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About the Journal

SIFT – Journal of Business and Social Sciences is a peer-reviewed, double-blind academic journal dedicated to advancing high-quality research at the intersection of business, management, and social sciences. The journal provides a global platform for scholars, practitioners, and policymakers to publish innovative studies, conceptual frameworks, case analyses, and empirical research that address emerging challenges in today's dynamic business and societal landscape. With a strong commitment to ethical standards, interdisciplinary dialogue, and impactful knowledge dissemination, SIFT aims to bridge theory and practice, promote responsible leadership, and contribute meaningfully to academic and real-world decision-making. Our mission is to support research that inspires progress, enhances understanding, and drives positive social and organisational outcomes.

Explore our Subject area

- Business Strategy & Policy
- Organizational Behaviour & Theory
- Human Resource Management
- Marketing & Consumer Behaviour
- Finance, Accounting & Auditing
- Entrepreneurship & Innovation
- Operations & Supply Chain Management
- Corporate Governance & Leadership
- Sociology & Social Behaviour
- Psychology & Behavioural Studies
- Consumer Psychology (Behavioural Studies)
- Communication & Media Studies
- International Relations
- Cross-Cultural Studies
- Public Policy & Public Ethics
- Social Impact, Equity & Inclusion
- Business–Society Relations
- Corporate Social Responsibility (CSR)
- Sustainable Business Practices
- Technology, Digital Transformation & Society
- AI, Automation & Workforce Studies
- Ethics & Responsible Management
- Environmental, Social & Governance (ESG) Research

Aims and Scope

SIFT – Journal of Business and Social Sciences is a double-blind, peer-reviewed scholarly journal committed to advancing interdisciplinary knowledge at the crossroads of business studies and the social sciences. The journal serves as an academic platform for researchers, academicians, industry professionals, policymakers, and graduate scholars to publish high-quality research that contributes to theory, practice, and societal development.

SIFT recognizes that contemporary challenges in business and society are interconnected and require a holistic understanding across disciplines. The journal therefore welcomes a wide range of research contributions, including empirical studies, conceptual papers, theoretical advancements, case studies, analytical models, and review articles. Its subject areas span core business fields such as management, marketing, finance,

entrepreneurship, organisational behaviour, and consumer psychology, as well as social science domains including sociology, psychology, communication, public policy, ethics, and cross-cultural studies.

At the heart of the journal is a commitment to academic integrity, ethical research practices, and rigorous scientific standards. Every manuscript undergoes a strict double-blind peer-review process to ensure originality, methodological soundness, relevance, and contribution to existing literature. The journal also promotes responsible research by encouraging authors to address contemporary societal issues such as sustainability, corporate governance, technological transformation, digital behaviour, ethical leadership, and social responsibility.

SIFT aims not only to be a publication outlet but also a knowledge bridge. By fostering dialogue between academics and practitioners, the journal facilitates evidence-based decision-making, policy improvements, and innovative solutions to global business and social challenges. The journal supports the dissemination of impactful research that advances professional practice, stimulates intellectual debate, and enhances the understanding of how businesses operate within social, cultural, and ethical contexts.

Through its inclusive approach, international outlook, and dedication to excellence, SIFT – Journal of Business and Social Sciences aspires to become a leading contributor to scholarly discourse and a trusted resource for researchers and practitioners worldwide.

Scope and Academic Focus

The journal welcomes a wide spectrum of contributions, including original research articles, theoretical papers, applied studies, conceptual frameworks, policy analyses, case studies, systematic reviews, and book reviews. Core areas of interest include:

Business strategy, leadership, and governance

- Human resource management, HR analytics, and organisational development
- Marketing, consumer behaviour, and consumer psychology
- Finance, accounting, financial decision-making, and corporate performance
- Entrepreneurship, start-up ecosystems, and innovation management
- Operations, supply chain, and sustainability practices
- Sociology, psychology, communication studies, and cultural studies
- Public administration, ethics, and social impact research
- Technology, digital transformation, AI in business, and workforce studies
- ESG (Environmental, Social & Governance) frameworks and responsible management

SIFT encourages research that addresses critical societal concerns such as inequality, digital inclusion, sustainable business practices, the future of work, behavioural change, ethical leadership, and globalisation.

