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ROLE OF DIGITAL MARKETING IN ENHANCING CUSTOMER PARTICIPATION AND OVERALL BUSINESS GROWTH WITH SPECIAL REFERENCE TO SILIGURI – DARJEELING DISTRICT

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ABSTRACT

The present study examined the role of digital marketing in enhancing customer participation and overall business growth with special reference to Siliguri. In the modern business environment, digital marketing has emerged as an important tool for organizations to communicate with customers, promote products and services and improve market performance. The study focused on understanding how various digital marketing strategies such as social media marketing, search engine optimization, email marketing, online advertisements and content marketing influenced customer engagement and business development. The research also aimed to identify the effectiveness of digital platforms in attracting customers, increasing brand awareness and strengthening customer relationships. The findings of the study revealed that digital marketing significantly contributed to increasing customer participation by providing easy access to information, improving communication and creating personalized customer experiences. Social media platforms and online promotional activities helped businesses maintain direct interaction with customers, receive feedback quickly and build customer loyalty. The study also found that businesses adopting digital marketing strategies experienced growth in sales, customer reach, brand visibility and market competitiveness. Small and medium enterprises in Siliguri particularly benefited from cost – effective digital marketing techniques that enabled them to compete with larger businesses.

The study concluded that digital marketing has become an essential component for achieving business success and sustaining customer relationships in the digital era. The research suggested that businesses in Siliguri should continue investing in digital marketing practices to enhance customer participation, strengthen brand image and achieve long term business growth.

Keywords: Digital Marketing, Social media marketing, Search engine optimization, Content advertisements

1. INTRODUCTION

Digital marketing or popularly known as online marketing is the way of promoting goods and services using the digital platforms such as social media, websites, e-mails , Google apps and various search engines. It is a marketing strategy which is not only low in cost but also has the ability to reach out a large number of people quickly and effectively. In a fast growing commercial region like Siliguri, the adoption of digital marketing strategies is emerging as a significant determinant of market competitiveness and customer loyalty and satisfaction.

Some of the digital marketing agencies in Siliguri are” Primsy India” which is located in Iskcon Mandir Road , “Arkedia “ which is located in Hill Cart Road, “Blue Minch” which is located in Janta Nagar , “Cogito Digital” which is located in Ashrampara . Entrepreneurship drive has also increased in Siliguri with many people creating their online shopping platforms specifically in the field of food , fashion and design, education , news, etc. The younger generation in Siliguri has much inclination to digital marketing as compared to older generation. Most of the older generation people in Siliguri still prefers the traditional marketing. With the rise of internet penetration and smartphone usage, consumers are shifting towards digital platform for product discovery , engagement and purchase. Businesses that invest in targeted and consistent digital marketing campaigns are experiencing notable improvements in customer engagement and sales conversions which has lead to overall business growth.

The marketing environment of Siliguri is changing drastically from traditional marketing to digital marketing strategies. Businesses are trying to establish a strong online presence by building a competitive landscape by utilizing social media, SEO, websites and various other creative approaches. As per the statistics of the year 2024, an estimated 45% of the city’s population uses the internet indicating a significant online market ready to be explored. The mobile revolution has also benefitted the growth of digital marketing in Siliguri with 70% of internet users accessing the web through their smartphones. Siliguri firms is now using digital marketing to grow and adjust to the changing needs of

their target markets and consumer base and bringing prosperity to the town. Some of the major business sectors that are benefitting from digital marketing are the tourism and hospitality sectors of Siliguri which through their online presence and advertising are climbing the ladders of success. Next such industry is the real estate sector which has been expanding at a high pace in recent years. Also many new start-ups in Siliguri are also gradually stepping on the path of digital media to increase their business potential. Some of the major business sectors that are using digital marketing are hospitality sector, healthcare sector, retail sector, education sector and food and beverage sector.

Finally this study seeks to explore how digital marketing practices are implemented by businesses in Siliguri and how they contribute in enhancing customer involvement and overall business growth.

2. LITERATURE REVIEW

Tiago and Veríssimo (2014) examined the growing importance of digital marketing in improving customer participation and overall business growth. The study explained that businesses using digital platforms such as social media, websites, blogs and email marketing experienced greater interaction with customers compared to businesses relying only on traditional marketing methods. The researchers observed that digital marketing created opportunities for companies to communicate directly with consumers and maintain long-term relationships. Their study highlighted that customers became more aware of brands through continuous online presence and interactive promotional activities.

Chaffey and Ellis-Chadwick (2015) highlighted the importance of strategic digital marketing in enhancing customer engagement and business performance. The study explained that businesses adopting structured online marketing strategies experienced improved communication with customers and stronger market positioning. The researchers focused on how companies integrated websites, search engines, social media platforms and mobile applications to create better customer experiences. Their work showed that digital marketing had become an essential element of modern business operations and customer relationship management. The study further stated that data-driven marketing strategies helped businesses understand consumer behavior more effectively. By analyzing online customer activities, businesses identified customer needs, preferences and buying patterns.

Chaffey and Ellis-Chadwick (2015) additionally emphasized that successful online integration strengthened brand value and customer trust. Their research showed that businesses maintaining consistent online communication created stronger emotional connections with customers. The study

concluded that digital marketing not only improved customer engagement but also enhanced business competitiveness in rapidly changing markets. It demonstrated that organizations using well-planned digital strategies achieved long-term growth and sustainability more effectively than businesses depending only on traditional promotional methods.

Kingsnorth (2016) additionally stated that the combination of analytics and automation improved customer targeting and communication. Businesses using digital tools were able to deliver personalized messages and promotional content to specific customer groups. This personalized approach increased customer engagement and improved conversion rates. The study concluded that data-driven digital marketing strategies provided businesses with a competitive advantage and contributed significantly to customer satisfaction, operational efficiency and overall organizational growth.

Kotler et al. (2017) argued that digital platforms enabled marketers to analyze consumer data more effectively and improve communication with customers. The study explained that businesses used digital technologies to collect information about customer behaviour, interests and purchasing preferences. This information helped organizations create targeted marketing campaigns and deliver customized messages according to customer expectations. The study further emphasized that personalized digital communication improved customer experience and strengthened the relationship between brands and consumers. Businesses using social media platforms, mobile applications and online advertising successfully reached wider audiences and maintained continuous interaction with customers. Oklander et al. (2018) explored the impact of technological advancements on digital marketing practices and compared modern strategies with traditional marketing methods. The study explained that businesses increasingly adopted personalized marketing approaches to improve communication and strengthen relationships with customers. The researchers observed that digital technologies enabled organizations to collect customer information and use it for developing more effective promotional campaigns. This shift from mass marketing to personalized marketing improved customer satisfaction and increased engagement with brands.

