

THE ROLE OF DIGITAL MARKETING IN DRIVING E-COMMERCE SALES: A CASE STUDY OF A SELECTED COMPANY

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ABSTRACT

In the dynamic landscape of the modern business environment, digital marketing has emerged as a pivotal force in driving e-commerce sales. This case study delves into the intricate relationship between digital marketing strategies and the success of a selected company, providing insights into the multifaceted ways in which online promotion influences consumer behavior and facilitates revenue generation. The chosen company, ICT sector, serves as the focal point of analysis, allowing for a detailed exploration of its digital marketing initiatives and their impact on e-commerce sales. The study employs a comprehensive methodology, including data analysis, consumer surveys, and examination of the company's marketing campaigns, to elucidate the strategies employed and their corresponding outcomes. Key components of the case study include an examination of the digital marketing channels utilized by ICT sector such as social media marketing, search engine optimization (SEO), email marketing, and online advertising. By scrutinizing the effectiveness of these channels, the study aims to uncover the specific mechanisms through which digital marketing contributes to the overall growth of e-commerce sales. One of the most important factors in ensuring that sales are greater is the use of digital marketing. In addition to providing you with a wealth of information that is both fascinating and useful, it also gives your business the opportunity to enjoy improved and increased returns on investment. It must be acknowledged that India does not provide any assistance for computerised advertising. As a result of the expansion of business in virtual environments, the most effective strategy that companies use is to contact customers when they are using their personal computers or mobile devices to access the internet and convince them to test out their products. As a direct consequence of this, businesses have continually focused their efforts on improving their digital marketing tactics. The marketing industry has become more technologically advanced as a result of the effective use of more than three methods, such as mobile marketing, social media marketing, and email marketing. As a result, firms are becoming more successful in bringing viable company conceptions to fruition. Because of this, it is conceivable to argue that digital marketing techniques and the success of a firm are complimentary to one another. As a result of the nature of digitalization, which is intermittent, businesses that are interested in capitalising on this trend should align their plans with the digital marketing methods that are prevalent in India.

Keywords: Role, Digital, Marketing, Driving, E-Commerce, Sales.

Introduction

The role that advertising plays on the internet A higher level of revenue is guaranteed by digital marketing, in addition to an increase in conversions that are achieved through the use of effective digital advertising strategies. In addition to providing you with a wealth of information that is both fascinating and

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useful, it also gives your business the opportunity to enjoy improved and increased returns on investment. The use of digital marketing solutions will provide small and medium-sized enterprises with 3.3 times more opportunities to expand their company. This is because digital marketing solutions facilitate straightforward targeting, effective lead generation, robust conversion, and significant revenue generation. Through the use of digital marketing, it is possible to use targeting strategies that are more efficient, comprehensive, and strong across all corporate domains.

Large investments in worldwide information and communications technology providers have been spurred by the scale of the ICT sector as well as its potential for expansion. The information and communications technology (ICT) sector surpassed the rest of the global economy in terms of growth of net entrepreneurial population between 2009 and 2013, gaining 4.5% compared to 1% of the commercial economy. This was due to the relatively large amount of medium-sized and high-growth enterprises that occurred inside the ICT sector. Approximately 6% of value added, 4% of total employment, and 12% of total fixed investment were all supplied by the information and communications technology sector in the OECD region in the year 2012 (OECD, 2013). For the purpose of fostering economic growth, this area is integrated by 34 countries, some of which are growing nations such as Mexico, Chile, and Turkey. Moreover, the survival rates of new information and communications technology enterprises were greater than those of their counterparts in the industrial and service industries.

Stable Foundational Digital Infrastructure

The business model of a DBP is reliant on many types of information technology (IT), including hardware, software, and other forms of IT. To put it another way, IT systems are indispensable to these business models and serve a variety of important reasons beyond just aiding with day-to-day operations. As an example, the Google codebase has more than two billion lines of code (informationisbeautiful.net, 2019). Without the fundamental information technology infrastructure that it has, Uber Technologies would be unable to determine where to locate a driver who is available or how much to charge for a certain ride. It is because of their strong dependence on information technology that DBPs are able to work in virtually real time; the bulk of their interactions that take place online are completed in a matter of milliseconds. However, it is not always necessary for players on the platform to transfer value in real time. This is especially true when actual things, which are distinguishable from digital ones, are involved. As Constantinides, Henfridsson, and Parker (2018) have pointed out, the construction of DBPs that are huge, trustworthy, and broadly dispersed is a technical challenge.

