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A Study on E-Marketing Practices at JDM Paper Mart Private Limited, Thiruvananthapuram

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Abstract

This study looks at the marketing methods used by JDM Paper Mart Private Limited, a company that makes paper and is based in Thiruvananthapuram, Kerala. The study checks how well the company uses platforms how good its online marketing tools are and what the employees think about the company online marketing efforts. The study got information from 138 employees by asking them to fill out a questionnaire. The study used math tools like Mann-Whitney U Test and Kruskal-Wallis Test to analyse the information. The study found that there is a connection between the online marketing methods used by JDM Paper Mart Private Limited and how well the company does. It also found that using platforms is very good for promoting the company paper products. The study found that men and women have opinions about how online marketing affects sales but it did not find any big differences between people of different ages. The study says that online marketing is a way for JDM Paper Mart Private Limited to get more people to know about its brand to get customers more involved and to sell more products. The study suggests that the company should make its social media strategies better improve its communication and make sure it has good content, on its website at the right time to stay ahead of its competitors.

Keywords: Brand Awareness, Digital Marketing Tools, Online Marketing, Sales Performance, Social Media Platforms

Introduction

E-marketing is a tool for businesses today. It has changed how companies talk to their customers and build relationships. Websites, media, search engines, email and online ads have changed how businesses market themselves. The main goals of e-marketing are to make people aware of a brand and to get customers involved. In the paper business it's hard to stand out because productise mostly the same. So having a presence is key to getting people to buy from you. For example, JDM Paper Mart Private Limited is a paper company based in Thiruvananthapuram, Kerala. It was started in 2012. Makes all sorts of paper products. E-marketing is crucial for a company, like

JDM Paper Mart Private Limited to tell people about their products. This helps build a reputation and stay competitive. JDM Paper Mart Private Limited needs e-marketing to reach customers and grow its business.

Review of Literature

Sheth & Sharma (2025) This said that e-marketing helps businesses focus on customers of just the organization, which can make them more profitable especially in new markets.

Kaseem, & Heeralal (2024) This found out that e-marketing can save businesses money and help them build relationships with customers. Some businesses struggle with e-marketing because they don't have the right digital skills or enough money.

Shafiq (2023) This mentioned that using media for marketing can make customers trust and like a brand more. For this to work businesses need to have information and use social media platforms that are trustworthy. Jahan (2022) This noted that digital marketing can help businesses reach customers, over the world and improve their services. To get the most out of its businesses need to analyse their data correctly.

Dlodlo & Dhurup (2022) This pointed out that many medium-sized businesses face challenges when trying to use e-marketing. These challenges include not having technical knowledge not having enough money and being resistant to change.

Research Gap

The existing literature focuses on how e-marketing strategies used in big industries like e-commerce and retailing. We do not know much about how small and medium businesses, like JDM Paper Mart Private Limited use these strategies. These small businesses need affordable digital plans they need to think about the local market and they need to talk to their customers in a way that matters to them. Some people think that using media, such, as social networking, search engine optimization and online marketing can help get more customers involved. We need to look at how these things work for the paper and stationery industry, which is what JDM Paper Mart Private Limited is a part of.

Research Methodology

The way how JDM Paper Mart Private Limited, in Thiruvananthapuram uses e-marketing. We used two kinds of information for this study: data and secondary data. To get the data we asked the employees and customers of JDM Paper Mart Private Limited who do e-marketing things to fill out a questionnaire. For the data we looked at records, websites, books and journals about e-marketing at JDM Paper Mart Private Limited.

Objectives

- To evaluate the effectiveness of e-marketing in helping JDM Paper Mart Private Limited reach customers and increase sales.
- To suggest suitable measures to strengthen and improve the e-marketing activities of JDM Paper Mart Private Limited.

Limitations of the study

- The study focuses only on selected e-marketing tools and does not cover all digital marketing aspects.
- Difficulty in understanding certain complex marketing data

Data Analysis

Mann-Whitney U Test

The Mann–Whitney U Test is a non-parametric statistical test used to compare differences between two independent groups when the data is not normally distributed. It helps researchers identify whether one group has higher or lower responses compared to another group. Instead of comparing averages like the t-test, the Mann–Whitney U test compares the ranks of the data values. This test is commonly used in research studies involving opinions, satisfaction levels, or survey responses measured using ordinal data such as Likert scales. For example, in your study, it can be used to compare the opinions of male and female respondents about e-marketing practices at JDM Paper Mart Private limited.

Table 1 Mann-Whitney U Test

Effectiveness of Distribution	Male (Mean Rank)	Female (Mean Rank)	Z Value	P Value	Significance
Customer Reach	72.68	64.56	-1.436	.151	Not Significant
Sales Growth	74.64	61.50	-2.156	.031	Significant*
Online Visibility	70.20	68.41	-.289	.773	Not Significant
Customer Acquisition	72.27	65.19	-1.150	.250	Not Significant
Sales Effectiveness	72.69	64.54	-1.338	.181	Not Significant

* Significant at $p < 0.05$ level

Source: Primary Data

The Mann-Whitney U Test was conducted to examine gender-based differences in the perception of five dimensions of e-marketing effectiveness among 138 respondents. The results show that male respondents consistently recorded higher mean ranks than female respondents across all five dimensions — Customer Reach (72.68 vs 64.56), Sales Growth (74.64 vs 61.50), Online Visibility (70.20 vs 68.41), Customer Acquisition (72.27 vs 65.19), and Sales Effectiveness (72.69 vs 64.54) — indicating a general tendency for male respondents to rate e-marketing effectiveness more positively. However, only the Sales Growth dimension yielded a statistically significant result ($Z = -2.156$, $p = .031$), leading to rejection of the null hypothesis for this variable. The p-values for the remaining four dimensions exceeded the 0.05 significance level, indicating no statistically significant gender differences for those dimensions. It is therefore concluded that gender does not substantially differentiate perceptions of e-marketing effectiveness, with the exception of sales growth.