Imelda Debby Christina et al. (2019) conducted a study on digital marketing strategies in product promotion by focusing on the use of integrated digital channels and paid television advertising. The research explained that businesses combined traditional promotional methods with digital platforms to increase brand awareness and customer reach. The researchers observed that companies using integrated marketing communication strategies created stronger interaction with customers and improved promotional effectiveness in competitive business environments.

Peter et al. (2020) investigated digital marketing tools and strategies that helped Swiss SMEs compete with larger organizations. The study explained that many small and medium-sized enterprises faced difficulties in adopting digital marketing practices because of financial limitations, lack of technological knowledge and insufficient digital skills. Through a review of nineteen research articles, the researchers identified important digital tools and communication channels that supported effective online marketing and customer engagement.

3. RESEARCH METHODOLOGY

3.1 Research Design

The research study adopted a descriptive and analytical research design to examine the role of digital marketing in enhancing customer engagement and promoting overall business growth. The descriptive research design helped in presenting a clear understanding of the existing digital marketing practices followed by businesses in Siliguri. It focused on identifying how different digital platforms such as social media, websites, search engine optimization, email marketing and online advertisements influenced customers and business performance. The design also assisted in describing the behaviour, preferences and responses of customers towards digital marketing activities carried out by local businesses.

The analytical researched sign further supported the study by examining the relationship between digital marketing activities and business growth. The study analyzed how customer engagement increased through online interactions, promotional campaigns and digital communication strategies. It also evaluated how businesses benefited from improved brand awareness, customer loyalty and increased sales through effective use of digital marketing tools. Through analytical observation, the research highlighted the importance of consistent digital presence in maintaining customer relationships and business competitiveness.

The research design included both quantitative and qualitative methods of data collection. Quantitative data provided measurable information regarding customer participation, frequency of online engagement and effectiveness of digital marketing strategies. Qualitative data helped in understanding the opinions, experiences and perceptions of respondents regarding digital marketing practices. The combination of both methods created a comprehensive understanding of the research topic and strengthened the reliability and validity of the findings.

3.2 Research Study Setting

The research study was conducted in Siliguri, a major commercial city in West Bengal that experienced rapid growth in trade, communication and digital infrastructure. Siliguri served as an important business hub connecting different regions of North Bengal and neighboring states. Due to the expansion of internet facilities and increasing use of smartphones, many businesses in Siliguri adopted digital marketing strategies to attract customers and improve their market presence. The city therefore provided a suitable environment for studying the impact of digital marketing on customer engagement and business growth. The businesses operating in Siliguri increasingly depended on social media platforms, websites and online advertising to promote their products and services. Small and medium enterprises in the city actively used Facebook, Instagram, WhatsApp Business and e-commerce platforms to connect with customers. These digital activities influenced consumer behavior by providing easy access to information, offers, reviews and online purchasing facilities. The research setting allowed the study to observe how businesses adjusted to changing market trends and customer expectations through digital marketing practices.

The study setting also reflected the growing digital awareness among consumers in Siliguri. Customers regularly interacted with online business platforms for shopping, communication and product inquiries. The urban nature of the city, combined with rising internet penetration, created favourable conditions for analyzing customer participation in digital marketing activities. As a result, Siliguri provided practical and relevant insights into the relationship between digital marketing strategies and business performance.

3.3 Nature and Source of Data

The study relied mainly on primary data collected directly from respondents in Siliguri. Primary data played an important role in understanding the real experiences and opinions of business professionals and customers regarding digital marketing practices. The information collected from respondents remained highly relevant to the objectives of the study because it reflected current market conditions and customer behaviour. Direct interaction with respondents also improved the authenticity and reliability of the research findings. The primary data was collected from business owners, marketing managers and customers who regularly interacted with digital business platforms. Business professionals shared their experiences regarding the implementation of digital marketing strategies, customer engagement techniques and online promotional activities. Customers provided valuable opinions regarding their

online purchasing behaviour, responses to digital advertisements and satisfaction with digital communication methods adopted by businesses. These responses helped in obtaining a balanced understanding of business and customer perspectives. Secondary data was also referred to in order to support the research study. Information from books, journals, research articles, websites, reports and previous studies helped in building the theoretical framework of the research. Secondary sources provided background knowledge regarding digital marketing concepts, consumer behavior and business growth trends. Although the major analysis depended on primary data, secondary data strengthened the literature review and provided additional support to the study findings.

3.4 Sampling Methods and Techniques

The study adopted a purposive sampling method for selecting respondents relevant to the research topic. Purposive sampling allowed the researcher to choose participants who possessed knowledge and experience related to digital marketing activities and customer engagement. This method ensured that the collected information remained meaningful, accurate and directly connected to the objectives of the study. The sampling technique therefore improved the effectiveness of data collection and analysis.

The purposive sampling method focused on selecting respondents who actively participated in digital business activities. Business owners and marketing managers who implemented digital marketing strategies were included because they possessed practical understanding of online promotional techniques and customer interaction methods. Customers who frequently used digital platforms for shopping, browsing and communication were also selected because they could provide valuable opinions regarding online business engagement.

The use of purposive sampling helped in gathering detailed and reliable information within a limited time period. Since the study concentrated specifically on digital marketing practices in Siliguri, selecting relevant participants became essential for maintaining research accuracy. The technique reduced the chances of collecting irrelevant responses and ensured that the study findings reflected the actual influence of digital marketing on customer engagement and business growth.

3.5 Selecting the Participants

The participants for the study were selected from two major categories, namely business professionals

and customers. Business professionals included business owners and marketing managers who actively managed digital marketing activities for their organizations. These participants provided important insights regarding online promotional strategies, digital advertising, customer communication and business performance. Their practical experiences helped in understanding how digital marketing contributed to customer participation and overall business growth. The second category included customers who regularly interacted with businesses through online platforms. These participants shared their experiences regarding digital advertisements, social media engagement, online purchasing behavior and communication with businesses through websites and applications. Customers also explained how digital marketing activities influenced their buying decisions, preferences and satisfaction levels. Their responses provided valuable information regarding the effectiveness of digital marketing from the consumer perspective.

This selection of participants from both business and customer groups created a balanced research approach. Business professionals explained the implementation and objectives of digital marketing strategies, while customers described their reactions and experiences related to those activities. The combination of these perspectives improved the depth and quality of the research findings and helped in developing a comprehensive understanding of the study topic.

