

# A Study on Effectiveness of Digital Marketing with Special Reference to HalfPe E-Commerce Company, Tirupati

B. PRAVALLIKA<sup>1</sup>, D.S. PADMAJA<sup>2</sup>

<sup>1</sup>MBA II YEAR, Annamacharya Institute of Technology & Sciences (Autonomous) Tirupati,

<sup>2</sup>Assistant professor, Department of MBA, Annamacharya Institute of Technology & Sciences (Autonomous), Tirupati

**Abstract-** *In the contemporary digital era, marketing practices have undergone significant transformation due to rapid technological advancements and the widespread adoption of the internet. Digital marketing has emerged as an essential tool for businesses to promote products, build brand awareness, and reach a wider customer base through online platforms. The present study examines the effectiveness of digital marketing practices adopted by HalfPe E-commerce Company in Tirupati. The research analyzes various digital marketing tools such as social media marketing, search engine marketing, and online promotional strategies used by the company to attract customers and enhance engagement. Data for the study were collected through a structured questionnaire from respondents familiar with the HalfPe platform. The findings indicate that social media platforms, particularly Instagram, play a major role in creating brand awareness and influencing customer purchase decisions. The study concludes that effective digital marketing strategies significantly contribute to improving customer engagement, strengthening brand visibility, and supporting the growth of e-commerce businesses.*

**Index Terms-** *Digital Marketing, E-commerce, Social Media Marketing, Customer Engagement, Online Advertising*

## I. INTRODUCTION

In the modern business environment, technological advancements and the rapid growth of internet usage have significantly transformed traditional marketing practices. Organizations are increasingly shifting from conventional marketing channels such as newspapers, television, and radio toward digital marketing strategies that enable faster communication and broader market reach.

Digital marketing refers to the promotion of products and services using online platforms such as websites,

search engines, social media, email marketing, and mobile applications. These platforms allow businesses to interact directly with customers, create personalized marketing campaigns, and measure marketing performance using analytical tools. As a result, digital marketing has become a powerful mechanism for enhancing brand awareness, improving customer engagement, and influencing consumer purchase behaviour.

The growth of the e-commerce sector has further strengthened the importance of digital marketing. Online businesses rely heavily on digital platforms to attract customers, promote products, and maintain competitiveness in the marketplace. Among the various digital marketing tools, social media marketing, search engine optimization (SEO), online advertisements, and influencer marketing play a crucial role in expanding customer reach.

HalfPe E-commerce Company, based in Tirupati, utilizes various digital marketing strategies to promote its services and increase customer engagement. Therefore, it is important to evaluate the effectiveness of these digital marketing practices in influencing customer awareness and purchase behaviour. This study aims to analyze the effectiveness of digital marketing strategies adopted by HalfPe and their impact on customer engagement and decision-making.

## II. REVIEW OF LITERATURE

Garg, Goel, and Parashar (2025) examined the impact of digital marketing strategies on consumer buying behavior in the e-commerce sector. Their study

revealed that social media marketing and influencer promotions significantly influence customer purchase decisions and contribute to the development of brand loyalty among online consumers.

Chaudhary (2025) analyzed the role of digital marketing in shaping consumer buying behaviour in India. The research found that social media advertising plays a critical role in influencing purchase intentions and enhancing customer engagement in the online marketplace.

Kapoor and Vij (2022) studied the effectiveness of social media marketing in influencing consumer engagement in the Indian e-commerce sector. The study found that platforms such as Instagram, Facebook, and YouTube play a significant role in enhancing brand awareness and building strong relationships between companies and customers. The research concluded that social media campaigns increase customer interaction and positively influence purchasing behaviour.

Dwivedi, Rana, and Alalwan (2021) examined the impact of digital marketing technologies on consumer decision-making processes. Their research highlighted that search engine marketing, online advertising, and mobile marketing significantly influence customer perceptions and purchase intentions. The study emphasized that companies adopting integrated digital marketing strategies achieve higher customer engagement and improved brand recognition.