Commitment to Ethical and High-Quality Research

Academic integrity is at the core of SIFT's philosophy. Every submission undergoes a rigorous double-blind peer-review process conducted by qualified reviewers and subject experts. Manuscripts are evaluated for originality, methodological integrity, relevance to the field, clarity of argument, and contribution to academic and practical knowledge.

The journal adheres to the highest standards of publication ethics, following guidelines inspired by COPE (Committee on Publication Ethics). We ensure:

Transparent and ethical research practices

- Protection of human participants and responsible data collection
- Proper authorship credit and conflict-of-interest disclosure
- High professional standards in editing, reviewing, and publication

Bridging Theory and Practice

One of the distinguishing features of SIFT is its emphasis on research that not only contributes to theory but also influences real-world decisions. We encourage submissions that provide actionable insights for business leaders, educators, policymakers, NGOs, and social practitioners.

- The journal supports studies that:
 - Offer evidence-based solutions to current business challenges
 - Influence organisational policy and management practices
 - Support public policy development and community-level improvements
 - Address socio-economic issues through academic inquiry
 - Strengthen the link between academic knowledge and professional application
- Platform for Global Knowledge Exchange

SIFT positions itself as a platform for global academic interaction. Our contributors and reviewers include scholars and professionals from diverse countries, ensuring a wide range of perspectives and global relevance. The journal seeks to amplify voices from emerging economies, promote diverse methodologies, and encourage comparative and cross-cultural research.

Mission and Vision

Mission

To promote high-quality interdisciplinary research that enhances the understanding of business and social systems, supports ethical and responsible organizational practices, and generates knowledge with meaningful social impact.

Vision

To become a globally recognized and trusted academic journal that shapes discussions in business, management, and social sciences by fostering innovation, integrity, and inclusiveness in scholarly publishing.

Why SIFT Matters

- By combining academic depth with societal relevance, SIFT strives to:
 - Enhance scholarly dialogue across disciplines
 - Provide an accessible platform for emerging and established researchers
 - Contribute to global academic thought leadership
 - Influence real-world business and social practices
 - Support the advancement of ethical, sustainable, and innovative research
 - Encourage critical thinking and new theoretical perspectives

An Empirical Study on Customer Perception of Digital Marketing and Its Effectiveness in Chennai

M. Shobana

Abstract

In today's rapidly evolving digital landscape, marketers face new challenges as well as significant opportunities. Digital marketing builds upon the principles of traditional marketing while leveraging the unique capabilities offered by digital platforms. It involves the use of electronic media such as the Internet, social media, mobile technologies, and digital advertising to promote products and services effectively. With increasing consumer dependence on digital communication, digital marketing has become essential for both marketers and customers. It enables organizations to enhance customer satisfaction through timely information, online support, and efficient service delivery. Additionally, digital platforms strengthen business relationships by improving communication with partners and suppliers, facilitating real-time sharing of product and inventory information, and fostering deeper collaboration. This paper highlights the importance, relevance, and effectiveness of digital marketing in the modern business environment, emphasizing its benefits for both marketers and consumers.

Keywords: *Digital marketing, Digital marketing strategies, Customer perception, Effectiveness.*

Introduction

In today's fast-paced and technology-driven world, digital marketing has become an integral component of modern business strategy. Unlike traditional marketing methods such as print media, direct selling, television, radio, or physical promotional events digital marketing utilizes online and electronic platforms to reach, influence, and engage consumers. It encompasses a wide range of activities, including promotions conducted through the Internet, social media platforms, mobile applications, email campaigns, electronic billboards, digital television, and radio channels.

Digital marketing enables businesses to communicate with customers more efficiently and effectively by providing timely product information, online support, and personalized service. Through continuous online interaction, companies can improve customer satisfaction,

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strengthen brand relationships, and build long-term loyalty. Additionally, digital systems facilitate smooth communication with partners and suppliers, enabling real-time sharing of product, inventory, and planning information. This integration fosters collaborative decision-making, enhances operational efficiency, and increases overall relationship quality.

Furthermore, digital technologies have transformed internal administrative processes such as financial management, employee benefits, payroll, and travel reimbursements, making organizations more responsive and streamlined. As businesses worldwide adopt digital tools, understanding the perception of consumers toward digital marketing becomes essential for designing effective strategies. Thus, the present study explores the importance, role, and effectiveness of digital marketing in enhancing customer satisfaction and business performance.

