

Digital Marketing Strategies Adopted by DTDC Courier and Logistics Ltd

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ABSTRACT

Digital marketing has become an essential component of modern business strategy, enabling organizations to reach customers effectively through online platforms and digital communication channels. In the highly competitive courier and logistics industry, companies are increasingly adopting digital marketing strategies to enhance brand visibility, improve customer engagement, and strengthen their market position. This study examines the digital marketing strategies adopted by DTDC Courier and Logistics Ltd. and evaluates their impact on customer awareness, engagement, and satisfaction.

The study employs a descriptive and analytical research design based on a quantitative approach. Primary data were collected from 100 respondents through a structured questionnaire, while secondary data were obtained from company reports, websites, journals, books, and other relevant sources. Statistical tools such as percentage analysis, descriptive statistics, reliability analysis, correlation analysis, and regression analysis were used to analyze the collected data.

The findings reveal that DTDC effectively utilizes digital marketing channels such as social media platforms, online advertisements, email marketing, mobile applications, and website services to connect with customers. The results indicate a strong positive relationship between digital marketing strategies and customer engagement. Correlation and regression analyses confirm that digital marketing initiatives significantly influence customer awareness, satisfaction, and preference for DTDC services. The study also highlights the importance of maintaining an active digital presence to enhance customer experience and improve business performance.

The study concludes that digital marketing strategies play a vital role in strengthening DTDC's customer relationships and competitive advantage in the courier and logistics sector. The findings may help DTDC and similar organizations improve their digital marketing practices and develop more effective customer engagement strategies in the future.

Keywords: Digital Marketing, DTDC Courier and Logistics Ltd., Customer Engagement, Customer Satisfaction, Social Media Marketing, Online Advertising, Brand Awareness.

INTRODUCTION

In today's highly competitive logistics and courier industry, digital marketing has become a crucial tool for enhancing brand visibility, improving customer engagement, and driving business growth. DTDC Courier and Logistics Ltd., one of India's leading courier and logistics service providers, has recognized the importance of adopting effective digital marketing strategies to stay competitive in a rapidly evolving market. This study aims to analyze the digital marketing strategies adopted by DTDC Courier and Logistics Ltd. and evaluate their effectiveness in improving customer reach, brand awareness, and overall organizational performance. By examining the company's digital

initiatives, this research seeks to identify best practices, challenges, and opportunities for improvement in the digital marketing domain.

DTDC Courier and Logistics Ltd. offers a wide range of services, including domestic and international courier delivery, supply chain solutions, and e-commerce logistics support. In an era where customers increasingly rely on online platforms for service selection and communication, digital marketing plays a vital role in influencing customer decisions and enhancing service accessibility. This study focuses on understanding how digital marketing strategies contribute to customer acquisition, satisfaction, and retention while

strengthening the company's competitive position in the logistics industry.

A key focus of this research includes analyzing various digital marketing strategies implemented by the organization, such as social media marketing, search engine optimization (SEO), email marketing, mobile marketing, and online advertising. It also evaluates customer engagement levels through digital platforms, brand perception, and the effectiveness of promotional campaigns. Additionally, the study examines how digital tools and technologies are utilized to improve customer experience, track performance metrics, and support business decision-making processes.

Research Objectives

1. To analyze the various digital marketing strategies adopted by DTDC Courier and Logistics Ltd. to promote its services.
2. To evaluate the effectiveness of digital marketing channels such as social media, email marketing, and search engine optimization in reaching target customers.
3. To study the impact of digital marketing strategies on customer awareness, engagement, and brand perception.
4. To assess the role of digital marketing in enhancing customer satisfaction and retention in the logistics sector.
5. To identify challenges faced by DTDC Courier and Logistics Ltd. in implementing digital marketing strategies and suggest improvements for better performance.

Research Hypotheses

H₀ (Null Hypothesis):

Digital marketing strategies adopted by DTDC Courier and Logistics Ltd. have no significant impact on customer engagement and business performance.

H₁ (Alternative Hypothesis):

Digital marketing strategies adopted by DTDC Courier and Logistics Ltd. have a significant positive impact on customer engagement and business performance.

Review of Literature

1. Chanpreet Singh Grover (2020)

Chanpreet Singh Grover (2020) examined the effectiveness of supply chain management in DTDC. The study discusses logistics planning, transportation efficiency, and inventory flow within

the organization. It highlights the importance of data collection and research methods in identifying operational gaps. The author concluded that efficient supply chain management improves overall performance. This research is relevant to DTDC in strengthening its logistics operations and reducing costs.

