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# Effectiveness of Digital Marketing in Promoting Software Services at Femtosoft Technologies

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## Abstract

*In today's competitive software service industry with a saturated market, digital marketing has become an essential means of promotion for software companies to grow their customer base and establish brand awareness. This study aims to examine how the digital marketing strategies are effective for the software services of Femtosoft Technologies, Chennai, which has more than 19 years of experience in the logistics, courier, cargo and transportation management software. The respondents were 156 and primary data were gathered using structured questionnaire. Chi-Square tests and Pearson Correlation analysis are used in the study to analyze the brand awareness, and customer base generation. The scores of all ten awareness dimensions showed significant positive correlation ( $r$  ranged from 0.509 to 0.626 at  $p = 0.000$ ). The Chi-Square test shows that digital marketing plays a significant role in generating customers ( $\chi^2 = 13.445$ ,  $p = 0.036$ ). In particular, 82.6% of the respondents got to know Femtosoft first through digital marketing and 81.3% said that digital marketing made them want to learn more about Femtosoft's services. The study emphasizes the importance of SEO, social media, and content marketing in influencing customer decisions and suggests focusing on brand standardization, review management, and personalized content as strategies to enhance digital performance further.*

**Keywords:** B2B Marketing, Customer Awareness, Digital marketing, SEO, Software Services, Social Media.

## Introduction

Digital marketing is a contemporary marketing approach used to promote products and services using digital channels like social media, search engines, websites, mobile apps, email and web ads. It is useful for businesses to reach the customers rapidly in an affordable way. Digital marketing is crucial for software services, as many customers turn to the Internet for their research, comparison, and decision-making.

Digital marketing has gained a significant rise in India in recent years with the growing influence of smartphones, fast internet

connectivity, and the active social media platforms. As of 2025, the country has more than 1.03 billion users on the internet, with more than hundreds of millions of users on digital platforms such as YouTube and Instagram. Overall, the Indian advertising market will be worth about ₹2,01,891 crore by 2026, with over 60% of the total advertising spend going towards digital advertising, signaling a clear transition from traditional advertising.

For software service providers like Femtosoft Technologies, digital marketing provides quantifiable, real-time results, and is significantly more cost effective and targeted to specific groups of customers than traditional marketing. This makes it imperative to know how effective digital marketing is in helping businesses with lead generation, brand awareness, customer retention and growth.

This study aims to analyse the role played by digital marketing for Software Services and its impact on the overall performance of the business at Femtosoft Technologies, Chennai, which has catered to more than 2500 users across 14 countries.

## **Review of Literature**

Effectiveness of Digital Marketing for small business in Amravati city was studied by Shriram Suresh Palaskar (2026), WhatsApp promotions, social media, Google Business and online ads were found to be effective towards enhancing the sales and customer engagement of the small businesses. The research relied on surveys and chi square analysis and identified that there is a positive relationship between digital marketing adoption and sales growth, even with the lack of skills and budget.

Dr Indu Santosh, Prabhdeep Kaur (2025) studied the impact of digital marketing strategies in the retail industry and found that these strategies significantly influence engagement, sales, and loyalty. The study highlighted that, while more than 85% of retailers have adopted tools such as SEO, social media and e-mail marketing, the study's challenges include talent, budget and ROI measurement, but said digital marketing is a critical enabler to retail success.

Tabassum Hullikatti, Dr. Bharathari Yadav (2025) studied the digital marketing effectiveness on SME's of Belagavi, where the adoption of digital marketing had a positive impact on SME growth and increased visibility. Among the observed problems were limited budgets and expertise and the study concluded that digital marketing is a key factor that can improve the performance and competitiveness of SMEs.

Alkhalfan and Al Mubarak (2025) examined the major challenges, advantages, and opportunities for the effectiveness of digital marketing, where SEO, content marketing, and social media are still the most effective strategies for software B2B companies.

The evolution of digital marketing has had a profound impact on the software and allied sectors in India, especially in the areas of awareness creation and customer acquisition, as shown by Chakrabarty and Sinha (2025).

A systematic literature review of digital marketing for SMEs was carried out by Nur Afiqah Binti Zauwi, Kamila Abdul Rahim and Norsabrina Binti Norizan (2024), which included 21 studies and resulted in 17 key factors affecting the adoption of digital marketing. The study emphasized the importance of strategies like SEO, social media marketing, content marketing, email marketing, and PPC, and found that by leveraging these strategies, SMEs can boost their performance, visibility, and customer engagement, which can sustain their growth.

Pascucci, Savelli and Gistri (2023) offer qualitative evidence that digital technologies drastically affect the way marketing value is generated and communicated, which implies that firms in knowledge-intensive industries need to adapt strategically.

In Marketing 5.0, humans are at the center, and data and technology are more influential, as stated by Kotler, Kartajaya and Setiawan (2021).

Melissa Abigail C. Mores, Joudiannah J. Velez and Adrian Umadh (2020) reviewed digital marketing and administration policies at Advent Hospital Mando and discovered that online registration and electronic medical records had the greatest impact on patient satisfaction and retention. A related SME survey also revealed that the satisfaction level was high with digital marketing and that newer SMEs are more likely to be doing digital marketing, suggesting that investing in digital skills and adaptive strategies is a key to growth.

Digital generation consumers, as pointed out by Ryan (2020), make use of online platforms to assess service providers, which emphasises the need for a consistent digital presence.

