

EXECUTIVE SUMMARY

Purpose of the report is to perform a study on digital marketing strategies and effectiveness at AM motors, Malappuram for identifying the customers awareness about digital marketing. The intended objectives strived to be attained from the study includes knowing the various digital marketing strategies over the customers of AM MOTORS. It is also emphasizing on findings the effectiveness of digital marketing towards customers, as well as knowing various digital marketing platforms. Finally, it also measures the customers attitude towards digital marketing in AM MOTORS. The methodology used is survey questionnaire with 110 customers of AM motors. Descriptive i.e., graphical analysis and inferential statistics i.e., correlation are used to derive the key results of the study and reach valid conclusion regarding the effectiveness of digital marketing in customer awareness at AM motors. The study concluded that there is strong linear relationship between the digital marketing and customer awareness.