

To Analyze the Impact of Digital Marketing Strategies on Organizational Performance in the Jewellery Industry

Ms. Srilekha.L¹ | Dr. Amutha G^{2*}

¹Student, Department of Management Studies, Vels Institute of Science, Technology & Advanced Studies, Chennai, Tamil Nadu, India.

²Associate Professor and Research Supervisor, Department of Management Studies, Vels Institute of Science, Technology & Advanced Studies, Chennai, India, Chennai, Tamil Nadu, India.

*Corresponding Author: amuthag.sms@velsuniv.ac.in

Citation: Srilekha, L. & Amutha, G. (2026). To Analyze the Impact of Digital Marketing Strategies on Organizational Performance in the Jewellery Industry. International Journal of Education, Modern Management, Applied Science & Social Science, 08(02(I)), 43-48. [https://doi.org/10.62823/IJEMMASS/8.2\(I\).8840](https://doi.org/10.62823/IJEMMASS/8.2(I).8840)

ABSTRACT

The study examines the impact of digital marketing on growth of the organization in the jewellery industry. It focuses on influencing purchase decisions & the use of technological advancements in marketing of the companies. The research adopts a descriptive design with primary data collected from 153 respondents using structured questionnaires. The statistical analysis with correlation, ANOVA and regression, shows that there is a connection between digital marketing and people's buying decisions. The study proves that companies should use both traditional & modern marketing methods together if significant growth is required and be competitive in the jewellery industry.

Keywords: Organizational Performance, Digital Marketing, Primary Data, Jewellery Industry.

Introduction

The study analyzes the factors that impact organizational growth through effective digital marketing strategies. With increasing technology usage, and social media adoption, consumer behavior has evolved significantly. Customers are more informed, detail-oriented, and digitally active, consulting online reviews, influencer recommendations, and brand engagement before making any purchasing decisions. This shift has made the businesses adopt digital strategies to remain competitive in the market. Furthermore, the study explores the integration of online and offline marketing strategies (omnichannel approach), highlighting the smooth customer experiences across multiple platforms to improve satisfaction and loyalty. With primary data from participants through online surveys and analyzing it with statistical tools, this study provides insights into the effectiveness of digital marketing strategies in driving organizational growth. The findings are expected to help businesses, especially in the jewellery sector, optimize their marketing efforts and adapt to the evolving digital landscape.

Industry Profile

The jewellery industry has a market among regional, national & global locations. It is growing at a rate of 5.5%. The jewellery market is expected to be worth USD 578.45 billion by the year 2033. This is due to the buying behavior of people in the regions. In India the jewellery industry is very important. It helps the country by contributing 7% to the GDP. In India, the industry also provides jobs to 5 million people. The industry is worth about USD 78.5 billion. In South India, the sales of gold jewellery is high as it is considered as investment, culture & social status. The shift to modern online purchasing options with the help of technological advancement made the companies in the industry very competitive. The

involvement of new technologies for the marketing of the organization's brand is happening at all levels - international, national, regional.

