between the mean score of different type of business and service quality factors such as tangibility features, reliability, responsiveness, assurance, and empathy.
- The overall percentage for ranking the preference for using digital marketing shows for the reach at large scale 46% has been given as rank 1, following that for flexibility 33% ranked second for swiftness of reach 35% ranked third and for effective measure to promote 70% of the respondents ranked fourth.
- Tangibility features significantly impacts advertisement effectiveness.
- Reliability significantly impacts advertisement effectiveness.
- Responsiveness significantly impacts advertisement effectiveness.
- Assurance significantly impacts advertisement effectiveness.
- Empathy significantly impacts advertisement effectiveness.

5.2 Suggestion

The research observations infer that Techvolt Digital Marketing is growing well. Yet the company can improve in some areas according to us like

- On the basis of survey we can say that 11.5% are not aware of digital marketing and 88.5% are aware about digital marketing 48.1% are ready to allocate budget on digital marketing and remaining are not ready to spend on digital marketing. So the company should advertise its services and approach effectively to capture the clients.
- Merchandising/Trader firms rated low an advertising effectively as the mean score is low comparatively. Therefore client service should be improved.
- Clients with less than 6 months digital marketing usage have scored less on advertisement effectiveness. As the usage experience increases the mean score on advertisement effectiveness is increasing. Therefore it is suggested that new clients should be given more attention while creating digital advertisements.
- Irrespective of type of business the service quality factors does not show any significant impact on advertisement effectiveness. Hence the firm should consider all service quality factors for improvement.

5.3 Conclusion:

The study gave an in-depth analysis on services quality requirement of digital marketing and its real role in marketing scenario. The world is quickly moving from simple to the digital world. Individuals are investing more in online content and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital. On the off chance that the companies don't utilize the digital platform to advertise their product and services then they cannot compete with competitions and will eventually shut down. Hence the digital marketing is essential and it changes the consumer behavior. The digital marketing industry is in peak. Considering these facts, the digital marketing companies must provide better services to their clients. If the client companies go in profit, they trust the effect of digital marketing. Then they depend only digital marketing company to promote their business even though there are lots of channels to advertise.

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Annexure

Dear Respondents,

Hope you are all doing good and healthy, I am Aarthi M, MBA student from Avinashilingam Institute for Home science and Higher Education for Women.

Currently I am doing a research study in my specialization of marketing to assess the Effectiveness of digital marketing services among the clients. It will be more interesting and easy to do the things and it will take only a few more minutes, So I request you to kindly participate in this survey and give your responses here.

Hereby I inform you that the details and the responses of you are kept confidential and it will be used only for the research purposes. Thanks in advance.

BASIC INFORMATION

✓Name of the respondent.....

✓Company Name.....

✓Designation.....

1) Type of Business?

Industry Type

Service	
Manufacturing	
Merchandise/Trader	

2) Since how long is your company undertaking digital marketing activities?

<6Months	
6-12 Months	

1-2 Year	
>2 Year	

3) Rate your Satisfaction level about the digital marketing services in recent Days/Month/Year?

Effectively	
Effective	
Moderate	
Not Effective	
Not Effectively	

4) Rank your preference for using digital marketing (1 to 4)

Flexible	
Swiftness of Reach	
Reach at large scale	
Effective measure to promote	

Tangibility Features

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The company use sophisticated software tools which give trendy.					
The visual appeal of the products are excellent					

The advertisement impression and recallable and effective.					
Information architecture is clear and perfect.					

Reliability

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The content reach very accurate.					
The launching time of campaigns in social media is followed as scheduled.					
Problem rectification done with sincere interest.					
Accuracy and complication as per the requirement its done right mostly at the first time itself.					
Error free outputs are received for client verification.					

Responsiveness

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Periodical capture customer feedback done.					
It is consistent building clients brand image.					
Ad copy and content created in consideration with audience growth.					
Effort is taken for client interaction which leads to development.					
Cost of leads are reasonable.					

Assurance

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Awareness created of the brand or enriching the client's confidence					
Audience growth and sales impact is notable due to techvolt services					

Designs created for trendy and competitive					
Employees are knowledgeable answer client questions.					
The employee at techvolt company are consistently courteous with clients.					

Empathy

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Individual attention customers or promising.					
Techvolt always acts the best interest consumers.					
Specific needs of the customers are well understood and implemented.					
Client's queries are answered beyond the					

operating hours.					
Grievance handling timely.					