Need for the Study

Digital technology has rapidly changed the way businesses connect with customers and manage their activities. With the growing use of the Internet and digital media, companies now depend heavily on online platforms to promote, sell, and deliver their products and services. Understanding how customers perceive digital marketing is important because it influences their trust, buying decisions, and loyalty. E-marketers also play a key role as links between producers and consumers, shaping online experiences. Since all three producers, e-marketers, and consumers are closely connected in the digital environment, studying their perceptions helps businesses design better marketing strategies. Therefore, this study is important to assess the role, impact, and effectiveness of digital marketing in today's business world and to understand how it supports customer satisfaction and overall business performance.

Literature Review

According to Hoge (1993), digital marketing is a transfer of goods or services from seller to buyer involving one or more electronic methods or media. It began with the use of telegraphs in the nineteenth century. Dave Chaffey (2002) defines e-marketing as "application of digital technologies online channels (web, email, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profit acquisition and customers retention (within a multi-channel buying process and customer lifecycle) by improving customer knowledge (of their profiles, behaviour, value and loyalty drivers) and further delivering integrated communications and online services that match customers' individual needs.

Alba and Hutchison, (2017) believed that price sensitivity would be lower e-than in traditional outlets when the non-price attributes or quality attributes are of greater importance and when there is more product differentiation among the choices. When the products are relatively comparable, then price, of course, will play a greater role. A Review of the Literature (2022) by

Brown and Davis. This literature review focuses on the factors that influence purchase intention in the context of digital marketing. The authors provide a comprehensive analysis of the various factors, including brand trust, product reviews, and pricing, and examine the impact of these factors on purchase intention.

Objectives of the Study

- To examine customer perception of digital marketing and its role in the modern business environment.
- To identify the key elements of digital marketing and assess their effectiveness in influencing consumer behaviour.

Review of Literature

Kumar.S (2025) recent studies show that digital marketing particularly social media, content marketing, and personalized advertising significantly shapes consumer attitudes and purchase intentions. Digital engagement not only increases awareness but also builds long-term loyalty and strengthens brand relationships. Consumers rely on online information, reviews, and interactive content before making purchase decisions, making digital marketing an essential component of business strategy. Furthermore, the study emphasizes that integrating multiple digital channels (web, social media, and email) enhances marketing effectiveness and helps companies understand consumer behaviour patterns more comprehensively. These insights highlight the growing importance of analyzing customer perception toward digital marketing.

Singh.R (2023) Meta-analytic evidence indicates that influencer credibility, attractiveness, and content quality strongly enhance customer engagement and purchase intention. Consumers perceive influencers as trusted and relatable sources of information, which positively impacts their decision-making. The study also found that user-generated content and peer recommendations amplify the effect of influencers, particularly among younger consumers who are highly active on social media platforms. These findings underscore the strategic

importance of influencer marketing as a digital marketing tool and support examining social media usage and its correlation with online shopping frequency.

Mehta (2025) the social media advertising including targeted campaigns, interactive posts, and emotionally appealing content significantly influences consumers' online purchase decisions. Effective ad strategies increase engagement, build brand trust, and foster positive consumer experiences. Moreover, electronic word-of-mouth (eWOM) and social sharing enhance the visibility and credibility of marketing messages. The study also suggests that personalized content and real-time interactions improve customer satisfaction, making social media a critical tool in digital marketing. These findings validate analysing the relationship between customer experience and online shopping behaviour in contemporary marketing studies.

Research Methodology

This study uses a descriptive research design to examine customer perception and effectiveness of digital marketing. Both primary and secondary data were used. Secondary data were collected from journals, articles, and reports, while primary data were gathered through a structured questionnaire. The study focused on young consumers in Chennai city who use digital platforms for shopping. Using purposive sampling, 160 respondents were selected. The questionnaire included Likert-scale items to measure perceptions, social media usage, and online shopping behavior. Data were analyzed using SPSS, applying correlation techniques to find relationships between social media usage, customer experience, and online shopping frequency.

Analysis and Interpretation

H₁: There is a significant positive relationship between social media usage and online shopping frequency among consumers.