2. Rajeev Ranjan (2024)

Rajeev Ranjan (2024) analyzed logistics management practices in DTDC operations. The study focuses on the desk-to-desk courier service model and its efficiency. It highlights the role of infrastructure, transportation, and shipment handling systems. The author emphasized scalability and adaptability in logistics services. This research provides valuable insights into DTDC's operational model and its ability to handle large-scale deliveries.

3. Priyanka Agarwal (2012)

Priyanka Agarwal (2012) conducted a case study on DTDC courier services. The study focuses on service quality, network coverage, and delivery performance. It highlights DTDC's extensive reach across numerous pin codes in India. The author also discussed the importance of tracking systems and customer support services. This research is useful for understanding DTDC's growth and service strategies.

4. Geetanjali Shukla (2012)

Geetanjali Shukla (2012) studied the growth strategies adopted by DTDC in the logistics sector. The research emphasizes strengthening core business operations and expanding market reach. It highlights the importance of innovation and competitive advantage in courier services. The author also discussed the need for continuous improvement in service quality. These insights are relevant for DTDC's long-term strategic planning.

5. Swaraj Singh Dhanjal (2022)

Swaraj Singh Dhanjal (2022) analyzed DTDC's expansion and financial growth strategies. The study focuses on business scalability and market opportunities in the logistics sector. It highlights the increasing demand for courier services due to e-commerce growth. The author also emphasized competition and the need for innovation. This research is useful for understanding DTDC's future growth prospects.

6. IJRAR Research Authors (2022)

The IJRAR research authors (2022) examined customer satisfaction in DTDC courier services. The study focuses on service quality, delivery speed, and reliability. It uses survey-based research methods to collect customer feedback. The findings show that customer satisfaction directly influences loyalty and business growth. This research is important for DTDC in improving its service quality and maintaining a strong customer base.

Research Methodology

Research Design

The present study adopted a **quantitative research approach** using a **descriptive and analytical research design**. The descriptive research design was employed to examine customers' perceptions of the digital marketing strategies adopted by DTDC Courier and Logistics Ltd., while the analytical research design was used to evaluate the effectiveness of these strategies in influencing customer awareness, engagement, and service preference. A **cross-sectional survey design** was adopted, as data were collected from respondents at a single point in time.

This research design was considered appropriate because it enables the researcher to measure customers' opinions regarding various digital marketing initiatives such as social media marketing, email marketing, online advertisements, mobile applications, and website services, and statistically analyse their impact on customer engagement and brand awareness.

The study is empirical in nature and relies primarily on quantitative data collected directly from DTDC customers. The research focuses on determining whether digital marketing strategies significantly influence customer awareness, satisfaction, and preference for DTDC services.

Population of the Study

The target population consisted of customers of DTDC Courier and Logistics Ltd. who have used the company's courier and logistics services. Customers from different age groups, occupations, and geographical locations were included to obtain diverse perspectives regarding DTDC's digital marketing strategies and their effectiveness.

Sample Size

A total of **100 respondents** participated in the study. The sample size was considered appropriate for conducting descriptive statistics, percentage analysis, chi-square analysis, correlation analysis, and hypothesis testing while ensuring adequate representation of customers.

Sampling Technique

The study employed **Simple Random Sampling**, a probability sampling technique in which every customer in the selected population had an equal opportunity to participate in the study. This method was chosen to minimize selection bias and improve the representativeness of the sample.

Sources of Data

The study utilized both **primary and secondary sources of data**.

Primary Data:

Primary data were collected through a structured questionnaire administered to DTDC customers. The questionnaire included questions related to customer awareness of digital marketing channels, online engagement, service satisfaction, and the effectiveness of DTDC's digital marketing initiatives.

Secondary Data:

Secondary data were collected from DTDC's official website, annual reports, company publications, journals, research articles, books, industry reports, and other relevant online sources related to digital marketing and the courier and logistics industry.

Data Collection Instrument

A structured questionnaire was used as the primary instrument for data collection. The questionnaire consisted of demographic questions and statements related to digital marketing strategies, customer engagement, brand awareness, and customer satisfaction. Responses were measured using appropriate scales to facilitate quantitative analysis.

Statistical Tools Used for Analysis

The collected data were analyzed using the following statistical tools:

1. Percentage Analysis
2. Frequency Distribution
3. Chi-Square Test

4. Correlation Analysis
5. Regression Analysis
6. Tables and Graphical Representation

These tools helped in interpreting customer responses and assessing the effectiveness of digital marketing strategies adopted by DTDC Courier and Logistics Ltd.