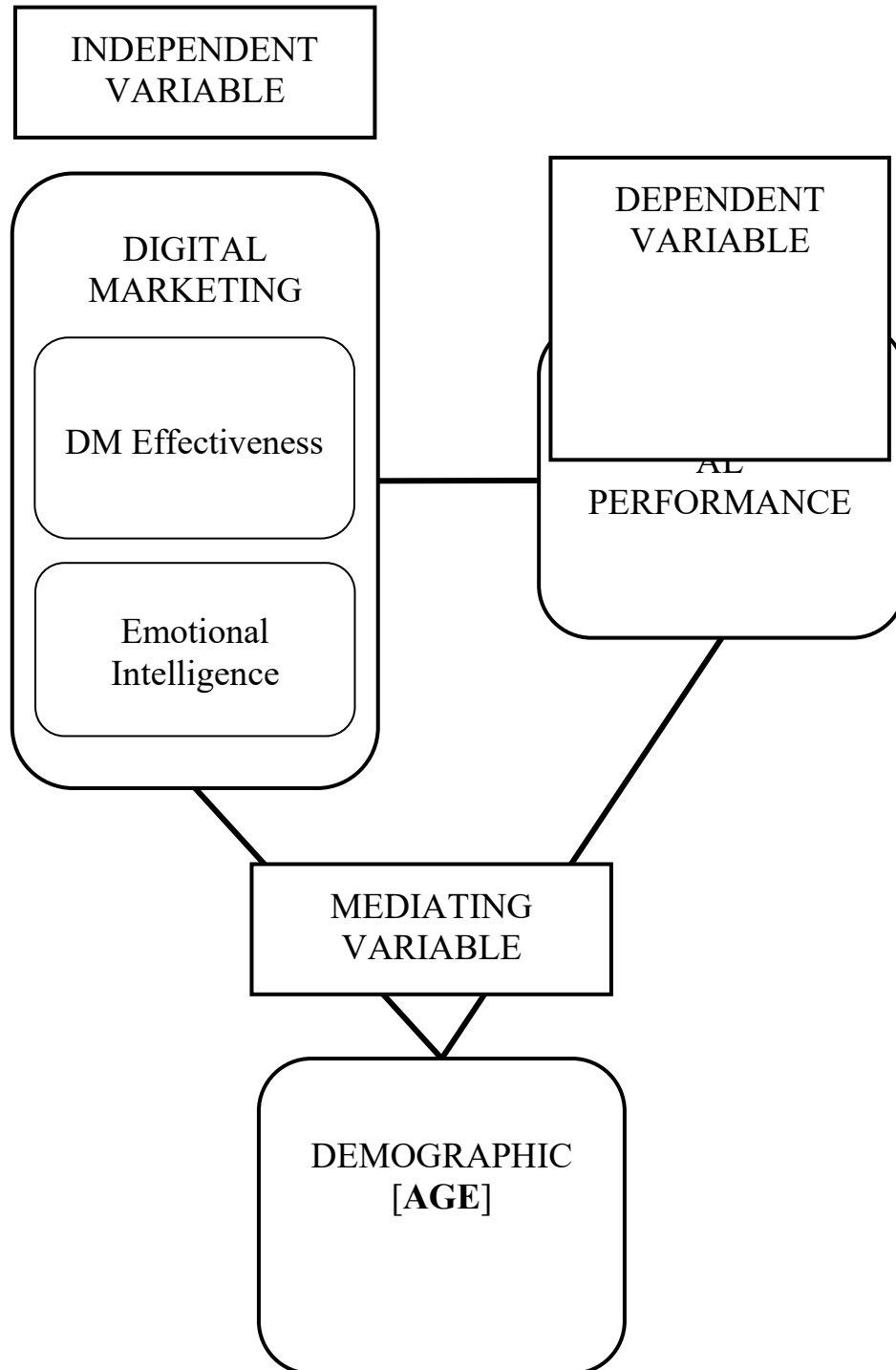


Chart 1: Conceptual framework of the research

Review of Literature

The literature research shows that Cost-effectiveness and Digital Marketing makes the right customer reach of products and increases performance of the business (Narayanan & Suganya, 2019; Shukla, 2022). In particular social media and mobile marketing impact on the customer-company interface (Guru &Asifulla, 2023; Shah, 2023). Madhani &Rajyaguru, (2020) discovered that digital content has a greater impact on consumer behavior. However, there are significant challenges, like privacy concerns and consumer behavior change (Arora, 2021). For the jewellery industry both conventional marketing and digital marketing has to be used and they do work well when combined with each other. (Anbarasi & Praveen Kumar, 2019).

Primary Objective

To evaluate the impact of digital marketing strategies on organizational performance within the jewellery sector.

Secondary Objective

- To analyze the role of customer demographics (specifically Age) in mediating the relationship between digital marketing efforts and organizational performance.
- To examine the influence of digital marketing content engagement and emotional connection on the overall organizational performance of jewellery brands.
- To assess the strength of the association between different Digital Marketing components.
- To compare Organizational Performance across different demographic segments (Age).