The objectives of the study were to:

1. To assess how digital marketing is able to help create awareness about the firm's software products and services.
2. To assess the effectiveness of digital marketing activities of an organization in creating customer base for the organization

### Research Methodology

The purpose of this study is to explore how effective digital marketing strategies can be in promoting software services at Femtosoft Technologies, Chennai, a prominent software solutions provider specializing in logistics, courier, cargo and ERP systems. A structured questionnaire with a five point Likert scale was used in collecting the primary data from 151 respondents. The selection of the respondents was done by purposive sampling technique and the final sample size of 151 were determined by Cochran's formula with finite population correction with a population of 250 respondents. The period of the study was three months from 07.01.2026 to 06.04.2026. Correlation and the Chi Square Test were used to analyze the data. All the tests were performed at the 5% level of significance ( $p < 0.05$ ) with the SPSS software.

### Objective 1 - Customer Awareness

**Table 1 Pearson Correlation – Customer Awareness**

Awareness Statement	Pearson r	p-value	Result
I became aware of the company through digital marketing channels.	0.546	0.000	Significant
Social media platforms helped me understand the company's services.	0.527	0.000	Significant
Online advertisements increased my awareness of the company's offerings.	0.521	0.000	Significant
I can easily recognize the company's brand online.	0.509	0.000	Significant
The company's website clearly explains its services.	0.509	0.000	Significant
I frequently come across the company's content online.	0.606	0.000	Significant
Digital marketing helps me understand the benefits of the services offered.	0.559	0.000	Significant
The information shared online by the company is clear and understandable.	0.528	0.000	Significant

I trust the information provided through the company’s digital platforms.	0.515	0.000	Significant
The company maintains a consistent online presence across platforms.	0.626	0.000	Significant

**Source:** Primary Survey

All 10 dimensions of awareness were significantly positively correlated with Pearson’s r values ranging from 0.509 to 0.626, all of which were well below 0.05.  $H_0$  is rejected. Content regularity is the greatest predictor of awareness, as ‘consistent online presence’ ( $r = 0.626$ ) and ‘frequent content encounters’ ( $r = 0.606$ ) have the highest correlation. This validates the strong and statistically significant relationship between digital marketing activities and customer awareness.

**Hypothesis Testing: Chi-Square Test Objective 2 - Customer Base Generation**

**Table 2: Chi-Square Test - Digital Marketing and Customer Base Generation**

Stastic	Value
Chi-Square ( $\chi^2$ )	13.445
Degrees of Freedom	6
Asympotic siginificance (p-value)	0.036
Critical Value ( $\chi^2$ at $\alpha = 0.05$ , $df = 6$ )	12.592
Decision	$H_0$ Rejected – Significant Association exists

**Source:** Primary Survey

The chi-square value (13.445) is larger than the critical value (12.592), and the p-value (0.036) is smaller than 0.05.  $H_0$  is rejected, and it can be seen that digital marketing activities are significant in customer base generation at Femtosoft Technologies.

The results of the study were as follows:

- At Femtosoft Technologies, digital marketing is a vital component in the company’s strategy to promote the software products and services to the public.
- Digital marketing (social media, search engines, websites, and online ads) was the primary way that customers first heard about the company.
- Social media sites can enable customers to get a clearer understanding of the company’s software services, and help them to be more engaged with the brand.
- The company’s site serves as a good source of information as it provides clear details about software services and enhances customer understanding.
- Customers get regular updates of the contents online, which helps to enhance the brand recognition in the online market and make them familiar with the company.
- Having a consistent online presence in several digital platforms makes the customer trust and builds better brand awareness.
- Digital marketing activities inspire potential customers to make service enquiries and help customer base generation for the organisation.
- SEO, content marketing and social media marketing have been identified as the top three strategies to draw customers.
- When choosing which software services to engage with, customers require transparency in the information they are provided, understanding of the materials and regular updates.

- Digital marketing is the most important promotional tool as of now to boost visibility and customer acquisition on software services than traditional marketing.

### **Suggestions of the Study**

- To boost customer awareness and trust, the company should be well and continuously represented on all the digital platforms.
- Search Engine Optimization (SEO) should be given more attention to create the website more visible and reach to the potential customers effectively.
- Strengthen the social media marketing activities by posting regular, relevant, engaging content on social media related to software services.
- Include clear information about the services provided, customer benefits, and success stories frequently on the company website to get information to customers.
- There needs to be more content marketing efforts, like blogs, case studies, and educational videos, to educate customers about software solutions.
- On digital platforms, customer reviews and testimonials should be showcased to enhance credibility and impact purchasing decisions.
- Enquiries should be followed-up with a personalized email and further communication to make them long-term customers.
- For effective lead generation, one must tailor online ads to customers' needs and industry segments.
- The company should be constantly checking the performance of digital marketing and continuously improving it as per feedback from customer and market dynamics.
- Training for the marketing team to help them be more digital and to ensure the use of modern digital marketing tools is effective.

### **Conclusion**

The study validates Femtosoft technologies' effective digital marketing framework, which increases customer awareness, enquiries and base generation. Based on the evidence from 156 respondents, chi square and correlation analyses reveal significant relationships between the variables of promotional strategies and customer preferences; and consistent online presence is the most significant variable in the analyses which indicates that that is the most important factor in awareness. Interestingly, 82.6% of the respondents knew of the company through digital means and 81.3% were motivated to ask questions, highlighting the importance of digital marketing as a primary acquisition source. The results suggest Femtosoft's digital infrastructure is a major source of sustainable competitive advantage, although the brand recognition and trust are still areas to be addressed.

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