Create Value for All Parties

Everyone has the potential to benefit from being a part of the ecosystem of the platform if platform-enabled matching has the ability to contribute value at some point in the value chain that is supported by a DBP and if the DBP sets fair standards for the distribution of the value that is produced. There is a correlation between the level of value that a certain kind of consumer gets and their likelihood of remaining on the platform. As stated by The Economist (2019), this is the situation that arises when suppliers transition from Amazon Marketplace to Shopify in order to establish their very own online store. A variety of value-creating DBP activities are coordinated and supervised by the platform. These operations include promoting and enabling trades, connecting buyers and sellers, providing feedback on the parties involved, and expediting payments. On the other hand, some acts, such as the exchanged offers and the date of the exchange, are left up to the buyers and sellers to decide.

Build and Leverage Network Effects

As a result of the network effects that are often included into a DBP, the value that the platform creates for each user rises in a manner that is nonlinear with the number of users on either side of the platform (Parker & Van Alstyne, 2005). Up to a certain point, such as when there is an excessive amount of user traffic, value continues to increase. Based on the research conducted by Wirtz, So, Mody, Liu, and Helen Chun (2019), there are two distinct forms of network effects: direct and indirect. When referring to the way in which the utility of consumers increases as the number of same-side users increases, the phrase "direct" or "same-side" impacts is used. It is likely that Facebook users place a larger value on this DBP when new members join up for the platform. When a new user from a different group joins the platform, the usefulness of the platform increases for one of the user groups that is already using it. What we are referring to here is an indirect network impact. Each additional seller on eBay offers value for customers in a variety of ways, including the possibility of decreasing prices or providing a greater number of things. Additionally, the value of each seller on eBay increases with each new consumer that they acquire.

Role of Digital Marketing for Effective Business Growth

Companies are exerting a great deal of work in order to stay up with the rapid pace of the digital developments that are occurring in the present day. This is done in order to take advantage of the sophisticated function that digital marketing plays in the firm. Both the enhancement of their existing marketing activities and the transition to a digital channelization are being accomplished via the use of digital methods.

The most important question that may come up in this scenario is something along the lines of, "What is the function of digital marketing for businesses?" Before we go into the analysis of it, let's begin with some of the factual consequences that digital marketing has: Through the year 2019, more than sixty percent of the businesses had a digital marketing plan that was effectively integrated. Approximately eighty percent of marketers are of the opinion that digital marketing will make it possible for their company to increase its income by more than thirty percent by the end of 2018, and that conventional advertising will never again be enough. More than eighty percent of companies want to raise their expenditures on internet advertising, which might possibly surpass their expenditures on information technology. Companies that use digital marketing earn 2.8 times more money than those that do not use digital marketing, according to research that was carried out by IPSOS Hong Kong. Google is assured of this finding.

Role of Digital Advertising

A higher level of revenue is guaranteed by digital marketing, in addition to an increase in conversions that are achieved through the use of effective digital advertising strategies. In addition to providing you with a wealth of information that is both fascinating and useful, it also gives your business the opportunity to enjoy improved and increased returns on investment. The use of digital marketing solutions will provide small and medium-sized enterprises with 3.3 times more opportunities to expand their company. This is because digital marketing solutions facilitate straightforward targeting, effective lead generation, robust conversion, and significant revenue generation. Through the use of digital marketing, marketing strategies may be implemented that are more efficient, comprehensive, and powerful across all industrial sectors.