3.6 Sample Size

The total sample size for the research study consisted of 170 respondents. A large sample size improved the reliability and accuracy of the study findings by including opinions from different categories of participants. The respondents were selected carefully to ensure that the collected data represented both business professionals and customers who actively participated in digital marketing activities. The sample size therefore provided sufficient information for detailed analysis and interpretation. Out of the total respondents, 5 business owners and 5 marketing managers were selected for the study. These professionals possessed direct experience in planning and implementing digital marketing strategies. Their responses helped in understanding the challenges, benefits and effectiveness of digital marketing activities in promoting customer engagement and business growth. The professional participants also explained how businesses allocated resources and budgets for digital marketing campaigns.

The remaining 160 respondents consisted of customers who regularly interacted with online business platforms such as websites, social media pages and e-commerce applications. These customers shared their experiences regarding digital advertisements, online communication, purchasing decisions and

satisfaction with business services. The larger number of customer respondents provided broad insights into consumer behavior and digital engagement patterns, thereby strengthening the overall findings of the research study.

3.7 Study Variables

3.7.1 Independent Variables

Types of Digital Marketing Tools Used: The study considered different types of digital marketing tools as important independent variables influencing customer engagement and business growth. Businesses used various digital platforms such as social media marketing, search engine optimization, email marketing, influencer marketing and online advertising campaigns to attract and retain customers. These tools helped businesses communicate with consumers more effectively and improve their visibility in the competitive market environment.

Social media platforms such as Facebook, Instagram, YouTube and WhatsApp Business play the significant role in promoting products and services. Businesses regularly uploaded promotional content, advertisements, product updates and customer reviews to engage audiences and increase brand awareness. Search engine optimization techniques also improved the visibility of business websites on search engines, helping customers easily access information regarding products and services.

Email marketing and influencer marketing further contributed to customer communication and business promotion. Email campaigns informed customers about discounts, offers and new product launches, while influencer marketing helped businesses reach larger audiences through trusted online personalities. The use of multiple digital marketing tools therefore influenced customer participation and supported overall business growth.

Frequency and Consistency of Digital Marketing Activities

The frequency and consistency of digital marketing activities formed another important independent variable in the study. Businesses that regularly updated their social media accounts, websites and promotional campaigns maintained stronger communication with customers. Consistent online presence increased customer awareness and improved trust in the business. Regular interaction also encouraged customers to remain connected with the brand for longer periods.

Frequent digital marketing activities included posting advertisements, responding to customer inquiries, sharing product information and conducting promotional campaigns. Businesses that actively communicated with customers through online platforms experienced better engagement and customer participation. Customers showed greater interest in businesses that remained active and responsive on digital channels.

Consistency in digital marketing also contributed to long-term business growth. Businesses that maintained regular communication and promotional activities created stronger customer relationships and improved brand loyalty. Continuous digital engagement helped businesses remain competitive and increased their ability to attract new customers while retaining existing ones.

Budget and Resources Allocated for Digital Marketing:-The allocation of budget and resources for digital marketing significantly influenced the effectiveness of online promotional activities. Businesses that invested more resources in digital marketing campaigns often achieved better visibility, customer reach and engagement levels. Financial investment allowed businesses to create attractive advertisements, improve website quality and conduct professional online campaigns.

Resources allocated for digital marketing included spending on social media advertisements, website management, content creation, graphic designing and promotional campaigns. Businesses also invested in skilled employees and digital marketing experts to manage online communication and customer interaction. Adequate resources improved the quality and effectiveness of marketing activities and increased customer satisfaction.

The study observed that businesses with proper digital marketing budgets maintained stronger online presence and achieved better customer engagement. Investment in digital marketing also contributed to higher sales, improved customer relationships and increased business growth. Therefore, budget allocation remained an important factor influencing the success of digital marketing strategies.

3.7.2 Dependent Variables

Measurement of customer engagement:

Customer engagement was assessed through customer-reported metrics such as likes, comments, click-through rates, shares and time spent on digital platforms. These metrics helped in measuring the level of customer interaction and participation in digital marketing activities. Likes and comments reflected

customer interest, while click-through rates showed the effectiveness of online advertisements and promotional campaigns. The time spent on websites and social media platforms indicated the level of customer involvement and engagement with business activities. These indicators provided valuable insights into customer behaviour and the effectiveness of digital marketing strategies.

3.8 Measurement of Sales Performance, Customer Satisfaction and Loyalty

Sales performance was assessed through the perceptions and experiences shared by business owners and marketing managers regarding changes in sales, customer reach and business growth after adopting digital marketing strategies. Customer satisfaction and loyalty were evaluated based on customer responses related to their experiences with online services, communication and digital engagement activities. Positive customer feedback, repeated purchases and continued interaction with businesses reflected higher levels of customer satisfaction and loyalty. These responses helped in understanding the impact of digital marketing on both business performance and customer relationships.

3.9 Control Variables

Control variables such as the nature of business, years of digital presence and market segment were also taken into account during the study. The nature of business helped in understanding whether product-based, service-based or mixed businesses experienced different levels of customer engagement through digital marketing activities. The years of digital presence reflected the experience and consistency of businesses in using online platforms for promotion and communication. The market segment was also considered to examine how different groups of customers responded to digital marketing strategies. These control variables helped in maintaining accuracy in the research findings and provided a better understanding of the factors influencing business growth and customer participation.

3.10 Data collection tools and techniques

Structured Questionnaire: - The study included multiple-choice and close-ended questions to gather measurable and valuable responses regarding digital marketing practices, customer involvement and overall business growth.

Interview: Face-to-face interviews were conducted with 5 business owners and 5 marketing managers or digital strategists to explore digital marketing approaches and observe consumer trends.

4. Data Analysis

The data collected during the study was analyzed using both quantitative and qualitative methods.

Quantitative Analysis:-The responses from the structured questionnaire were systematically organized and interpreted using descriptive statistical methods such as percentages, averages, and frequency distributions.

Likert scale has been used to measure the qualitative aspect of different parameter. The analysis have been shown with appropriate chart and diagram.

Ethical Considerations: - The study followed ethical guidelines for research involving human subjects. The participants had been informed about the purpose of the study and their confidentiality has been maintained.