Primary Data

Primary data were collected directly from **customers of DTDC Courier and Logistics Ltd.** using a structured questionnaire. The questionnaire measured customers' perceptions regarding the effectiveness of DTDC's digital marketing strategies, customer engagement, brand awareness, and service satisfaction. Responses were recorded using a **five-point Likert scale**, where:

- **1 = Strongly Disagree**
- **2 = Disagree**
- **3 = Neutral**
- **4 = Agree**
- **5 = Strongly Agree**

The questionnaire consisted of three sections:

- **Section A:** Demographic information (gender, age, education, occupation, and frequency of using DTDC services).
- **Section B:** Statements measuring customers' perceptions of DTDC's digital marketing strategies, including social media marketing, online advertisements, email marketing, website effectiveness, and mobile application services.
- **Section C:** Statements measuring customer awareness, engagement, satisfaction, and preference toward DTDC services.

Secondary Data

Secondary data were collected from **DTDC's official website, annual reports, company publications, peer-reviewed journal articles, books, conference papers, industry reports, government publications, and reputable academic databases.** These sources were used to develop the theoretical framework, review existing literature, identify the research gap, and support the interpretation of findings related to digital marketing strategies in the courier and logistics industry.

Research Instrument

A **structured questionnaire** served as the primary data collection instrument. The questionnaire was prepared using clear and simple language to ensure that respondents could understand and answer each statement accurately. The instrument was developed based on established concepts of **digital marketing strategies, customer engagement, brand awareness, and customer satisfaction** found in previous marketing and digital marketing literature.

Variables of the Study

The study examined the following variables:

Independent Variable (IV)

Digital Marketing Strategies

The variable includes various digital marketing initiatives adopted by DTDC Courier and Logistics Ltd., such as:

- Social media marketing
- Online advertisements
- Email marketing campaigns
- Website effectiveness
- Mobile application services
- Search engine marketing and online promotions

Dependent Variable (DV)

Customer Engagement and Business Performance

The variable was measured through customers' perceptions of:

- Brand awareness
- Customer engagement
- Customer satisfaction
- Service preference
- Customer loyalty
- Intention to continue using DTDC services

Data Collection Procedure

Data were collected through both **online and printed questionnaires** from customers of DTDC Courier and Logistics Ltd. Respondents were informed about the purpose of the study before participation. Participation was voluntary, and respondents were assured that their

responses would remain confidential and would be used solely for academic research.

The questionnaire was distributed to customers who had previously used DTDC courier and logistics services. Completed questionnaires were checked for completeness before coding and analysis. The collected data were then organized, tabulated, and analyzed using appropriate statistical tools to evaluate the effectiveness of digital marketing strategies adopted by DTDC Courier and Logistics Ltd.

Data Analysis Tools

The collected data were coded, entered, and analysed using **SPSS Statistics**. The following statistical tools were employed:

- **Frequency and Percentage Analysis** to describe respondents' demographic characteristics.
- **Mean and Standard Deviation** to summarize customers' perceptions of DTDC's digital marketing strategies and customer engagement.
- **Cronbach's Alpha** to assess the reliability and internal consistency of the questionnaire.
- **Pearson Correlation Analysis** to examine the relationship between digital marketing strategies and customer engagement.
- **Simple Linear Regression Analysis** to determine the impact of digital marketing strategies on customer engagement and business performance.
- **Hypothesis Testing** at a 5% level of significance ($p < 0.05$) to evaluate the proposed research hypothesis.

Data Analysis and Interpretation

Demographic Profile of Respondents

Table 1 Gender Distribution

Gender	Frequency	Percentage (%)
Male	58	58.0
Female	42	42.0
Total	100	100.0

Interpretation

The study included 100 respondents, of whom **58% were male and 42% were female**. The participation of both male and female customers provided a balanced representation of opinions regarding DTDC's digital marketing strategies and service experience.

Table 2 Age Distribution

Age Group	Frequency	Percentage (%)
Below 25 Years	18	18.0
25–34 Years	42	42.0
35–44 Years	25	25.0
Above 45 Years	15	15.0
Total	100	100.0

Interpretation

Most respondents (**42%**) belonged to the **25–34 years** age group, indicating that the sample mainly consisted of young adults who are more likely to interact with digital marketing platforms and online services.

Table 3 Frequency of Using DTDC Services

Usage Frequency	Frequency	Percentage (%)
Rarely	20	20.0
Occasionally	35	35.0
Frequently	30	30.0
Very Frequently	15	15.0
Total	100	100.0

Interpretation

The majority of respondents (**35%**) used DTDC services **occasionally**, while **30%** used them frequently. This indicates that most participants had sufficient experience with DTDC services to evaluate the effectiveness of its digital marketing strategies.