Digital Marketing Strategy

When it comes to marketing their brands, products, or services and engaging with consumers online, companies and organisations utilise the internet and digital media to sell their products and services. The phrase "digital marketing strategy" refers to the tactics and strategies that they use to do so. The basic objectives of a digital marketing strategy are to establish a connection with a particular audience, to increase the amount of engagement with customers, and to generate profitable conversions. Included in the list of vital elements that make up a digital marketing strategy are:

- **The term "search engine optimisation" (SEO)** refers to the process of attempting to improve the position and visibility of a company's website in the natural (unpaid) search engine results. It is possible to increase the possibility of appearing on the first page of search results by using search engine optimisation (SEO) approaches such as the use of relevant keywords, the development of high-quality content, and other measures.
- **The process of generating and sharing high-quality information**, which may include blog posts, videos, infographics, and other forms of media, with the intention of capturing and retaining the attention of viewers and establishing the legitimacy of businesses is referred to as information marketing.
- **Interacting with audiences on social networking sites (such as Facebook, Instagram, Twitter, and LinkedIn, among others)**, advertising products and services, and creating a following are all examples of social media marketing.
- **Marketing via email:** communicating with both existing and potential customers via the use of electronic mail. Instances of this include the distribution of newsletters, special bargains, product updates, and other such communications.
- **Influencer marketing is the** practice of promoting a particular business or product by reaching out to well-known people and social media influencers.
- **Sponsored Advertising:** The practice of using sponsored adverts on digital platforms such as Facebook Ads, Google Ads, and banner ads on other websites in order to increase awareness and get clicks from certain audiences.

- **Data analysis is the process of collecting and analysing information on customer behaviour**, online interactions, and the efficiency of digital marketing activities in order to determine what aspects of the marketing strategy are successful and to make the necessary adjustments.

Advantages of Digital Marketing

The capacity of digital marketing to reach a specified audience in a way that is both inexpensive and measurable is the fundamental advantage of this kind of marketing. Additional advantages of digital marketing include the promotion of online sales and the strengthening of customer loyalty to a brand.

Some of the benefits of digital marketing include the following:

- **Discovering new** markets and doing business on a global scale may be accomplished with the aid of a website, which requires just a little initial expenditure.
- **A digital marketing** campaign that is well-designed and targeted has the potential to reach the appropriate individuals for a lot less money than traditional marketing tactics do. This is one of the many advantages of digital marketing.
- **It is much easier to evaluate** whether or not your internet marketing campaign was successful if you use web analytics and other online measuring tools to measure it. This is because the consequences of your campaign are measurable and can be tracked. It is possible for you to get in-depth information on the manner in which people engage with your website or react to your adverts.
- **Personalisation:** If your website is linked to your customer database, you have the ability to greet visitors with offers that are specially customised to them. With each additional purchase that they make from you, you will be able to enhance your customer profile and market to them with more success.
- **Availability:** By utilising social media in a responsible manner, you may build a reputation for being accessible and boost the amount of customer loyalty you get.

Disadvantages of Digital Marketing

The following is a list of some of the challenges and pitfalls associated with digital marketing that you should be aware of:

- **Capabilities and training:** In order to effectively use digital marketing, you need to ensure that your staff has the knowledge and abilities that are required. It is very necessary for you to maintain a level of familiarity with the rapidly developing technologies, platforms, and trends.
- **Time-consuming:** Certain activities, such as the production of marketing materials and the optimisation of online advertising campaigns, may need a significant amount of time commitment. One of the most important things you can do to ensure a return on investment is to evaluate the results.
- **Difficult competition:** Although digital marketing allows you to reach a global audience, it also puts you in direct rivalry with fierce opponents from all over the globe. It may be challenging to separate yourself from competitors and attract attention in the middle of the abundance of messages that are directed towards clients on the internet.
- **Complaints and feedback:** Your audience may be able to observe any unpleasant remarks or criticisms of your brand that are posted on review websites and social media platforms. There is a possibility that providing effective customer service online may be challenging. As a result of unfavourable comments or a negative reaction, the reputation of your organisation might be damaged.
- **There are a lot of legal** repercussions associated with collecting and exploiting client data for digital marketing, which raises worries about privacy and security. Keep in mind that the rules governing privacy and data protection must be adhered to.

Objectives of the Study

- To conduct study on the role that digital marketing plays in the effective growth of businesses
- To do study on internet marketing strategies

Research Method

In order to determine the factors that have an impact on the role that digital marketing plays in the development of e-commerce enterprises in India, a survey was carried out among marketers working in the digital marketing sector. The Bombay Dyeing and Manufacturing Company Ltd., an Indian garment company, is the focus of the data collection that is being conducted for this project, which makes use of digital marketing strategies. The primary data for this study was collected via the use of a random sampling method, and the sample size for this study is ninety respondents. For the purpose of conducting the survey, a systematic questionnaire was employed, and "exploratory factor analysis" was utilised for the purpose of processing the data.