5. DATA INTERPRETATION

Table1: Showing distribution of type of business of 170respondents

Nature of business	Number of respondents	Percentage
Product-based	50	29.41
Service-based	60	35.29
Both	40	23.53
Others	20	11.76
Total	170	100

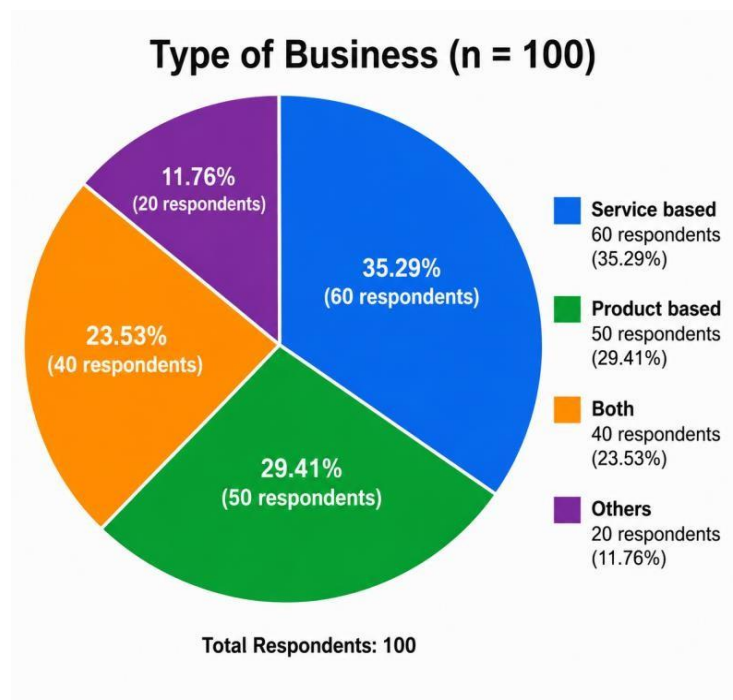


Chart1: Showing the Distribution of Type of Business of the respondents

Source:-Questionnaire

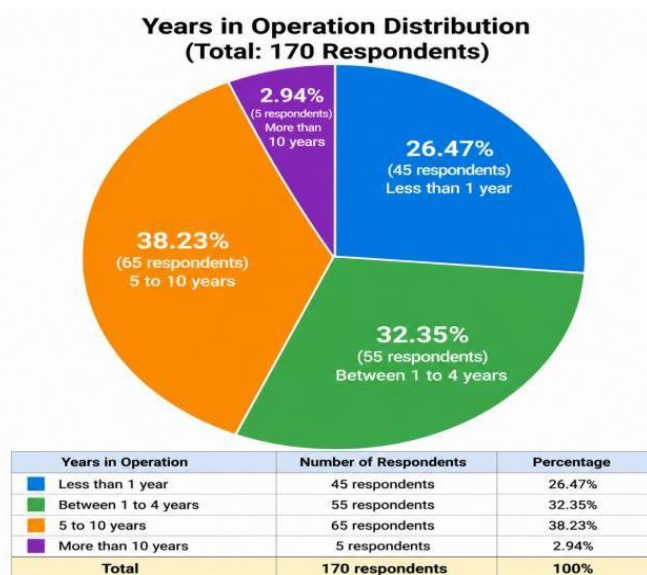
Analysis:-The analysis showed that service-based businesses had the highest participation, while other businesses had the lowest participation among the respondents.

Interpretation:-The interpretation indicated that most respondents belonged to service-based businesses, showing their greater involvement in the study.

Table2: Showing distribution of business operations (in years) of 170 respondents

Number of years	Respondents	Percentage
Lessthan1year	45	26.47
Between1to4 years	55	32.35
Between5to10years	65	38.23
Morethan10years.	5	2.94
Total	170	100

Chart2: Showing the Distribution of Business Operations(in years) of the respondents



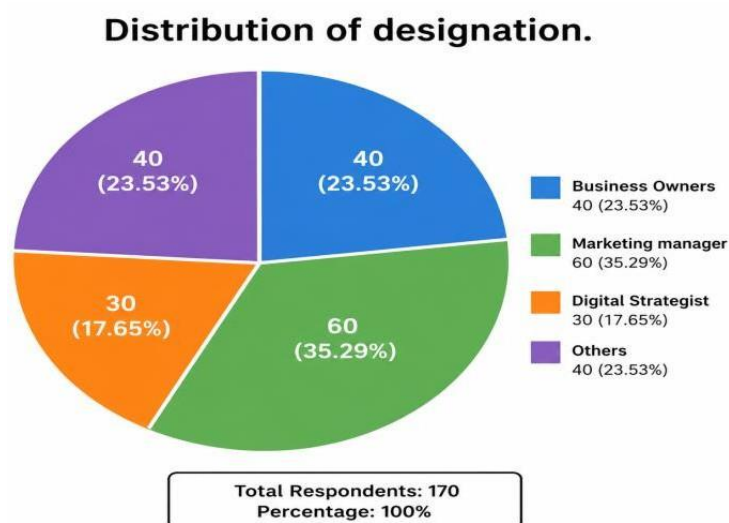
Source:-Questionnaire

Analysis:-The analysis showed that most respondents had been operating their business for 5 to 10 years, whereas only a small number of respondents had more than 10 years of operation.

Interpretation:-The interpretation indicated that most businesses had moderate years of operation, while very few businesses had long-term operational experience.

Table3: Showing distribution of designation of 170 respondents

Designation	Numberof respondents	Percentage
Business owners	40	23.53
Marketing manager	60	35.29
Digital Strategist.	30	17.65
Others	40	23.53
Total	170	100

Chart3:Showing the Distribution of Designation of the respondents

Source:-Questionnaire

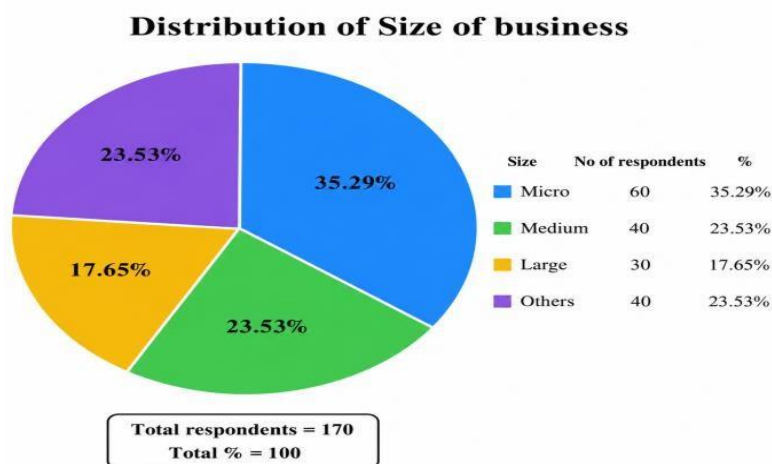
Analysis: - The analysis showed that Marketing Managers formed the largest group of respondents with 35.29%, while Business Owners and other research accounted for 23.53%. Digital Strategists represented the smallest group with 17.65% of the total respondents.

