

Digital Marketing Strategies for Business Growth of Plant Green Inertia at Chennai

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ABSTRACT

In the modern digital era, the internet, mobile devices, and social media have transformed traditional marketing practices. Organizations increasingly rely on digital platforms to remain visible, reach their target audience, and engage with customers effectively. Digital marketing encompasses various online methods used to advertise, promote, and distribute products and services. It enables organizations to understand customers' interests and needs, communicate directly with their target audience, and use customer feedback to improve their products and services. As consumers increasingly depend on the internet for information, digital platforms have become an important channel for building and maintaining customer relationships. Digital marketing is also more accessible and affordable than many traditional marketing methods. Techniques such as Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Marketing, and Email Marketing allow organizations to target specific audiences, manage campaigns efficiently, and evaluate their marketing performance. Thus, digital marketing plays an important role in promoting products, engaging customers, and supporting organizational growth.

Keywords: Digital Marketing, Social Marketing, Content Marketing, Email Marketing, Business Growth, SEO, Customer Engagement.

Introduction

In the present digital era, organizations need effective marketing strategies to achieve business growth and sustainability. The widespread use of the internet, smartphones, and social media has transformed the way businesses communicate with customers, making digital marketing an essential alternative to traditional marketing.

Digital marketing involves various online techniques used to promote and distribute products and services. It enables organizations to reach target customers based on their interests and needs, while also helping them build and maintain strong customer relationships. Since consumers increasingly use the internet to obtain information about products and services, digital platforms provide businesses with effective opportunities to communicate with their target audience and understand their preferences.

A major advantage of digital marketing is its **cost-effectiveness, accessibility, and measurable results**. Organizations can reach a wider audience with relatively less time and financial investment while monitoring the performance of their marketing activities. Common digital marketing techniques include **social media marketing, search engine optimization (SEO), content marketing,**

and email marketing, which help organizations increase customer engagement, promote their products, and support overall business growth.

Need for and Importance of the Study

- To understand the contribution of digital marketing strategies to brand building.
- To examine consumer behavior patterns towards various digital marketing tools.
- To assess the impact of Search Engine Optimization (SEO) on business performance.
- To examine the impact of email marketing on customer retention.
- To gain an in-depth understanding of the application of digital marketing analytics.
- To understand the role of digital marketing in customer relationship management.

Statement of the Problem

Nowadays, organizations face numerous challenges in the competitive market due to the rapid growth of technology and the dynamic nature of customer behaviour. Due to the significant role of the internet in the current digital era, the use of search engines and other social media tools to market the company has become unavoidable. However, many firms have failed to determine their effectiveness and profitability. Therefore, Plant Green Inertia must implement effective digital marketing strategies to promote its services and create lasting relationships with its customers. Consequently, the marketing mix analysis of the organization should be done considering the customers' expectations and needs.

Objectives of the Study

- To examine the influence of digital marketing strategies on business growth and performance.
- To analyse the impact of social media marketing and content marketing on customer engagement.
- To evaluate the effectiveness of email marketing in improving customer retention and communication.
- To assess the role of digital marketing analytics in understanding customer behaviour and supporting marketing decisions.
- To examine the relationship between **digital marketing activities and business growth, particularly in terms of customer acquisition and revenue generation.**

Scope of the Study

- To study the digital marketing strategies adopted by Plant Green Inertia.
- To examine the effectiveness of SEO, social media marketing, email marketing, and content marketing used by the organization.
- To analyse the contribution of digital marketing to business growth and sales performance.
- To assess the role of digital marketing in brand building and brand awareness.
- To understand the effectiveness of digital marketing in customer engagement and relationship building.
- To evaluate the effectiveness of online marketing activities in lead generation and customer conversion.
- To identify the digital marketing tools and platforms used by Plant Green Inertia and examine their patterns of application.
- To identify the **challenges and limitations** faced by Plant Green Inertia in implementing digital marketing strategies.

Review of Literature

Kotler, Kartajaya, and Setiawan (2026) discussed *Marketing 6.0* and the growing role of artificial intelligence, big data, machine learning, automation, and analytics in digital marketing. The study highlights how organizations can use these technologies to provide integrated customer experiences through websites, mobile applications, social media, email, and other digital channels.

