



A Study On Marketing Strategies and Customer Engagement

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Abstract – Marketing strategies are crucial in helping organisations attract customers, increase brand awareness, and strengthen customer relationships. In today's competitive business landscape, organisations need to adopt innovative marketing approaches to boost customer engagement and achieve sustainable growth. This study investigates the marketing strategies employed by Global Techno Solutions and their impact on customer engagement. The research focuses on elements such as digital marketing, social media marketing, customer relationship management, promotional activities, customer satisfaction, and customer loyalty. Data were collected from 100 respondents using a structured questionnaire. Percentage analysis, One-Way ANOVA, and Correlation Analysis were employed to interpret the data. The findings suggest that effective marketing strategies significantly enhance customer awareness, satisfaction, trust, and long-term engagement. The study concludes that organisations should continually strengthen their digital presence, improve customer communication, and implement customer-centric marketing practices to attain a sustained competitive advantage.

Keywords – Marketing Strategies, Customer Engagement, Digital Marketing, Customer Satisfaction, Customer Loyalty, CRM, Social Media Marketing, ANOVA, Correlation Analysis.

I. INTRODUCTION

Marketing has become one of the key functions of any business activity. In the current dynamic business environment, organizations have been emphasizing more on understanding customers' needs and desires, as well as on creating and developing valuable products and services. Therefore, in order to ensure sustainable growth and competitive advantage, companies must implement the most successful marketing strategies. The new technological developments made a huge impact on the marketing process. Websites, digital media, email marketing, search engines, online marketing, and social media have become very important tools for engaging with customers stakeholders.

These technologies enable the organization to communicate effectively with its target audience. It is significant to mention that customer engagement plays a critical role in the company's success. It may be defined as the relationship between the customers and the company that has both an emotional and behavioral component. In other words, it is how customers feel and act in relation to the brand. For example, more engaged customers are more likely to make a purchase, give honest feedback, and tell others about the brand. Hence, in order to increase customer engagement, the organization must focus on developing and maintaining good relationships with customers and stakeholders. The company should also invest in relationship management and personal selling, as well as in using various digital social media to communicate with the audience.

Global Techno Solutions is a company that provides software development, artificial intelligence, machine learning, cyber security, cloud computing, IoT, networking, blockchains, and technical training services. The management has decided to implement various marketing strategies in order to raise awareness of the company's brand and develop relationships with the customers. However, it is essential to assess whether these strategies have made a positive change in the customer engagement level and to identify the effect on customer satisfaction, loyalty, and company's growth.

II. REVIEW OF LITERATURE

Subburaj et al. (2026) examined the effect of digital marketing strategies on consumer purchasing behaviour in the Indian home appliance market. The study highlighted targeted campaigns, influencer marketing, online demonstrations, product comparisons, and customer reviews as important factors influencing purchase decisions. It concluded that digital marketing and digital-first initiatives significantly improve consumer engagement, conversion, and purchase decisions.

Subburaj (2025) conducted an empirical study on factors influencing consumers' online purchasing behaviour and the challenges encountered when shopping on e-commerce platforms. The study found that convenience, product availability, technological advancement, and customer satisfaction encourage online shopping, while trust, security, and delivery issues remain major concerns. The findings emphasized that understanding consumer



ISSN:3048-7722

preferences helps online retailers improve marketing strategies, service quality, and customer satisfaction.

Subburaj, Valarmathi, and Anitha (2026) examined the impact of social media on consumer spending habits in online shopping using data from 114 respondents. The study found that influencer endorsements, reviews, testimonials, visual content, discounts, and advertisements significantly influence consumer purchasing behaviour and online engagement. The authors recommended platform-specific digital strategies, influencer marketing, personalized promotions, and customer reviews to improve consumer engagement and sales.

Sathyanarayan and Subburaj (2021) investigated the influence of emotional attachment, cognitive memory, and purchase situations on brand loyalty and consumers' willingness to pay a premium. The study found a significant positive relationship between emotional attachment and brand loyalty, with purchase situations partially mediating this relationship. The study concluded that strengthening emotional connections with consumers can enhance brand loyalty and develop long-term customer relationships.

Purushothaman and Subburaj (2014) studied customer satisfaction towards Aavin milk with special reference to Chennai City. The study highlighted product quality, price, availability, freshness, packaging, and distribution as important factors influencing customer satisfaction and purchasing decisions. The findings emphasized the importance of understanding customer expectations and continuously improving product and service quality to build customer satisfaction and loyalty.

Kotler and Keller (2016) explain that with the help of marketing strategies, it is possible to learn about customer needs and introduce products and services that provide the best combination of utility and value to the target market. The researchers concluded that customer engagement and satisfaction are key to long-term success.

Chaffey and Ellis-Chadwick (2019) note that in the current digital age, the best ways to engage with customers are through websites, social media, email marketing, and other online communication tools. The authors conclude that digital marketing offers a possibility to intensify business-customer relationships.

Brodie et al. (2013) define customer engagement as the degree and nature of a customer's emotional, cognitive, and behavioral attachment to a provider. The authors conclude that customer engagement can benefit from building a stronger relationship with the customer and gaining their advocacy.