Interpretation:- The interpretation showed that most respondents were Marketing Managers, while Digital Strategists formed the smallest group in the study.

Table 4: Showing distribution of Size of business of 170 respondents

Size	Number of respondents	Percentage
Micro	60	35.29
Medium	40	23.53
Large	30	17.65
Others	40	23.53
Total	170	100

Chart4: Showing the Distribution of Size of the respondents



Source:-Questionnaire

Analysis:-The analysis revealed that micro businesses formed the largest group of respondents, whereas large businesses represented the smallest group. Medium and other businesses contributed an equal proportion to the total respondents.

Interpretation:- The analysis revealed that micro businesses formed the largest group of respondents, whereas large businesses represented the smallest group. Medium and other businesses contributed an equal proportion to the total respondents.

Table 5: Showing distribution of running digital marketing campaigns of 170 respondents

Particulars	Respondents	Percentage
Daily	70	41.18
Weekly	40	23.53
Monthly	30	17.65
Occasionally	30	17.65
Total	170	100

Chart5: Showing distribution of running digital marketing campaigns of the respondents



Source:-Questionnaire

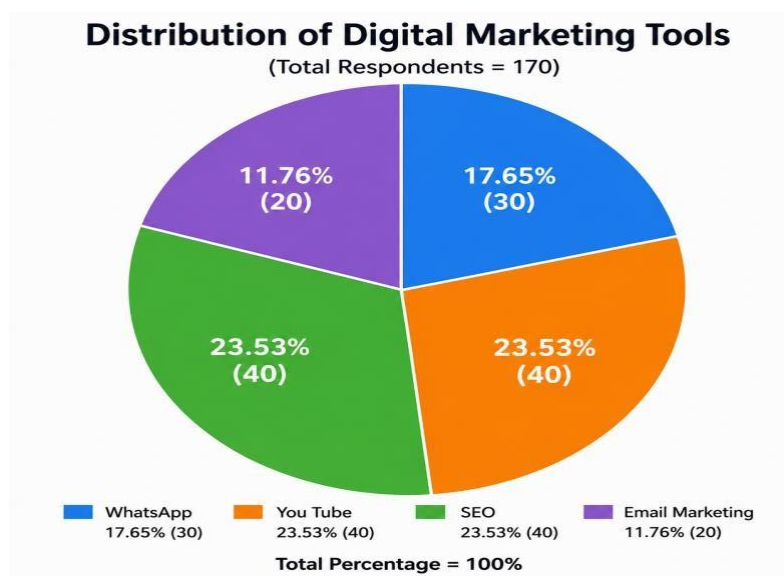
Analysis:-The analysis revealed that daily digital marketing campaigns were conducted by the highest number of respondents, while weekly, monthly and occasional campaigns were conducted by comparatively fewer respondents.

Interpretation:-The interpretation indicated that most respondents regularly conducted digital marketing campaigns on a daily basis.

Table 6: Showing distribution of digital marketing tools used by 170 respondents

Particulars	Percentage	Respondents
Whats App	30	17.65
YouTube	40	23.53
SEO	40	23.53
Email Marketing	20	11.76
Total	170	100

Chart6: Showing distribution of digital marketing tools used by the respondents



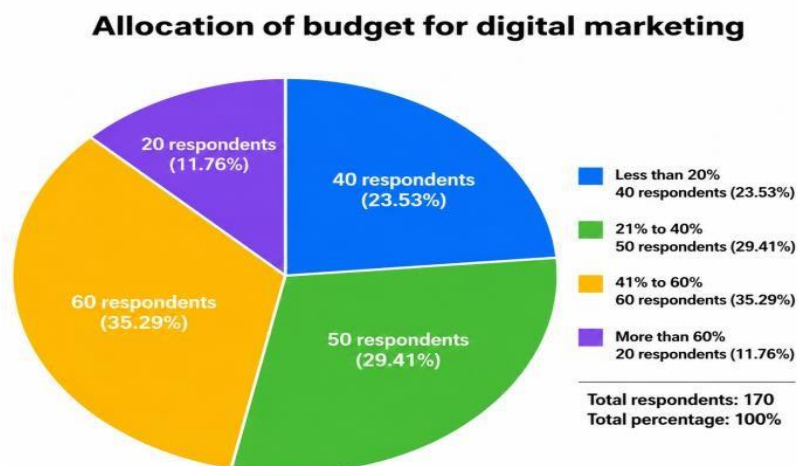
Source:-Questionnaire

Analysis:-The analysis showed that YouTube and SEO were the most commonly used digital marketing tools among the respondents, while Whats App and Email Marketing were used by comparatively fewer respondents.

Interpretation:-The interpretation indicated that respondents preferred YouTube and SEO more for digital marketing activities, while Email Marketing was used less frequently compared to other tools.

Table7: Showing allocation of budget for digital marketing of 170 respondents

Particulars	Respondents	Percentage
Lessthan20%	40	23.53
21%to40%	50	29.41
41%to60%	60	35.29
Morethan60%	20	11.76
Total	170	100

Chart7: Showing allocation of budget for digital marketing of the respondents

Source:-Questionnaire

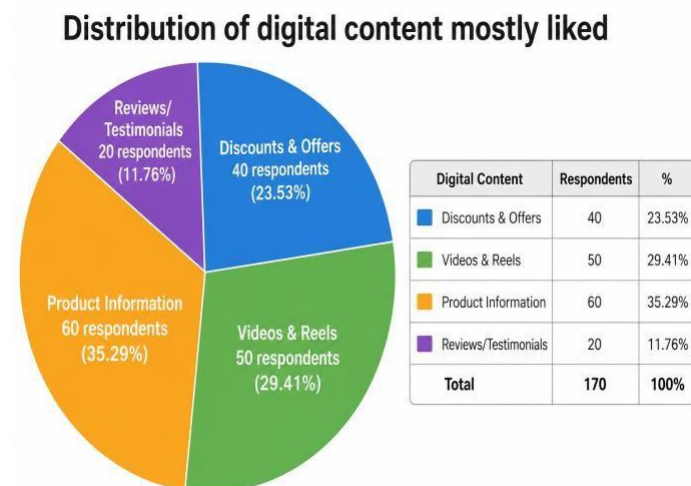
Analysis:-The analysis revealed that most respondents allocated 41% to 60% of their budget for digital marketing, accounting for 35.29% of the total respondents. It was also observed that 29.41% allocated 21% to 40%, while 23.53% allocated less than 20%. Only 11.76% of the respondents allocated more than 60% of their budget for digital marketing activities.