Patel and Mehta (2025) examined the effectiveness of Search Engine Optimization (SEO) in promoting products and services. The study found that effective SEO improves search engine visibility, increases customer reach, and can contribute to higher sales. It was also identified as a sustainable and cost-effective digital marketing strategy.

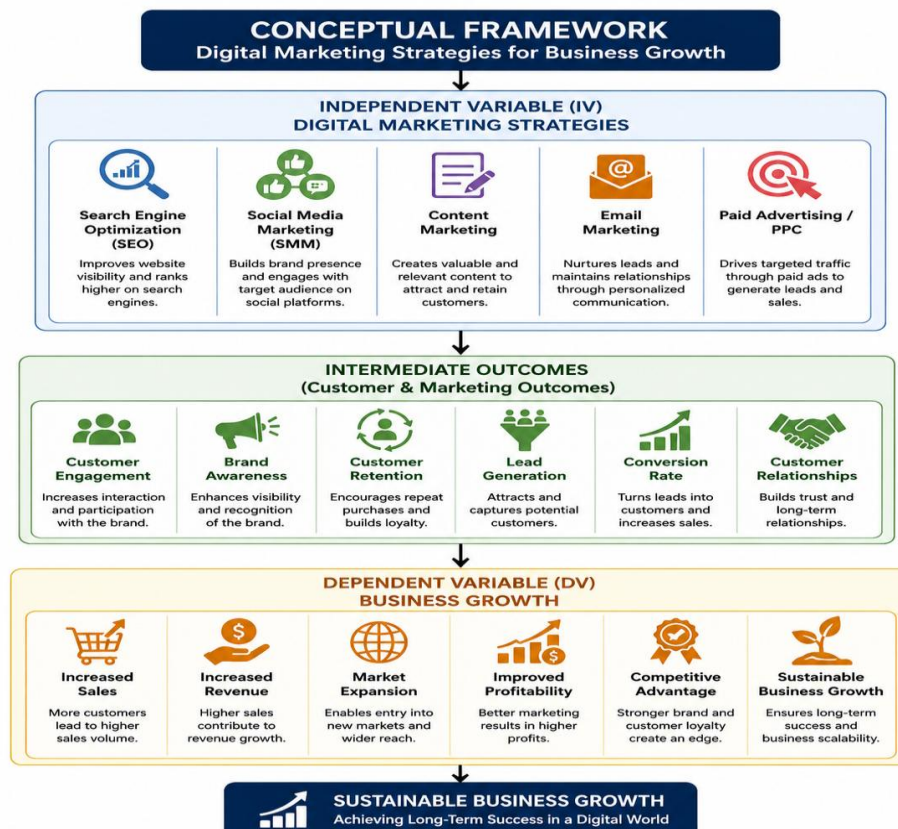
Mittal and Kumar (2024) studied the role of technological capabilities and digital marketing in MSMEs, particularly in Indian e-commerce businesses. Their findings indicate that the effective use of digital marketing and technological capabilities can improve the competitive advantage and overall performance of MSMEs.

Calderon-Monge and Ribeiro-Soriano (2023) reviewed the impact of digitalization on the global economy and business growth. The study emphasized that organizations need to continuously develop their digital capabilities to remain competitive, sustainable, and adaptable to changing market conditions.

Kotler, Kartajaya, and Setiawan (2022) highlighted the importance of artificial intelligence, big data, automation, and digital marketing tools in modern business. The authors emphasized the use of **SEO, social media marketing, content marketing, email marketing, mobile marketing, and customer relationship management (CRM)** to enhance customer value, engagement, and loyalty.

Chaffey and Ellis-Chadwick (2022) examined the strategic application of digital marketing in organizations and emphasized the importance of integrating digital channels such as search engines, social media, email, and content marketing. The study highlights that effective digital marketing planning helps organizations improve customer engagement, strengthen brand awareness, generate leads, and achieve better business performance.