Data Analysis

Table 1: Taking into Account Gender

Variable	Respondent	Percentage
Gender		
Male	147	62.0
Female	90	38.0
Total	237	100

In the following table, you will find fundamental information on the respondents. Sixty-two percent of them are male, while the remaining thirty-eight percent are female.

Table 2: As shown by the Ages

Age		
Below 38 yrs	72	30.4
38-44 yrs	97	40.9
Above 44 yrs	68	28.7
Total	237	100

There are 30.4% of these individuals who are younger than 38 years old, 40.9% who are between the ages of 38 and 44, and the remaining 28.7% who are older than 44 years old.

Table 3: In Accordance with the Description

Designation		
Digital marketing head	51	21.5
CRM manager	63	26.6
Content marketing manager	79	33.3
Others	44	18.6
Total	237	100

Twenty-one point five percent of the respondents are in charge of digital marketing, twenty-six point six percent are in charge of customer relationship management, thirty-three point three percent are in charge of content marketing, and the remaining eighteen point six percent are in charge of other roles within the realm of digital marketing.

"Component Evaluation"

Table 4: The KMO and the Bartlett's Test

"Kaiser-Meyer-Olkin Measure of Sampling Adequacy"		.881
"Bartlett's Test of Sphericity"	"Approx. Chi-Square"	3519.962
	"df"	153
	"Sig."	.000

According to the table that was just shown, the "Kaiser-Meyer-Olkin Measure of Sampling Adequacy" has a value of .890. Explanation of the Total

Table 5: Variance is Presented

"Component"	"Initial Eigenvalues"			"Rotation Sums of Squared Loadings"		
	"Total"	"% Of Variance"	"Cumulative %"	"Total"	"% Of Variance"	"Cumulative %"
1	7.354	40.854	40.854	4.494	24.968	24.968
2	2.334	12.967	53.820	3.461	19.229	44.197
3	2.212	12.290	66.110	2.790	15.501	59.698
4	1.629	9.050	75.161	2.783	15.463	75.161
5	.782	4.342	79.503			

6	.732	4.068	83.571			
7	.512	2.844	86.415			
8	.454	2.522	88.937			
9	.386	2.142	91.080			
10	.310	1.724	92.804			
11	.271	1.507	94.311			
12	.226	1.257	95.569			
13	.203	1.130	96.699			
14	.186	1.032	97.730			
15	.139	.773	98.504			
16	.118	.655	99.158			
17	.082	.456	99.614			
18	.069	.386	100.000			

An examination of the "Total Variance Explained table" reveals that the sum of all four factors accounts for 75% of the variance in the data. Approximately 24.968% of the variance may be attributed to the first component, which is followed by the second component (19.229%), the third component (15.501%), and the fourth component (15.463%)."

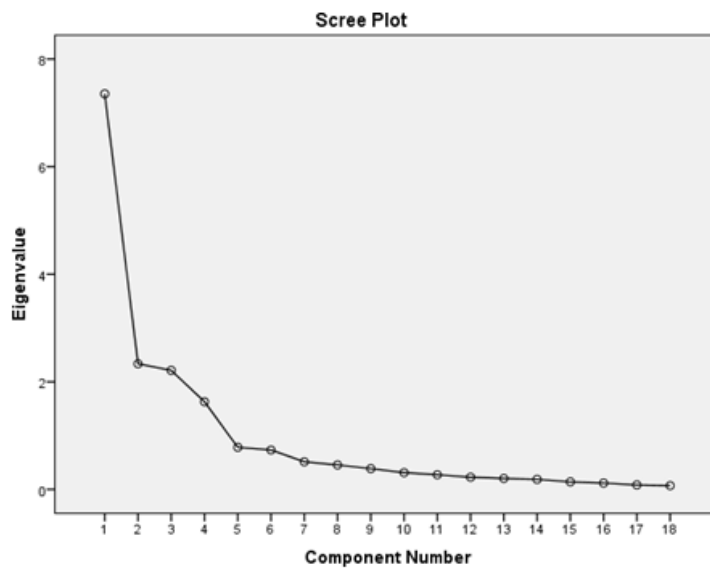


Figure 1: Scree Plot

Figure 1 depicts the graphical depiction of the Eigen values that were calculated from Table 3's "Total Variance Explained" section. Throughout the graphic, an elbow is shown at four different components. provides evidence that a total of four criteria have been eliminated from consideration.