Interpretation: - The interpretation showed that most respondents allocated a considerable share of their budget to digital marketing, indicating its growing importance in business activities.

Table 8: Showing distribution of digital content mostly liked by 170 respondents

Particulars	Respondents	Percentage
Discounts and Offers	40	23.53
Videos and Reels	50	29.41
Product Information	60	35.29
Reviews/Testimonials	20	11.76
Total	170	100

Chart8: Showing distribution of digital content mostly liked by the respondents.



Source:-Questionnaire

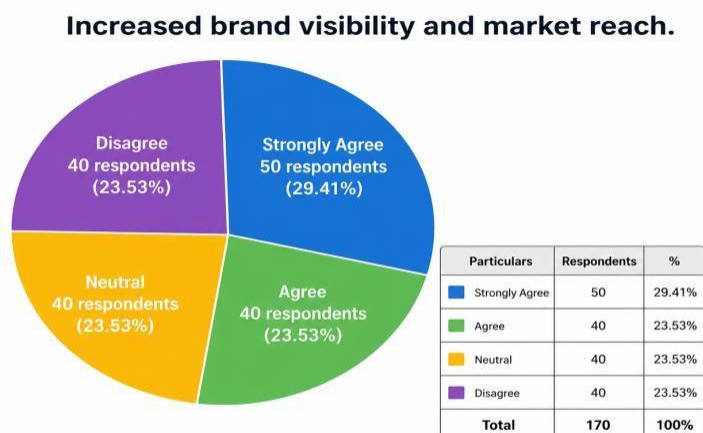
Analysis:- The analysis showed that Product Information was mostly liked by the respondents, while Reviews/Testimonials were liked the least.

Interpretation:- The interpretation of the data showed that respondents mostly preferred Product Information content, indicating that customers were more interested in detailed information about products. Reviews/Testimonials were less preferred compared to other digital content types.

Table9: Showing how digital marketing increased brand visibility and market reach among 170 respondents

Particulars	Respondents	Percentage
Strongly Agree	50	29.41
Agree	40	23.53
Neutral	40	23.53
Disagree	40	23.53
Total	170	100

Chart 9: Showing how digital marketing increased brand visibility and market reach among the respondents.



Source:-Questionnaire

Analysis:- The analysis showed that most respondents strongly agreed that digital marketing increased brand visibility and market reach.

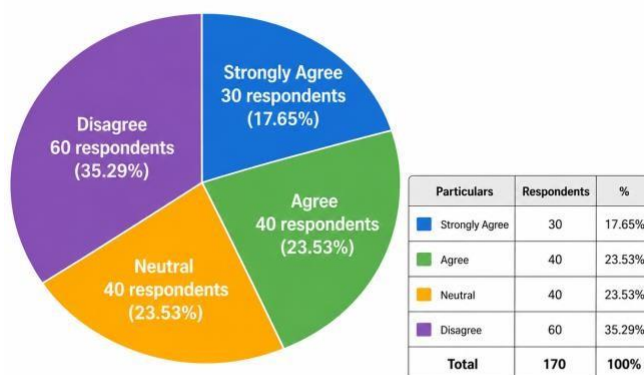
Interpretation:- The interpretation showed that digital marketing helped in increasing brand visibility and expanding market reach.

Table10: Showing how digital marketing has reduced marketing cost compared to traditional methods among 170 respondents

Particulars	Respondents	Percentage
Strongly Agree	30	17.65
Agree	40	23.53
Neutral	40	23.53
Disagree	60	35.29
Total	170	100

Chart10: Showing how digital marketing has reduced marketing cost compared to traditional methods among the respondents.

Digital marketing has reduced marketing cost



Source:-Questionnaire

Analysis:- The analysis showed that most respondents disagreed that digital marketing had reduced marketing cost.

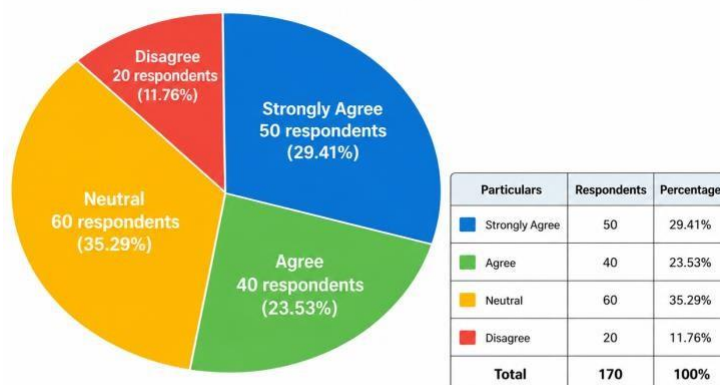
Interpretation:- The interpretation showed that many respondents believed digital marketing had not significantly reduced marketing cost.

Table 11: Showing contribution of digital marketing towards business growth among 170 respondents

Particulars	Respondents	Percentage
Strongly Agree	50	29.41
Agree	40	23.53
Neutral	60	35.29
Disagree	20	11.76
Total	170	100

Chart 11: Showing contribution of digital marketing towards business growth among the respondents.

Contribution of digital marketing towards business growth.



Source:-Questionnaire

Analysis:- The analysis showed that most respondents remained neutral regarding the contribution of digital marketing towards business growth. Fewer respondents disagreed with the statement.

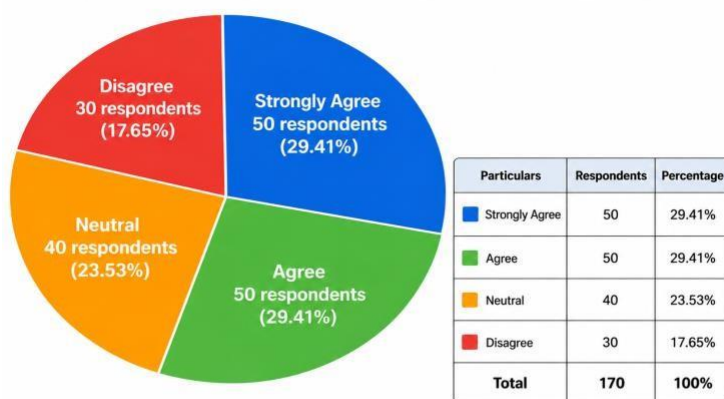
Interpretation:- The interpretation showed that digital marketing had a positive contribution towards business growth.