### III. NEED FOR THE STUDY

Digital marketing has become a crucial promotional tool for businesses operating in the digital economy. With the growing penetration of internet services, smartphones, and social media platforms, consumer purchasing behaviour has increasingly shifted toward online shopping. E-commerce companies rely heavily on digital marketing strategies to attract customers, promote products, and maintain competitiveness in the market.

Despite the rapid growth of digital marketing practices, it is important to evaluate their effectiveness in influencing consumer awareness, engagement, and purchase decisions. This study aims

to analyze the effectiveness of digital marketing strategies adopted by HalfPe E-commerce Company and their influence on customer perceptions and buying behaviour.

### IV. SCOPE OF THE STUDY

The study focuses on analyzing the effectiveness of digital marketing strategies used by the HalfPe platform. It examines customer awareness, engagement levels, and perceptions regarding HalfPe's online marketing activities. The research also evaluates how digital marketing strategies influence consumer behaviour and purchase decisions. The findings of the study provide useful insights into the role of digital marketing in strengthening the performance of e-commerce platforms.

### V. OBJECTIVES OF THE STUDY

1. To examine the level of customer awareness about the HalfPe platform through digital marketing channels.
2. To analyze the effectiveness of HalfPe's digital marketing strategies in attracting and engaging customers.
3. To evaluate the influence of digital promotions and advertisements on consumer purchase decisions.
4. To identify customer perceptions, satisfaction levels, and suggested improvements regarding HalfPe's digital marketing activities.

### VI. RESEARCH METHODOLOGY

#### Research Design

The study adopts a descriptive research design to analyze the effectiveness of digital marketing strategies used by HalfPe.

#### Sources of Data:

**Primary Data:** Primary data were collected through a structured questionnaire administered to respondents familiar with the HalfPe platform.

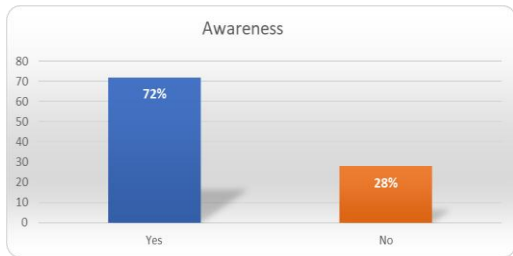
**Secondary Data:** Secondary data were collected from journals, books, articles, websites, and other relevant sources related to digital marketing and e-commerce.

Sampling method: Convenience Sampling  
 Sampling size: 100  
 Study Area: Tirupati

VII. DATA ANALYSIS AND INTERPRETATION

Table 1: Awareness of HalfPe Platform

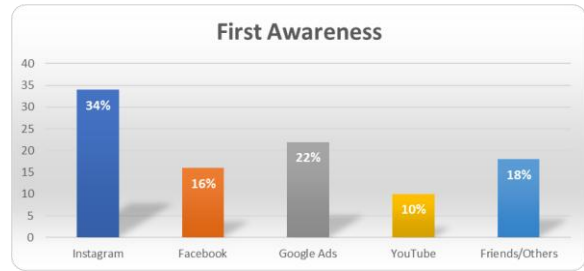
Awareness	Respondents	Percentage
Yes	72	72%
No	28	28%



Interpretation: The results indicate that a significant proportion of respondents (72%) are aware of the HalfPe platform, while only 28% reported no awareness. This suggests that the company’s digital marketing initiatives have successfully created considerable brand visibility among the target audience.

Table 2: Source of Awareness about HalfPe

Source of Awareness	Respondents	Percentage
Instagram	34	34%
Facebook	16	16%
Google Ads	22	22%
YouTube	10	10%
Friends/Others	18	18%



Interpretation: Instagram emerged as the leading source of awareness (34%), followed by Google Ads (22%) and word-of-mouth sources (18%). Facebook and YouTube contribute comparatively smaller shares. This indicates that social media, particularly Instagram, plays a dominant role in creating awareness for the HalfPe platform.