Research Gap

The study mainly focuses on few digital marketing strategies without including the absence of customer-focused, technology integrated analysis using fresh primary data to thoroughly understand these effects. It also lacks primary, region-specific data and a consumer perspective, and it does not fully assess post-pandemic changes or the impact of advanced technologies like AI.

Hypothesis of the Study

- H0:** There is no significant relationship between the factors of digital marketing and the organizational performance.
- H1:** The demographic factor (age) influences the relationship between digital marketing strategies and organizational performance.
- H2:** The digital marketing strategies (DM effectiveness & Emotional intelligence) significantly influences organizational performance.
- H3:** Both the digital marketing strategies are significantly related to each other.
- H4:** The demographic factor (age) directly influences the organizational performance.

Research Methodology

The study adopts a descriptive research design. The sample consisted of 153 general customers who participated through convenience sampling techniques. The data was collected through structured online questionnaires. The statistical tools used for analysis included reliability test, percentage analysis, correlation, regression, and ANOVA through SPSS Statistics software.

Analysis & Interpretation

Reliability Test

S. No	Variable Name	Cronbach's Alpha	Interpretation
1	All 15 variables of the study	0.726	Acceptable consistency
2	4 variables of digital marketing efficiency	0.728	Good internal consistency
3	4 variables of emotional efficiency	0.704	Acceptable consistency
4	7 variables of organizational performance	0.822	Good internal consistency

The **Pearson correlation** shows a positive significant relationship between the variables among DIGITAL MARKETING.

Correlations

		dmanew	dmbnew
dmanew	Pearson Correlation	1	.355***
	Sig. (2-tailed)		<.001
	N	152	152
dmbnew	Pearson Correlation	.355***	1
	Sig. (2-tailed)	<.001	
	N	152	152

The **ANOVA** result is showing a statistically significant relationship between the factors [DM - dm effectiveness and OP] with F value = 4.130, $p < .001$.

ANOVA

OP

	Sum of Squares	df	Mean Square	F	Sig. ^a
Between Groups	6.094	7	.871	4.130	<.001
Within Groups	30.353	144	.211		
Total	36.447	151			

a. Confidence Interval: 95%

The **ANOVA** result is showing a statistically significant relationship between the factors [DM - emotional intelligence and OP] with F value = 6.303, $p < .001$.

ANOVA

OP

	Sum of Squares	df	Mean Square	F	Sig. ^a
Between Groups	7.540	6	1.257	6.303	<.001
Within Groups	28.907	145	.199		
Total	36.447	151			

a. Confidence Interval: 95%

The **ANOVA** result is showing no statistically significant relationship between the factors [AGE and OP] with F value = 0.185, $p < .001$.

ANOVA

OP

	Sum of Squares	df	Mean Square	F	Sig. ^a
Between Groups	.182	4	.046	.185	.946
Within Groups	36.265	147	.247		
Total	36.447	151			

a. Confidence Interval: 95%

The **Regression Analysis** shows a positive relationship between the variables DIGITAL MARKETING & ORGANIZATIONAL PERFORMANCE, with $R^2 = 0.181$ and $F=16.450$.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.425 ^a	.181	.170	.44762	.181	16.450	2

The **Regression Analysis** shows a no relationship between the variables DIGITAL MARKETING & AGE , with $R^2 = 0$ and $F= 0.036$.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.022 ^a	.000	-.013	1.116	.000	.036	2

Findings

The study shows that digital marketing strategies (digital marketing effectiveness & emotional intelligence) have a significant positive relationship with organizational performance in the jewellery industry, with anova, correlation and regression results supporting the association. Reliability of the online questionnaire was acceptable across the scales, since the Cronbach's alpha of all the used variables were above 0.7 and the digital marketing strategy factors showed significant effects on organizational performance with acceptance of the null hypothesis stated except the demographic factor (Age). However, age did not prove a significant relationship with organizational performance due to acceptance of null hypothesis from the ANOVA test of Age Vs Organizational performance, indicating that demographic variation is not a major driver for organizational performance.

