

A Study on Digital and Social Media Marketing Strategies in the Queen's Modular Kitchen and Wardrobes, Tirunelveli

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Abstract: *The present research evaluates the efficiency of digital and social media marketing techniques employed by The Queen's Modular Kitchen and Wardrobes, Tirunelveli. It focuses on the involvement of customers, content type preference, and the impact of digital media on their purchasing behavior. According to the information gathered from respondents, it has been found that visual contents such as reels and videos related to designs draw greater attention. Moreover, social media engagements lead to creating trust among clients and making inquiries.*

Keywords: Digital Marketing, Social Media Marketing, Customer Engagement, Brand Trust, Purchase Intention, Interior Design Marketing, Online Presence, Consumer Behaviour

I. INTRODUCTION

Today, marketing has undergone a lot of change from the traditional marketing process to the digital marketing system, which includes social media, search engines, and websites. Digital marketing helps businesses reach out to customers for their products and services in the current world. The home interiors sector is one such sector that relies extensively on digital marketing to get their business up and running.

Queen's Modular Kitchen and Wardrobes at Tirunelveli have employed a range of digital marketing techniques and social media marketing to create an effective online presence in the market. Today, the customers first explore the kitchen designs in digital format before coming into the showroom and getting the design. Therefore, social media sites like Instagram, Facebook, YouTube, and Google are essential in drawing the potential customers' attention towards them.

This research work will explore the significance of the above-listed marketing strategies and determine how each contributes to the company.

Objectives of the Study

- To analyze the effectiveness of digital and social media marketing strategies adopted by Queens Modular Kitchens, Tirunelveli.
- To identify preferred digital platforms among Queens Modular Kitchens' customers.
- To evaluate how digital promotions influence customer purchase intention.

II. RESEARCH METHODOLOGY

The research methodology is the methodology followed during the collection and interpretation of data in conducting the study. The research will be done on assessing the impact of the use of digital marketing strategies by The Queen's Modular Kitchen and Wardrobes, Tirunelveli.



Research Plan / Data Source

The research plan is designed to gather relevant and accurate information from respondents. The study uses both **primary data sources** to ensure reliability and validity of results.

Primary data is collected directly from respondents

Sources of Information

Primary Sources: Questionnaire responses from customers, social media users, and potential buyers.

Research Design

The study follows a **descriptive research design**, which helps in describing customer opinions, behavior, and perceptions regarding digital marketing strategies. This design is suitable for analyzing current trends and patterns in customer engagement.

Sample Size

The sample size for the study consists of **80 respondents**, representing customers and social media users who interact with The Queen's Modular Kitchen and Wardrobes.

Sampling Method

The study uses a **convenience sampling**, where respondents are selected based on their availability and willingness to participate.

Methods of Data Collection

Primary Data: Collected through structured questionnaires (Google Forms)

Statistical Tools Used for Analysis

The following statistical tools are used for analyzing the data in SPSS:

- Percentage Analysis
- Mean Analysis
- Correlation

These tools help in simplifying the data and presenting meaningful insights for interpretation.

Scope of the Study

The scope of the study includes the study and analysis of the digital and social media marketing activities carried out by Queens Modular Kitchens, Tirunelveli, and their influence on the behavior of customers. The scope of the study involves the study of digital marketing channels only and not the traditional media channels for marketing such as newspapers, banners, or any television advertisements. Some of the examples include Facebook, Instagram, Google Search, YouTube, and WhatsApp communications.

The scope of the study is confined to the Tirunelveli area only and will be carried out on a sample of Queens Modular Kitchen customers and potential buyers. The period during which the study will be undertaken will be confined to the existing digital marketing activities carried out by the organization at present. The scope of the study includes customer preferences, efficacy of digital marketing campaigns, level of customer awareness, reach of the content, and satisfaction of the customers due to digital marketing.

III. LIMITATIONS OF THE STUDY

There are several limitations in this study that must be kept in mind when analyzing its outcomes. The study uses a sample size of 80 individuals, who may not provide complete representation of the total customer base. It is specific to



the Tirunelveli area and does not take into account any other regions. Moreover, the research concentrates exclusively on digital and social media marketing and does not consider conventional means of marketing. Furthermore, the survey relies on personal opinions, which are always prone to bias.

IV. FINDINGS OF THE STUDY

The findings of the study show that digital marketing strategy plays an important role in enhancing customer interactions and increasing their likelihood of buying a product or service. Most of the consumers viewed the brand's digital presence positively and Instagram has played a leading role in capturing consumer attention. Visual materials such as the brand's reels, design videos, and interior pictures are the most attractive and popular materials among customers. Also, it is found that most of the consumers interacted with the content on social media and viewed it visually attractive. Consumers' trust was created using digital platforms, especially through reviews and testimonies. Moreover, it was observed that social media plays an important role in the generation of enquires, since most of the respondents either visited or contacted the business after watching content online.

V. SUGGESTIONS

Considering the results obtained from the research, it is suggested that The Queen's Modular Kitchen and Wardrobes pay more attention to producing engaging visual content like reels, videos, and project before-after photos, which have been observed to attract the most customers' attention. Engaging customers through interactive posts like polls, live streaming, and fast replies to questions is another approach that can be used. Posting more often can also keep the customers engaged. Customer testimonies and reviews need to be emphasized to build trust. Partnering with influencers and launching online marketing campaigns are additional methods that could increase customer reach. Offering customers comprehensive product details and promotions online would generate more interest among the customers.

VI. CONCLUSION

In conclusion, it is evident that both digital marketing and social media marketing play a crucial part in impacting the behavior of customers in the modular kitchen and interior designing industry. Queen's Modular Kitchen and Wardrobes has used digital marketing well to boost their brand image and engage with their customers. The study reveals that the use of visually engaging and interactive content goes a long way to attract customers and makes them take action, which could be making inquiries and visiting the showrooms. Social media, specifically Instagram, was found to be quite effective in communicating with the target market segment.

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