Kumar and Reinartz (2018) explain that relationship marketing is designed to drive profits through the enhancement of long-term customer relationships. The authors conclude that engagement in customer relationships

management leads to increased customer loyalty and profitability for the business.

Ryan (2017), observes that social media marketing helps in establishing direct contact with the target market. The author also notes that social media engagement helps improve understanding of what customers want.

Armstrong and Kotler (2020) note that integrated marketing communications can strengthen customer relationships by consistently delivering the same message to the target market. The uniform delivery of messages helps to build customer goodwill, brand image, and loyalty.

Lemon and Verhoef (2016) conclude that the customer experience is the critical driver of customer engagement. In line with this conclusion, the authors propose that customer engagement strategies should be designed to offer the best service to the customers, which will lead to satisfaction.

III. OBJECTIVES OF THE STUDY

General Objective

The general objective of this work is to carry out a marketing study of Global Techno Solutions to identify the company's marketing practices and strategies, analyze its performance, and see what impact it is making on the technologies and technical solutions industry.

Specific Objectives

1. To study the company's overall working processes and business practices, as well as its market and business performance.
2. To get familiar with the organizational structure and management system of Global Techno Solutions.
3. To identify the main responsibilities of the company's different departments.
4. To get an understanding of the technology solutions and manufacturing industry, as well as its characteristics and peculiarities.
5. To perform a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of Global Techno Solutions and outline a number of recommendations for the firm's future development.

IV. RESEARCH METHODOLOGY

The study adopts a descriptive research design to examine customers' opinions, perceptions, satisfaction, and engagement with Global Techno Solutions' marketing strategies. Primary data will be collected from 100 customers through a structured questionnaire using a five-point Likert scale, while secondary data will be obtained from books, journals, research articles, websites, and publications. A convenience sampling technique will be used to select respondents based on their accessibility and willingness to participate.

The questionnaire will contain two sections covering demographic characteristics and customers' opinions



ISSN:3048-7722

regarding digital marketing, promotional activities, social media marketing, customer relationship management, satisfaction, loyalty, and engagement. Data will be collected through direct distribution of questionnaires and supported by relevant secondary sources. The collected responses will be entered and analysed using Microsoft Excel and IBM SPSS Statistics. Percentage analysis, descriptive statistics, ANOVA, correlation analysis, and tables and graphical representations will be used to analyse and present the findings. These statistical techniques will help identify relationships among marketing strategies, customer satisfaction, engagement, and loyalty.

Hypotheses of the Study

Hypothesis 1

- H_0 : There is no significant association between gender and overall customer satisfaction.
- H_1 : There is a significant association between gender and overall customer satisfaction.

Hypothesis 2

- H_0 : There is no significant difference in customer satisfaction among different age groups.
- H_1 : There is a significant difference in customer satisfaction among different age groups.

V. RESULTS AND DISCUSSION

Introduction

In this section, the results of the survey conducted among 100 respondents are presented. The research was undertaken to ascertain the impact of the company's approach to social media marketing and customer engagement and was analysed using IBM SPSS Statistics. Descriptive statistics, including frequency and percentage, were generated and presented to describe the basic features of the data collected from the respondents. The customer awareness and engagement, level of trust, satisfaction, and behavioural intention towards the brand's social media marketing were assessed and discussed. In addition, the analysis was carried out to evaluate the influence of the company's social media marketing and engagement on various business aspects.

Demographic Profile of the Respondents

The demographic profile uses gender, age, occupation, and association with the brand of the respondents. Out of the 100 respondents, 56 were male whereas 44 were female. This implies that the ratios of male to female respondents were almost equal with slight domination by male respondents. On the other hand, the age distribution of the respondents was almost equal with slightly more percentage of the respondents being below 20 years and 21 to 30 years with only 26%. On the other hand, 24% of the respondents were aged between 31 and 40 years while 24% were over 40 years.

In terms of occupations, it should be noted that employees and "others" each account for 27%, followed by business owners (24%) and students (22%). This suggests that the

study covers a diverse range of professional individuals, business owners, students, and other customer segments.

Regarding respondents' experience with the brand, 28% have been associated with the brand for less than 6 months, 26% for 6 months to 1 year, 25% for 1 to 3 years, and 21% for more than 3 years. Accordingly, the company's customer base mainly comprises individuals who either have recently started engaging with the brand or have extensive experience with it.

The demographic description is also important because it helps understand the characteristics of the target audience, thereby aiding the interpretation of data on awareness, recognition, loyalty, satisfaction, and overall customer behaviour.

The study employed descriptive statistics, specifically frequency distributions.

The analysis helped describe the sample's general attributes. In general, demographics provide a crucial foundation for evaluating and interpreting marketing research findings. Specifically, a demographic profile helps explain the extent to which the target population is familiar with the marketing resource, how much they engage with the brand, and what their levels of satisfaction and recognition are the customer experience.

Chi-Square Analysis

This analysis was conducted to determine whether there is a significant association between respondents' gender and their overall satisfaction with the company's social media marketing. The Pearson Chi-Square test was used to examine the relationship between these two variables. The test helps to identify whether satisfaction levels differ significantly between male and female respondents.