Recommendation

- To analyze the impact of AI and other technological advancements for better organizational performance.
- To analyze post-pandemic impact on the working strategies of the company for its better performance.
- To analyze the diverse demographic region's impact on digital marketing for organizational growth analysis.

Conclusion

The study concludes that digital marketing is an effective business strategy for jewellery brands helping improve organizational performance when used with traditional marketing strategies. It suggests that customer engagement, emotional connection, and digital outreach are important for competitive

growth. The study also proves that organizations should not rely only on age-based segmentation because age is not a significant factor in organizational performance growth..

References

1. K. S. Narayanan, S. Suganya. (2019) A Review to find the Best Tool for Promoting Brands in India using Digital Marketing. *International Journal of Computer Applications*
2. Ravi Shukla. (2022) A review paper on digital marketing. *International Journal of Research in Marketing Management and Sales*
3. Guru M C, Dr Asifulla A. (2023) An Investigation on The Impact of Digital Marketing Practices on Performance and the Sustainability of Business. *European Economic Letters*
4. Jeet Virendrabhai Madhani, Krupal Hareshkumar Rajyaguru. (2020) Impact Analysis of Digital Marketing: An Indian Perspective. *Jurnal Manajemen Dan Kewirausahaan*
5. Deepika Arora. (2021) Impact of Digital Marketing on Business. *Journal of Technology Management for Growing Economies*
6. Kunik Shah. (2023) An Analysis OnThe Utilization Of Digital Marketing Strategies For Growth & Development OfSme's. *International Journal of Management, Public Policy and Research*
7. M. Anbarasi, S. Praveen Kumar. (2019) Analysis of Marketing Strategies Adopted by Gold Jewelers in Chennai. *International Journal of Recent Technology and Engineering (IJRTE)*
8. Mohammed Samiuddin Sahem. (2023) Strategies for Digital Marketing. *International Journal for Multidisciplinary Research (IJFMR)*
9. Zhang Guoqiang, Amiya Bhaumik. (2024) The Influence of Social Media on Consumer Behavior and Digital Marketing Strategies: A Comprehensive Review. *Advancement in Management and Technology (AMT)*
10. Dr. Rajalakshmi Anantharaman, Dr. Badhusha M.H.N, Madhukumar B, Dr. Subin Thomas, Dr. Prem Latha Soundarraj, Dr. Kumar Rahul. (2024) Analyzing The Role of Digital Marketing in Growth of E-Commerce in India: A Multiple Holistic Approach. *Journal of Informatics Education and Research*.
11. Hunasgi, R. P. (2026). Impact of Digital Marketing Adoption on Organization Performance and Corporate Reputation. *ShodhKosh: Journal of Visual and Performing Arts*.
12. Frank, J., & Idenedo, O. (2023). Digital Marketing Adoption and Organization Performance of SMEs. *ARCN Journals*.
13. Al-Dmour, R., et al. (2020). The Impact of Digital Marketing Adoption on Performance: A Study of Jordanian SMEs. *VINE Journal of Information and Knowledge Management Systems*.
14. Swetha Rajagopal, Vidhya Vinayachandran (2026) Digital marketing adoption and restaurants' performance: an analysis through the lens of TOE. *Cogent Business & Management*
15. Waqas Iqbal, Syed Sharique Ansar (2025) Digital Marketing Strategies and Consumer Purchase Intention: Mediating Role of Trust and Moderating Effects of Unethical Practices. *Social Sciences Spectrum*
16. Barış Armutcu, Jusuf Zeqiri, Mohammed Ibahrine, Kimberly Gleason & Baker Ahmad Alserhan (2024) The relationship between digital marketing and product purchase behaviour in Turkey: A structural equations modelling approach. *Journal of Marketing Communications*.