Table 4 Awareness of DTDC Through Digital Channels

Digital Channel	Frequency	Percentage (%)
Social Media	38	38.0

Online Advertisements	25	25.0
Website	20	20.0
Email Marketing	10	10.0
Mobile App	7	7.0
Total	100	100.0

Interpretation

The findings reveal that **38% of respondents became aware of DTDC through social media platforms**, making it the most effective digital marketing channel. Online advertisements accounted for **25%**, indicating the importance of digital promotions in attracting customers.

Descriptive Statistics

Table 5 Descriptive Statistics

Variable	Mean	Standard Deviation
Digital Marketing Strategies	4.22	0.56
Customer Engagement and Satisfaction	4.10	0.60

Interpretation

The mean score of **4.22** for digital marketing strategies indicates that respondents generally agreed that DTDC's digital marketing initiatives are effective in creating awareness and attracting customers. The mean score of **4.10** for customer engagement and satisfaction suggests that customers were generally satisfied with DTDC's digital presence and services. The relatively low standard deviation values indicate consistency in the responses.

Reliability Analysis

Table 6 Reliability Statistics

Variable	Cronbach's Alpha
Digital Marketing Strategies	0.912
Customer Engagement and Satisfaction	0.891

Interpretation

Cronbach's Alpha values exceeded the recommended threshold of **0.70**, indicating that the questionnaire had excellent internal consistency. Therefore, the research instrument was considered reliable for further statistical analysis.

Correlation Analysis

Table 7 Correlation Between Digital Marketing Strategies and Customer Engagement

Variables	Pearson Correlation (r)	p-value
Digital Marketing Strategies and Customer Engagement	0.781	0.000

Interpretation

The Pearson correlation coefficient (**$r = 0.781$**) indicates a strong positive relationship between DTDC's digital marketing strategies and customer engagement. The **p-value (0.000)** is less than the significance level of **0.05**, confirming that the relationship is statistically significant.

This finding indicates that effective digital marketing strategies are associated with higher levels of customer engagement and satisfaction.

Regression Analysis

Table 8 Model Summary

R	R Square	Adjusted Square	R	Std. Error
0.781	0.610	0.606		0.421

Table 9 Regression Coefficients

Variable	Beta	t-value	p-value
Digital Marketing Strategies	0.756	12.35	0.000

Interpretation

The regression analysis shows that **digital marketing strategies have a significant positive effect on customer engagement and satisfaction ($\beta = 0.756$, $p <$**

0.001). The coefficient of determination ($R^2 = 0.610$) indicates that digital marketing strategies explain 61% of the variation in customer engagement and satisfaction.

This demonstrates that digital marketing plays a crucial role in influencing customer behavior and enhancing DTDC's business performance.

Hypothesis Testing

Hypothesis	Decision
H₀: Digital marketing strategies adopted by DTDC Courier and Logistics Ltd. have no significant impact on customer engagement and business performance.	Rejected
H₁: Digital marketing strategies adopted by DTDC Courier and Logistics Ltd. have a significant positive impact on customer engagement and business performance.	Accepted

Interpretation

Since the **p-value obtained from the regression analysis is less than 0.05**, the null hypothesis is rejected and the alternative hypothesis is accepted. The findings confirm that **digital marketing strategies adopted by DTDC Courier and Logistics Ltd. have a statistically significant positive impact on customer engagement, satisfaction, and overall business performance.**

RESULTS AND DISCUSSION

The primary objective of this study was to examine the effectiveness of **digital marketing strategies adopted by DTDC Courier and Logistics Ltd.** The statistical analysis revealed a significant positive relationship between digital marketing strategies and customer engagement. The correlation analysis indicated a strong positive association between the two variables, while the regression analysis confirmed that digital marketing strategies significantly predict customer engagement and satisfaction. These findings suggest that effective digital marketing initiatives help DTDC attract customers, enhance brand awareness, and improve overall business performance.

The descriptive analysis showed that respondents reported a high level of satisfaction with DTDC's digital marketing activities, with a mean score exceeding four on a five-point Likert scale. Similarly, the mean score for customer engagement and satisfaction indicated that customers perceived DTDC's digital presence as

effective and informative. These findings imply that digital marketing activities such as social media promotions, online advertisements, email campaigns, mobile applications, and website services positively influence customer perceptions and service usage.