RESULT:

TEST	VALUE
Pearson Chi-Square	8.214
Degrees of Freedom	4
Level of Significance	0.05
Asymptotic Significance (p-value)	0.084

Source: Primary Data

Results:

The Pearson Chi-Square value is 8.214.

The Degrees of Freedom (df) is 4.

The Level of Significance is 0.05.

The p-value obtained is 0.084.

Interpretation:

Since the p-value (0.084) is greater than the level of significance (0.05), the null hypothesis (H_0) is accepted.

The Pearson Chi-Square test indicates that there is no statistically significant association between gender and overall satisfaction with the company's social media marketing.



ISSN:3048-7722

This means that male and female respondents have similar levels of satisfaction with the company's social media marketing activities.

One-Way ANOVA

To determine whether respondents across age groups differ in their overall satisfaction with social media marketing, a One-Way ANOVA was conducted. The test compares the mean satisfaction scores across the different age groups to identify whether any statistically significant differences exist.

RESULT:

Dependent Variable: Overall Satisfaction

Factor: Age Group

Hypotheses:

- **H₀:** There is no significant difference in the mean overall satisfaction scores among different age groups.
- **H₁:** There is a significant difference in the mean overall satisfaction scores among different age groups.

Results:

F-value = 3.246

Significance (p-value) = 0.025

Interpretation:

The obtained p-value is 0.025, which is less than the significance level of 0.05.

Therefore, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted.

This indicates a statistically significant difference in overall satisfaction levels among respondents across age groups. Hence, age plays a significant role in influencing respondents' overall satisfaction with social media marketing. Organizations should consider age-specific preferences while designing their social media marketing strategies to improve customer satisfaction.

Discussion

The data shows that Global Techno Solutions has successfully raised substantial awareness of the company and is viewed positively or with mixed feelings by customers. The fact that 86% are aware of the company's social media presence and 69% responded to the overall perception of the company positively is a significant achievement. The primary source of information about the company was advertisements, while the most popular channels are social media and events. This indicates that the combined use of various marketing strategies, such as social media, advertising, and events, is effective and well-received by the target audience.

The attitudinal results also display promising statistics. First, 65% of participants had a positive attitude towards the brand's social media content. Moreover, 61% were overall satisfied and willing to recommend the company, while 57% intended to continue following the brand or purchasing its products. Nonetheless, as illustrated by the results, approximately a quarter of participants responded neutrally to questions regarding willingness to follow or purchase

from the company. Hence, it is critical to attempt to attract those who are indifferent to the brand and increase their level of engagement to get higher conversion.

The hypotheses testing outcomes also possess significant value. Indeed, while gender did not have a significant impact on overall satisfaction, age groups differed significantly in terms of overall satisfaction. It can be suggested that the marketing campaign targeting different genders can focus on similar themes and disregard the impact of gender on brand perception. In contrast, the marketing campaign should consider the differences in terms of age groups and include varied offers targeting different age groups and using distinct communication channels.

VI. FINDINGS

1. Most of the respondents were informed about the marketing initiatives implemented by the organization
2. Digital marketing has helped the company improve customer awareness about the products and services offered by the organization.
3. Social media marketing has enhanced customer engagement with the business
4. Customers are satisfied with the company's mode of communication.
5. Promotional activities have improved the buying behavior of the consumers.
6. Customer relationship management (CRM) has increased customer satisfaction with the business
7. Consumers are willing to communicate directly and be updated by the company.
8. Marketing strategies have improved customer loyalty to the brand.
9. According to the One Way ANOVA analysis results, there is a difference in customer engagement levels in Global Techno Solutions based on the specified demographics.
10. According to the correlation analysis results, there is a positive relationship between marketing strategies and engagement level.

VII. CONCLUSION

The paper aimed to assess the influence of marketing strategies on customer engagement. The study was conducted among 100 participants of Global Techno Solutions. The results revealed that marketing activities have the ability to create both substantial awareness and positive consumer perception. In particular, significant levels of social media awareness, positive evaluation of advertisement, trust in social media posts, overall satisfaction, and willingness to recommend were identified. This allowed concluding on positive customer engagement resulting from the company's marketing activities. At the same time, the results also demonstrated areas for improvement. Notably, a considerable proportion of participants remained neutral in various engagement and



ISSN:3048-7722

satisfaction areas, indicating a lack of sufficient involvement and long-term engagement.

As the analysis revealed, website and YouTube were the most popular platforms, while ads and social media were the most prominent sources of awareness. Hence, attention should be paid to the quality of communication on different platforms and the need to increase interaction with the audience. Another implication of the study relates to the connection between consumer segments and the company's marketing activities. While neutral gender differences in satisfaction levels, significant age-related differences were identified. This suggests that the company should invest in segmented, particularly age-based marketing communications without ignoring general topics that could be interesting for all segments. Overall, the study can be concluded by stating that the company has the potential to improve its marketing strategy by focusing on engagement and trust, as well as individualized and interactive communications.

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