Table 3: Effectiveness of HalfPe's digital marketing

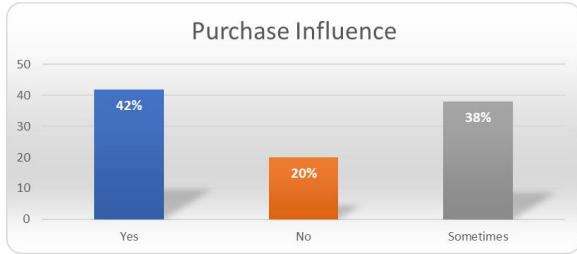
Response	Respondents	Percentage
Very Effective	32	32%
Effective	41	41%
Neutral	15	15%
Not Effective	8	8%
Very Ineffective	4	4%



Interpretation: The majority of respondents perceive the digital marketing efforts positively. 41 percent rated the marketing activities as effective, while 32 percent considered them very effective. Meanwhile, 15 percent remained neutral, and a relatively small proportion rated them as ineffective or very ineffective.

Table 4: Digital promotions influence on purchase decision

Response	Respondents	Percentage
Yes	42	42%
No	20	20%
Sometimes	38	38%



Interpretation: The results show that digital promotions influence the purchasing decisions of many respondents. While 42% reported direct influence, 38% stated that promotions sometimes affect their buying behaviour. This indicates that digital marketing strategies moderately impact consumer purchase decisions.

Table 5: Satisfaction with the digital marketing communication of HalfPe

Level of Satisfaction	Respondents	Percentage
Highly Satisfied	16	16%
Satisfied	28	28%
Neutral	22	22%
Dissatisfied	18	18%
Highly Dissatisfied	16	16%



Interpretation: From the level of satisfaction, it is clear that a majority of respondents are satisfied, accounting for 28%. This is followed by 22% of respondents who hold a neutral opinion. About 16% of respondents are highly satisfied, while 18% are dissatisfied. An equal proportion of 16% of respondents reported that they are highly dissatisfied.

## VIII. FINDINGS

1. Brand awareness is high, as 72% of respondents are aware of the HalfPe platform, indicating strong visibility among customers.
2. Instagram is the major source of awareness (34%), followed by Google Ads (22%) and Friends/Others (18%), showing that social media plays a key role in promoting HalfPe.
3. HalfPe’s digital marketing is perceived positively, with 41% rating it as effective and 32% as very effective, while only a small percentage expressed negative opinions.
4. Digital promotions influence purchase decisions, as 42% of respondents are directly influenced and 38% are sometimes influenced, indicating a moderate impact on consumer behavior.
5. Customer satisfaction is moderate, with 28% satisfied and 16% highly satisfied, while a noticeable portion remains neutral or dissatisfied, suggesting scope for improvement.

## IX. SUGGESTIONS

- As Instagram plays a major role in awareness and promotion, HalfPe should increase investment in Instagram advertising, reels, and influencer collaborations to expand reach.
- HalfPe should improve the credibility and transparency of digital advertisements to strengthen consumer trust in online promotions.
- To enhance customer engagement, HalfPe should create interactive and visually appealing social media content such as contests, polls, and user-generated campaigns.
- HalfPe should diversify its digital marketing by integrating search engine marketing, influencer

marketing, and targeted online advertising to expand customer reach and acquisition.

- HalfPe should design more personalized and attractive promotional offers to increase the influence of digital marketing on customer purchase decisions.

## X. CONCLUSION

The study concludes that digital marketing plays an important role in creating awareness and influencing consumer behaviour toward the HalfPe platform. Social media, especially Instagram, is the most effective promotional channel. Discounts and engaging online content attract customers and encourage platform visits. However, improving trust in online promotions and strengthening digital communication can further enhance customer engagement and purchase decisions.

## REFERENCES

### Books

- [1] Chaffey, D. (2019). *Digital Marketing: Strategy, Implementation and Practice*.
- [2] Ryan, D. (2020). *Understanding Digital Marketing*.
- [3] Deiss, R. (2020). *Digital Marketing for Businesses*.

### Journals

- [1] Verhoef, P. C., & Lemon, K. N. (2015). Customer engagement in digital marketing.
- [2] Reinartz, W., & Krafft, M. (2004). The impact of marketing strategies on customer response.