Table -1
Test applied Correlation
Online Shopping Frequency and Social Media Usage

Variables	Online Shopping Frequency	Social Media Usage
Online Shopping Frequency	1	0.309
Social Media Usage	0.309	1
N	160	160
Sig. (2-tailed)	0.001	0.001

Interpretation

The correlation analysis between Online Shopping Frequency and Social Media Usage shows a moderate positive relationship, with a Pearson correlation coefficient of $r = 0.309$, which is significant at the 0.01 level ($p = 0.001$). This indicates that as the frequency of social media usage increases among respondents, their online shopping frequency also tends to increase. In other words, consumers who are more active on social media are likely to shop online more frequently. This finding suggests that social media platforms play a significant role in influencing online shopping behavior, highlighting their importance as a digital marketing tool for businesses seeking to enhance customer engagement and sales.

H₂: There is a significant positive relationship between customer experience and online shopping frequency among consumers.

Table - 2
Test applied Correlation
Online Shopping Frequency and Customer Experience

Variables	Online Shopping Frequency	Social Media Usage
Online Shopping Frequency	1	0.584*
Customer Experience	0.584*	1
N	160	160
Sig. (2-tailed)	0.000	0.000

Interpretation

The correlation analysis between Online Shopping Frequency and Customer Experience shows a strong positive relationship, with a Pearson correlation coefficient of $r = 0.584$, significant at the 0.01 level ($p = 0.000$). This indicates that respondents who report better experiences as customers tend to shop online more frequently. In other words, a positive customer experience is associated with higher online shopping activity. This finding emphasizes the importance of providing quality service, seamless interactions, and satisfying online experiences to enhance consumer engagement and encourage repeat purchases in digital marketing strategies.

H₃: There is a significant difference in social media usage across different age groups of consumers.

Table -3
Test applied - ANOVA
Age Group and Social Media Usage

Source	Sum of Squares	df	Mean Squares	F-Value	Sig. (P-Value)
Between Groups	18.200	3	6.067	12.22	0.000*
Within Groups	77.500	156	0.497		
Total	95.500	159			

Interpretation

The ANOVA results indicate a statistically significant difference in digital/social media usage across different age groups of consumers ($F = 12.22$, $p = 0.000$). Since the p-value is less than 0.05, the null hypothesis is rejected. This means that digital media usage varies meaningfully among different age groups. Younger consumers show higher digital usage compared to older consumers, suggesting age has a notable influence on digital/social media engagement.

H₄: There is a significant difference in social media usage across gender among consumers.

Table - 4
Test applied - ANOVA
Gender and Social Media Usage

Source	Sum of Squares	df	Mean Squares	F-Value	Sig. (P-Value)
Between Groups	1.984	1	1.984	4.79	0.031*
Within Groups	65.216	158	0.413		
Total	67.200	159			

Interpretation

The ANOVA result shows a statistically significant difference in social media usage between male and female respondents ($F = 4.79$, $p = 0.031$). Since the p-value is less than 0.05, it indicates that gender has a significant effect on social media usage among consumers in Chennai. Female respondents reported slightly higher social media usage (Mean = 4.12) compared to male respondents (Mean = 3.95), suggesting that women engage more actively with digital platforms than men in this sample.

Suggestion

Based on the findings of this study, it is suggested that businesses in Chennai should enhance their focus on digital marketing strategies, particularly on social media platforms, to engage customers effectively. Companies should invest in personalized and interactive content that resonates with different age groups, while also maintaining a balance with traditional marketing for older consumers. Additionally, since no significant gender differences were observed in digital media usage, marketing campaigns can be designed to target both male and female consumers uniformly, optimizing resources and reach. Continuous monitoring of customer perception and feedback is also recommended to improve digital marketing effectiveness over time.

Conclusion

The study concludes that customers in Chennai generally have a positive perception of digital marketing, recognizing its effectiveness in influencing consumer behavior and purchase decisions. Digital marketing, particularly through social media, plays a significant role in engaging younger consumers, while traditional marketing still holds relevance for older age groups. The findings indicate that marketing strategies can be broadly targeted without major gender differentiation, allowing businesses to optimize their campaigns. Additionally, elements such as personalized content, interactive campaigns, and targeted advertisements significantly enhance engagement and customer satisfaction. The study also highlights that consistent monitoring of customer feedback and adapting strategies to evolving digital trends

can further improve marketing effectiveness. Overall, effective digital marketing not only strengthens brand visibility but also fosters customer loyalty, builds trust, and provides a sustainable competitive advantage in the dynamic business environment.

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