Conceptual Framework



Research Methodology

The current research used a descriptive research design with a quantitative approach to determine the effects of digital marketing strategies, including social media marketing, SEO, content marketing, email marketing, and paid advertising/PPC, on business growth, customer engagement, brand awareness, sales, and customer retention. The study made use of both primary and secondary data in order to address the research objectives and achieve the study's goals. In order to collect the primary data, a thirty-questionnaire survey was conducted with the participation of one hundred respondents, who were business owners, entrepreneurs, digital marketing professionals, and those, who were familiar with the concept of digital marketing. The data collection process used convenience sampling in order to ensure easier access to the potential respondents. In addition to primary data, the study also made use of secondary data, which were obtained from books, journals, research papers, magazines, articles, and newspapers, as well as government publications and other various sources.

The thirty-item questionnaire was distributed among the participants with the use of Google Forms and manually; it was divided into five sections, including demographics (two questions), awareness and content strategy (seven questions), social media and influencer marketing (seven questions), email and paid advertising (seven questions), and customer engagement and business growth (seven questions). The survey provided the respondents with five options to choose from in accordance with their opinions and views on the topic of the study. The collected data were analyzed using percentage analysis, frequency distribution, mean, and weighted average, one-way ANOVA, and multiple linear regression with the use of Microsoft Excel and SPSS. In addition, the research followed the principles of research ethics by ensuring the respondents' voluntary participation and confidentiality. Finally, the study's results were limited to the one hundred respondents gathered within a short period of time.

Results and Discussion

• Demographic Profile of Respondents

Demographic	Highest Response	Frequency (n)	Percentage (%)
Age	21–30 years	31	31%
Gender	Female	63	63%
Occupation	Employee	37	37%
Platform used most	WhatsApp	35	35%

The sample was dominated by respondents aged 21–40 (60% combined), with a notable female majority (63%) and a predominance of employees and professionals (69% combined) over students. WhatsApp, Facebook, and Instagram together accounted for 89% of platform usage, indicating that respondents are concentrated on messaging and mainstream social platforms rather than photo-sharing or professional networks such as Snapchat and LinkedIn.

• Perception of Digital Marketing Strategies

Across the twenty core attitude statements covering social media marketing, content marketing, email marketing, and overall business growth, negative responses (Disagree and Strongly Disagree combined) consistently exceeded positive responses (Agree and Strongly Agree combined). The pattern across each dimension is summarised below.

Dimension	Statement (Representative)	Agreement %	Disagreement %
SocialMedia Marketing	Social media advertising contributes to business growth	18%	50%
Content Marketing	Good-quality content improves overall perception of a business	23%	51%
Email Marketing	Email marketing provides a cost-effective way to promote products	23%	65%
Business Growth	Overall, digital marketing strategies contribute significantly to growth	19%	59%

Email marketing recorded the most negative sentiment among the four dimensions, particularly regarding cost-effectiveness (65% disagreement), while brand awareness was the least negative statement overall (47% disagreement), suggesting respondents were comparatively more receptive to digital marketing's role in visibility than to its direct effect on sales or relationship-building.

• One-Way ANOVA Analysis

A one-way ANOVA was performed to determine whether the mean scores for four key marketing dimensions—**Social Media, Content, Email Marketing, and Business Growth**—varied significantly across different **age groups, occupational categories, and digital platforms used**. The analysis was conducted at a **5% significance level ($p < 0.05$)**. A significant p-value indicates that there is a statistically meaningful difference in the mean scores between the respective groups, whereas a p-value greater than 0.05 indicates that the observed differences are not statistically significant. The ANOVA results therefore help identify whether demographic characteristics and platform preferences are associated with differences in respondents' perceptions of digital marketing activities and their contribution to business growth.

Grouping Variable	Dependent Variable	F-statistic	p-value	Significance
Age	Social Media	1.917	0.1320	Not Significant
	Content	3.642	0.0154	Significant
	Email	1.206	0.3118	Not Significant
	Business Growth	0.210	0.8890	Not Significant
Occupation	Social Media	1.207	0.3114	Not Significant
	Content	4.864	0.0034	Significant
	Email	0.415	0.7425	Not Significant
	Business Growth	0.345	0.7930	Not Significant
Platform	Social Media	0.214	0.9300	Not Significant
	Content	2.375	0.0575	Not Significant
	Email	1.066	0.3779	Not Significant
	Business Growth	1.528	0.2002	Not Significant

Content marketing perception was the only dimension to show statistically significant variation, both by age ($F = 3.642$, $p = 0.0154$) and by occupation ($F = 4.864$, $p = 0.0034$). Respondents below 20 years reported the highest mean content-marketing score (3.19), compared to roughly 2.8 for older age groups, while respondents in the 'other' occupation category (mean = 3.31) and students (mean = 3.08) rated content marketing more favourably than employees (2.80) and professionals (2.75). All remaining comparisons — social media marketing, email marketing, and business growth across age, occupation, and platform — returned p-values above 0.05, indicating broadly consistent perceptions across these demographic groups.