Table12: Showing perceived outcomes regarding measuring ROI of digital campaigns effectively among 170 respondents

Particulars	Respondents	Percentage
Strongly Agree	50	29.41
Agree	50	29.41
Neutral	40	23.53
Disagree	30	17.65
Total	170	100

Chart12: Showing perceived outcomes regarding measuring ROI of digital campaigns effectively among the respondents.

measuring ROI of digital campaigns



Source:-Questionnaire

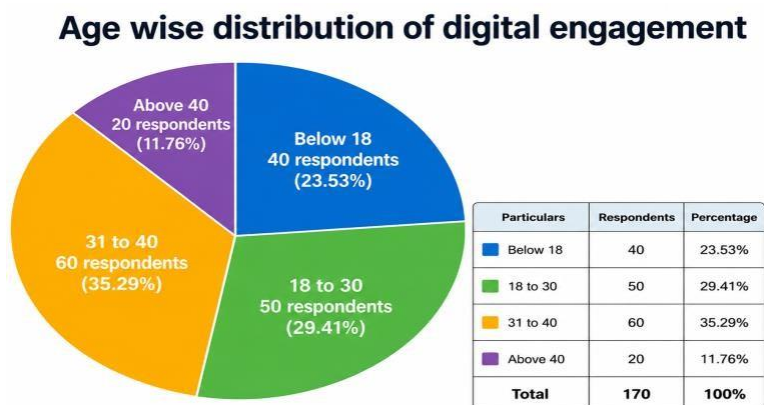
Analysis:- The analysis showed that most respondents agreed that digital campaigns helped in measuring ROI effectively.

Interpretation:- The interpretation showed that digital marketing campaigns were effective in measuring return on investment (ROI).

Table13: Showing age wise distribution of digital engagement with business of 170 respondents

Age Group	Respondents	Percentage
Below18	40	23.53
18to30	50	29.41
31to40	60	35.29
Above40	20	11.76
Total	170.	100

Chart13: Showing age wise distribution of digital engagement with business of the respondents.



Source:-Questionnaire

Analysis:-The analysis showed that respondents aged 31 to 40 had the highest level of digital engagement.

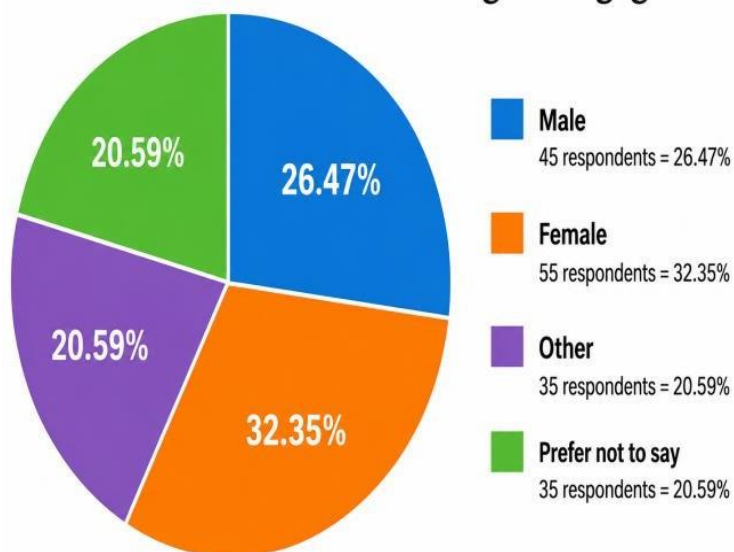
Interpretation:-Theinterpretationshowedthatrespondentsaged31to40weremoreactively engaged in digital platforms compared to other age groups.

Table14: Showing gender wise distribution of digital engagement with business of 170 respondents

Particulars	Respondents	Percentage
Male	45	26.47
Female	55	32.35
Other	35	20.59
Prefer not to say	35	20.59
Total	170	100

Chart14: Showing gender wise distribution of the respondents regarding digital engagement with business.

Gender wise distribution of digital engagement



Source:-Questionnaire

Analysis:- The analysis showed that female respondents had the highest level of digital engagement(32.35%), followed by male respondents(26.47%),while “Other”and “Prefer not to say” categories each accounted for 20.59% of the respondents.

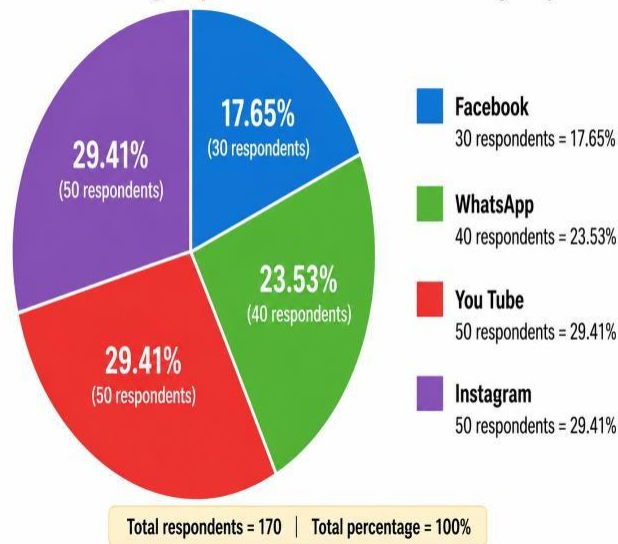
Interpretation:- The interpretation indicated that digital engagement was comparatively higher among female respondents, reflecting active participation across different gender groups.

Table 15: Showing distribution of digital platforms used for business by 170respondents.

Particulars	Respondents	Percentage
Facebook	30	17.65
WhatsApp	40	23.53
YouTube	50	29.41
Instagram	50	29.41
Total	170	100

Chart15: Showing distribution of digital platforms used for business by respondents.

Distribution of digital platforms used for business by respondents



Source:-Questionnaire

Analysis:-The analysis showed that YouTube and Instagram were the most widely used digital platforms for business purposes, each accounting for 29.41% of the respondents.

Interpretation:- The interpretation indicated that respondents mainly preferred visual and social networking platforms like YouTube and Instagram for promoting and managing their business activities.