Kruskal-Wallis Test

The Kruskal-Wallis Test is a test that helps us compare data from three or more groups when the data does not follow a pattern. It is used to see if there are differences in how the different groups respond or think.

The Kruskal-Wallis Test does not look at the values of the data. The Kruskal-Wallis Test is often used for survey results and rankings and responses on a scale in research studies. It can compare what customers of ages think or what customers of different incomes think or what customers of different education levels think. The Kruskal-Wallis Test helps us find out if the differences in the opinions of the customers are significant.

Table 2 Kruskal-Wallis Test

Factors	Below 20 yrs	21-30 yrs	31-40 yrs	41-50 yrs	Above 50 yrs	Chi-Square	P Value
Website is Easy to Use	75.91	65.38	74.25	72.90	0	3.461	.326
Social Media Updates are Helpful	76.54	65.47	48.75	207.75	0	5.465	.141
Online Offers Attract Customers	78.77	65.03	58.75	64.30	0	5.426	.143
Digital Ads Increase Awareness	77.60	64.83	49.63	85.90	0	6.352	.096
Online Reviews Build Trust	76.09	65.37	66.25	78.00	0	3.309	.346

Source: Primary Data

The Kruskal-Wallis’s test was conducted to examine differences in perceptions across age groups regarding five dimensions of digital marketing. Despite minor variations in mean ranks across age groups — with above-50-year respondents showing zero mean ranks, suggesting underrepresentation in this demographic — no statistically significant differences were found for any dimension. The Chi-square values and associated p-values for all five factors — Website is Easy to Use ($\chi^2 = 3.461$, $p = .326$), Social Media Updates are Helpful ($\chi^2 = 5.465$, $p = .141$), Online Offers Attract Customers ($\chi^2 = 5.426$, $p = .143$), Digital Ads Increase Awareness ($\chi^2 = 6.352$, $p = .096$), and Online Reviews Build Trust ($\chi^2 = 3.309$, $p = .346$) — exceed the 0.05 threshold. The null hypothesis is therefore accepted for all variables, indicating that age does not significantly differentiate perceptions of e-marketing activities among employees of JDM Paper Mart Private Limited.

Findings

- Male respondents consistently gave higher scores across all five distribution dimensions compared to females. However, these differences were mostly not statistically significant. This suggests a perception gap exists, but it’s not dramatic enough to be conclusive.
- Sales Growth was the only dimension where the gender difference was statistically significant ($p = .031$). This means men and women genuinely perceive the company’s sales growth differently. This is the one area that truly deserves management’s attention.
- For Customer Reach, Online Visibility, Customer Acquisition, and Sales Effectiveness, the differences were statistically insignificant. The observed gaps can simply be attributed to chance. So no major gender-specific strategy changes are needed for these areas.
- The Kruskal-Wallis’s test showed no statistically significant difference across age groups for all five digital marketing factors. People of different ages view the company’s digital efforts fairly similarly. This indicates the digital strategy is consistently perceived across generations.
- Respondents above 50 years showed zero mean ranks across all digital marketing variables. This likely means they are severely underrepresented in the sample. Their absence makes it impossible to understand how older customers truly feel about JDM’s digital presence.

Suggestions

- Sales Growth perception differs significantly by gender; the company should dig deeper through focused surveys or interviews with female customers. Understanding their concerns could reveal gaps in pricing, offers, or communication. Tailored promotions targeting women could help bridge this divide.
- Even though most gender differences weren't statistically significant, the consistent pattern of women scoring lower is a soft warning sign. Small improvements in how products reach female customers could improve overall satisfaction. Reviewing distribution touchpoints from a female customer's perspective would be a good starting point.
- Age doesn't significantly influence digital marketing perception; the existing digital approach is working uniformly well. There's no urgent need to create age-specific digital campaigns. The company can focus on improving content quality rather than segmenting by age.
- The complete absence of 50+ respondents signals that this group is being left out, either in research or in actual outreach. The company should make deliberate efforts to engage older customers through offline channels or simplified digital tools. Their feedback could uncover an entirely untapped customer segment.
- The fact that digital marketing perceptions are positive and consistent across all age groups is a green signal to invest more. Strengthening online reviews, social media engagement, and digital ads could yield broader returns. A unified digital push would likely be well-received by the entire customer base.

Conclusion

This study has observed from the results that JDM Paper Mart Private limited. has effectively implemented e-marketing strategies. This observation can be confirmed through the observations made from the findings in the report. Most of the customers sampled were young, educated, and active users of technology. Therefore, the company has benefited through increased awareness of its products, improved customer participation, and improved overall image because of the application of the company's e-marketing efforts. Some areas have been observed that need to be improved concerning customer services and product information. Customers want fast responses and engaging social media posts. They expect timely information concerning their inquiries. In addition to that, they want the company to provide more appealing advertisements in the online market environment. Therefore, recommendations will be made to assist the company improve those areas.

In conclusion the electronic marketing strategies are highly efficient and are greatly contributing to its growth, improvements can still be made concerning responsiveness, customer services, and innovations in electronic marketing. Through the implementation of the recommended approaches, JDM Paper Mart Private limited. will be able to increase the efficiency of its e-marketing, boost customer satisfaction, and maintain a competitive edge in the market.

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