Table 4: The Rotation of the Component Matrix

S. No.	Statements	Factor Loading	Factor Reliability
	Effective marketing		.956
1.	Digital marketing increases cost-effectiveness	.875	
2.	Digital marketing helps to tap new markets	.873	
3.	Content creation and optimization is easy in digital marketing	.873	
4.	Advertiser-friendly solutions firms to promote to early adopters effectively	.868	
5.	Companies utilize search engine marketing to attract customers Target customer	.808	.937
6.	Digital marketing target customers while they are online on and encourage them to try their products	.884	
7.	Digital marketing keeps up with customer interactions	.883	

8.	Digital marketing sites target their potential customers	.872	
9.	Digital marketing offers huge selection of reasonably priced goods	.858	
	Global reach		.787
10.	Digital marketing help to reach customer from all over the world	.789	
11.	Customers' connection with e-marketers is supported by technology	.741	
12.	New client acquisition and brand recognition is easy with digital marketing	.711	
13.	Digital marketing works 24X7	.700	
14.	Digital marketing offers personalized goods and services globally	.665	
	Strategy and Plans		.866
15.	What is working and what is not is easy through digital marketing channels and methodologies	.877	
16.	Marketers may assess their marketing initiatives in real-time	.857	
17.	Digital marketing provides straightforward idea for reaching customers	.851	
18.	Digital marketing shows significant revenue-generating prospects	.588	

Factor Development

One of the first components is successful marketing, which includes aspects such as the ways in which digital marketing increases cost-effectiveness and opens up new markets. The creation and optimisation of content is made much simpler by digital marketing, which also provides advertiser-friendly solutions that assist firms in effectively reaching early adopters and takes use of search engine marketing to attract customers via the internet. The second component is the target customer, and the traits that are associated with it include the following factors: Shoppers who do their shopping online are the focus of digital marketers, who also encourage customers to try out their products. Additionally, digital marketers are responsible for monitoring client interactions, targeting potential consumers via their websites, and offering a diverse selection of items at prices that are competitive. The third component is the influence on a global scale, which includes components like : Additionally, digital marketing makes it easier to contact customers all over the world, enables communication between marketers and customers that is allowed by technology, simplifies the process of acquiring new customers and recognising existing ones, works around the clock, and offers individualised products and services to customers all over the world. The last and fourth component, in addition to the plans and variables that are associated with them, are The use of digital marketing channels and strategies makes it easier for marketers to evaluate the effectiveness of their efforts and identify areas in which they may improve. In addition to this, they provide them a clear idea of how to communicate with customers and identify significant chances to generate money. The ability to analyse their efforts in real time is now available to marketers. The dependability of effective marketing is 0.956, the dependability of target consumers is 0.937, the reliability of worldwide reach is 0.787, and the factor reliability of strategy and plans is 0.866.

Conclusion

In order for businesses to maintain their relevance in the modern world, they need to be an active participant in the digital arena; otherwise, they will be transformed into digital entities. The perfect mix of appropriateness and framing, which is equivalent to the experience of the consumer, articulates what performs well and what does not function well. It must be acknowledged that India does not provide any assistance for computerised advertising. As a result of the expansion of business in virtual environments, the most effective strategy that companies use is to contact customers when they are using their personal computers or mobile devices to access the internet and convince them to test out their products. As a direct consequence of this, businesses have continually focused their efforts on improving their digital marketing tactics. The marketing industry has become more technologically advanced as a result of the effective use of more than three methods, such as mobile marketing, social media marketing, and email marketing. As a result, firms are becoming more successful in bringing viable company conceptions to fruition. Because of this, it is conceivable to argue that digital marketing techniques and the success of a firm are complimentary to one another. As a result of the nature of digitalization, which is intermittent, businesses that are interested in capitalising on this trend should align their plans with the digital marketing methods that are prevalent in India. Based on the findings of the study, it has been determined that the following factors are responsible for determining the significance of digital marketing in relation to the growth of e-commerce: efficient marketing, intended consumers, worldwide reach, strategy, and plans. Organisations in India.

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