The results are consistent with the findings of **Chaffey and Ellis-Chadwick (2024)**, who concluded that organizations implementing effective digital marketing strategies experience higher customer engagement, improved brand visibility, and stronger customer relationships. Their study emphasized that digital marketing enables organizations to reach a wider audience and enhance customer interaction. The present study supports these conclusions by demonstrating that DTDC's digital marketing initiatives positively influence customer engagement.

The findings also align with the study by **Kotler, Kartajaya, and Setiawan (2023)**, which reported that digital marketing plays a significant role in influencing customer behavior and purchasing decisions. The present research similarly indicates that organizations investing in digital platforms and customer-centric online communication are more likely to achieve higher levels of customer satisfaction and loyalty.

Furthermore, the results support the observations of **Ryan (2024)**, who found that digital marketing enhances business performance by increasing customer awareness, trust, and engagement. The present study extends this understanding by providing empirical evidence that DTDC's digital marketing efforts contribute significantly to customer retention and organizational growth.

Unlike many studies that primarily focus on general digital marketing trends, the present research collected primary data directly from DTDC customers to examine the effectiveness of the company's digital marketing strategies. This empirical approach provides practical evidence that strengthens the existing literature and demonstrates the importance of digital marketing in the courier and logistics industry.

The findings have important practical implications for DTDC Courier and Logistics Ltd. Management should continue investing in digital marketing initiatives such as social media campaigns, search engine optimization, mobile applications, personalized email marketing, and online customer support. These initiatives can improve customer engagement, increase brand awareness, and strengthen market competitiveness.

The study also offers valuable insights for marketing professionals and policymakers. Organizations should recognize digital marketing as a strategic investment rather than merely a promotional tool. Policies that encourage digital innovation, customer interaction, and data-driven marketing decisions can contribute to sustainable business growth and improved customer satisfaction. Investing in digital marketing benefits not only organizations but also customers by providing better access to information and services.

CONCLUSION AND SUGGESTIONS

Conclusion

The present study examined the effectiveness of **digital marketing strategies adopted by DTDC Courier and Logistics Ltd.** through an empirical investigation involving 100 customers. The findings confirmed that digital marketing strategies have a significant positive impact on customer engagement, satisfaction, and business performance. Customers who actively interact with DTDC through digital platforms such as social media, websites, online advertisements, and mobile applications demonstrate higher awareness and preference for DTDC services.

The statistical analysis revealed a strong positive relationship between digital marketing strategies and customer engagement. The regression results further indicated that digital marketing strategies significantly predict customer engagement and satisfaction, confirming the proposed research hypothesis. These findings suggest that DTDC can strengthen its market position and achieve long-term success by continuously improving its digital marketing initiatives.

Overall, the study concludes that digital marketing is a critical factor in enhancing customer relationships, increasing brand awareness, and improving organizational performance. Organizations that invest in innovative digital marketing practices are more likely to achieve higher customer satisfaction, stronger customer loyalty, and sustainable competitive advantage.

Limitations of the Study

- The study was conducted using a sample of 100 customers, which may limit the generalizability of the findings.
- The research adopted a cross-sectional design; therefore, changes in customer perceptions over time were not examined.

- Only digital marketing strategies were considered as the independent variable, while other factors such as service quality, pricing, delivery speed, and customer support were not included.
- The findings are based on customers' self-reported responses, which may be influenced by individual perceptions and experiences.

Suggestions

- The company should further improve delivery speed and operational efficiency, as fast delivery remains the most important factor influencing customer choice.
- DTDC should enhance its online shipment tracking system by providing more accurate real-time updates and improving tracking visibility for customers.
- The company should strengthen its mobile application by incorporating user-friendly features, simplified booking processes, and enhanced customer support functionalities.
- DTDC should improve online customer support by implementing AI-powered chat support, faster response mechanisms, and dedicated digital assistance channels.
- Greater focus should be placed on customer feedback management through systematic collection, analysis, and implementation of customer suggestions.
- DTDC should increase investments in social media marketing, influencer collaborations, and targeted advertising campaigns to improve customer engagement and brand visibility.
- The company should regularly update customers with shipment notifications and delivery alerts through multiple digital channels such as SMS, email, and mobile applications.
- DTDC should introduce promotional offers, loyalty programs, and referral incentives to attract new customers and retain existing ones.

Scope for Future Research

Future researchers may consider larger sample sizes covering multiple courier and logistics companies and different geographical regions to improve the

generalizability of the findings. Further studies may examine the mediating role of customer satisfaction, service quality, brand image, or customer loyalty in the relationship between digital marketing strategies and business performance. Longitudinal studies may also be conducted to understand how digital marketing influences customer behavior and organizational growth over an extended period.

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