• Regression Analysis

A multiple linear regression was conducted to test whether perceptions of social media marketing, content marketing, and email marketing predict perceived business growth impact.

R	R Square	Adjusted R Square	F	Sig.
0.081	0.007	-0.024	0.212	0.8875

Predictor	B (Unstandardized)	Std. Error	t-value	p-value
Intercept	2.497	0.574	4.352	0.000
Social Media Marketing	-0.059	0.100	-0.586	0.5592
Content Marketing	0.017	0.119	0.146	0.8843
Email Marketing	0.073	0.118	0.624	0.5344

The overall regression model was not statistically significant, $F(3, 96) = 0.212$, $p = 0.888$, $R^2 = 0.007$, Adjusted $R^2 = -0.024$, meaning the three tactic-level predictors together explained less than 1% of the variance in perceived business growth. None of the individual predictors was significant. This suggests that, in this sample, respondents' broad agreement with the general statement that digital marketing drives business growth does not vary systematically with how strongly they endorse specific

tactics such as social media, content, or email marketing — respondents appear to hold a largely uniform, high-level belief about digital marketing's value that is independent of their views on individual practices. A larger, more varied sample and additional predictors, such as marketing budget, business type, or frequency of activity, may be needed to detect a relationship if one exists.

Findings

- Digital marketing is generally perceived as an effective strategy for business growth, although some specific areas received negative feedback.
- Social media marketing is considered effective for increasing customer interaction and brand awareness, but its direct contribution to business growth was viewed with some scepticism.
- WhatsApp, Facebook, and Instagram were the preferred promotional platforms, each used by 89% of respondents.
- Influencer marketing was perceived as effective for building customer trust and attracting new customers.
- Personalized email marketing was viewed as useful for encouraging repeat purchases and strengthening customer relationships, although it received the lowest overall response among the strategies studied.
- Paid advertising was considered helpful for brand promotion and customer acquisition.

Suggestions

- Develop an integrated digital marketing strategy covering social media, SEO, email marketing, content marketing, and paid advertising.
- Focus on WhatsApp, Facebook, and Instagram, which were the most preferred platforms among respondents.
- Create age- and occupation-specific content, as significant differences were found in perceptions of content marketing across these groups.
- Use influencer marketing strategically to build trust and attract potential customers.
- Personalize email campaigns based on customer interests and purchase behaviour to improve engagement and retention.
- Use targeting and analytics to improve the effectiveness of paid advertisements and reach the right audience.
- Regularly monitor digital marketing campaigns using **analytics tools** to identify successful strategies and improve performance.

Limitations of the Study

This study had several limitations which include the sample size and sampling technique used. A total of 100 respondents were involved in the study. Since the sample size was small, the findings might not be sufficient to generalize the views of the entire population. Besides, the study was conducted in one location using the convenience sampling technique which could have introduced various biases in the data collected. Secondly, the study was conducted within a short period to address time constraints. The findings might not represent the overall effectiveness of digital marketing as a whole due to the fact that the study was conducted within a short time. In addition, the findings only reflect the views and perceptions of the study participants.

Conclusion

Based on the research conducted to come up with the findings for the study titled "Digital Marketing Strategies for Business Growth", it is evident that digital marketing has become an integral part of modern business activities playing a significant role in transforming organisational interactions with customers. The study, which involved social media marketing, content marketing, email marketing, paid advertisement and digital marketing analytics as key areas of focus was conducted with specific reference to Plant Green Inertia Pvt. Ltd. to establish the possibility of transforming brand awareness, customer engagement, market reach and customer relationship. Despite the fact that the majority of

respondents acknowledged the potential of digital marketing to transform business growth, their views and perceptions towards various aspects of digital marketing differed significantly.

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