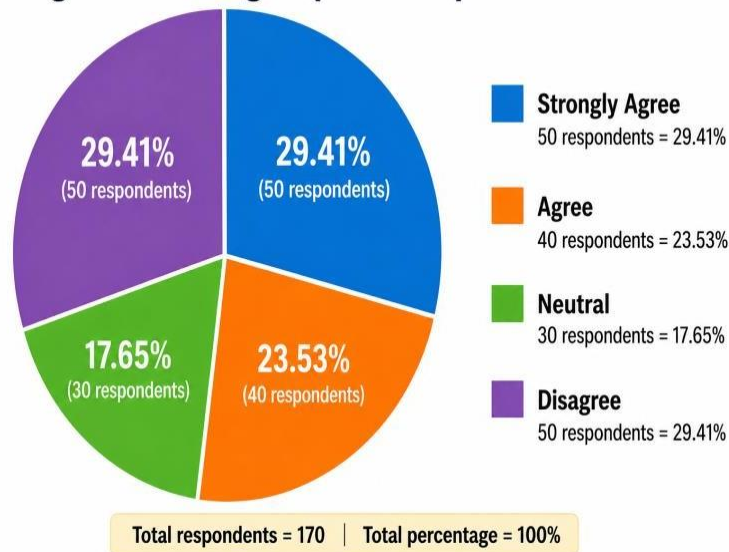
Table 16: Showing customer opinion regarding how digital marketing helps to compare different brands conveniently among 170 respondents.

Particulars	Respondents	Percentage
Strongly Agree	50	29.41
Agree	40	23.53
Neutral	30	17.65
Disagree	50	29.41
Total	170	100

Chart16: Showing customer opinion regarding how digital marketing helps to compare different brands conveniently among the respondents.

Source:-Questionnaire

Digital marketing helps to compare different brands



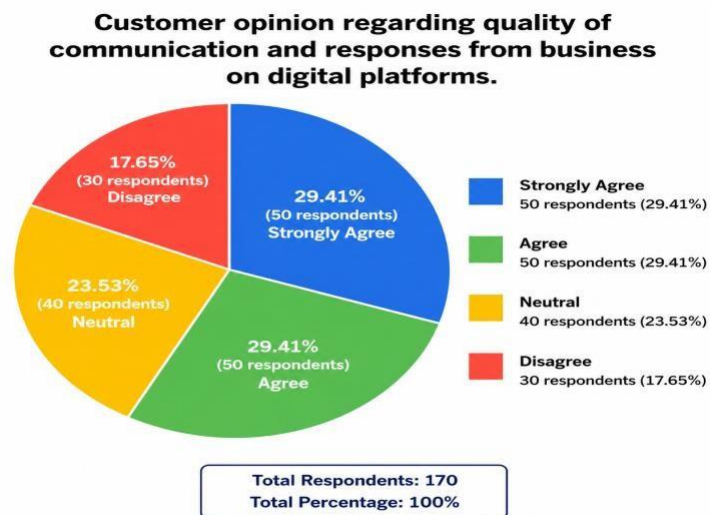
Analysis:- The analysis showed that an equal proportion of respondents strongly agreed and disagreed (29.41% each) that digital marketing helps in comparing different brands.

Interpretation:- The interpretation showed that respondents had divided opinions on the role of digital marketing in brand comparison.

Table 17: Showing customer opinion regarding quality of communication and responses from business on digital platforms among 170 respondents.

Particulars	Respondents	Percentage
Strongly Agree	50	29.41
Agree	50	29.41
Neutral	40	23.53
Disagree	30	17.65
Total	170	100

Chart 17: Showing customer opinion regarding quality of communication and responses from business on digital platforms among the respondents.



Source:-Questionnaire

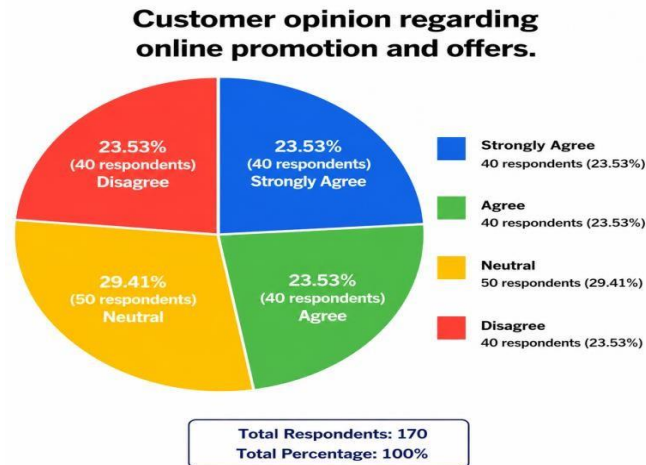
Analysis: - The analysis showed that most respondents positively viewed the quality of communication and responses from businesses on digital platforms, as both “Strongly Agree” and “Agree” received the highest percentage of responses.

Interpretation: - The interpretation indicated that businesses had generally maintained effective communication and responsive interaction with customers through digital platforms.

Table 18: Showing customer opinion regarding online promotion and offers among 170 respondents.

Particulars	Respondents	Percentage
Strongly Agree	40	23.53
Agree	40	23.53
Neutral	50	29.41
Disagree	40	23.53
Total	170	100

Chart 18: Showing customer opinion regarding online promotion and offers among the respondents.



Source:-Questionnaire

Analysis:- The analysis showed that most respondents remained neutral regarding online promotion and offers, while equal proportions either agreed, strongly agreed, or disagreed with the effectiveness of such promotions.

Interpretation:- The interpretation showed that customer opinions on online promotions and offers were generally balanced and varied.

CONCLUSION

In conclusion, the study established that digital marketing had become an essential component of business growth and customer participation in Siliguri. The effective use of digital marketing tools had improved communication between businesses and customers and had created better opportunities for promotion, customer engagement and market expansion. Businesses that had actively adopted digital marketing strategies had experienced increased sales, improved brand awareness, stronger customer relationships and wider market reach. Digital platforms had enabled businesses to understand customer preferences more effectively and had helped them develop better marketing strategies according to changing customer needs and market trends. The study also revealed that customer participation had

significantly increased through online activities such as reviews, comments, feedback and social media interactions, which had positively influenced customer satisfaction and business performance. Although businesses had faced challenges such as limited resources, shortage of skilled professionals and rapidly changing technologies, the advantages of digital marketing had remained greater than the difficulties. The study further concluded that continuous improvement in digital marketing knowledge, technological adaptation, innovation and effective customer engagement practices had remained important for achieving long-term business success and sustainable growth. Therefore, digital marketing had not only contributed towards the development of individual businesses but had also supported the overall economic and commercial growth of Siliguri by encouraging modernization, competitiveness and stronger customer-business relationships.

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