

Key Issues For New Businesses In Implementing Digital Marketing Elements And Its Impact On Customer Purchasing Decisions

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Abstract

For any new business ventures, digital marketing becomes crucial due to its efficient nature of being productive online. Any kind of online marketing is popularly called as Digital Marketing. Thus, companies use different kinds of digital technologies with the intent to market wide variety of services or products. Internet is one of the engaging mediums to market a company's products and services, as it reaches out to larger group of audience in a single click. Different kinds of digital marketing elements are used in a new business, and these can largely impact customer purchasing behaviour. Digital Marketing helps a new business to attract wide range of customers, which will impact customers purchasing decision. Customers will be able to communicate their ideas, experiences, and opinions by means of digital technology, which is predominantly used by all of the new businesses. Digital Marketing elements come with several advantages, nevertheless, numerous challenges are associated with implementing digital marketing elements in a new business. Few of the challenges are identified as lack of appropriate internet access, lack of communication with the customers, high competition of other brands in the market, high risking elements with regard to promoting products and services, less beneficial for the limited products, and so forth. Therefore, this study aims to analyse and identify the key issues in a business in implementing Digital Marketing Elements, along with its impact on customer purchasing decisions. This study employs mixed research method to analyse the data collected from both primary as well as secondary resources. Lastly, the findings and limitations of the paper are also mentioned.

Keywords: Digital Marketing, Digital Marketing Elements, Challenges, Customer Purchase Decision, New Business

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I. Introduction

The term 'Digital Marketing' is a common strategy/process used by the business community to reach mass audience through various digital technologies. These digital technologies help the businesses to engage users in a unique and creative way. Most importantly, they tackle the objectives set by the businesses. Different types of digital channels include video, social media, search engines, mobile technology, display and so on. With the help of the above-mentioned channels, digital marketers are successfully reaching larger audience, with the aim of gathering data in a more précised manner. Digital technology captures personal data of the individuals without compromising on the minute aspects (Afrina et al., 2015). Different types of data such as behavioural, demographic, psychographic, other individual attributes of individual can be gather using digital technologies and channels. In fact, digital marketers will be able to reach their target audience at an ease than the traditional marketers. Digital Marketing targets different groups of people, different technologies, different devices, and so forth (Gangeshwer, 2013).

Digital Marketing, also termed as data driven marketing, uses various types of digital technologies such as mobile phones, internet, online advertisements, and so forth to market business services and products. Past research stated that majority of the businesses, like Business 2 Business (B2B) and Business 2 Corporate (B2C) use digital marketing as a medium to market services and products. It is proven that digital marketing helps them to sell their products in effective manner. Knowledge of latest digital marketing trends is mandatory for any new business who wish to integrate elements of digital marketing to theri business. Several researchers identified that digital marketing elements such as Search Engine Optimization (SEO), Search Engine Marketing

(SEM), Paid Advertisements, Content Marketing, Social Media Marketing, Automation and so forth have been predominantly and effectively implemented in Business 2 Business (B2B) and Business 2 Corporate (B2C) organizations (Malik, 2017).

With the advent of latest digital technologies, digital marketing permitted the businesses to relate to the customers regularly. Through internet, digital marketers started selling services and products with instant feedback (Malik, 2017). These feedbacks were tracked and monitored, as they were aligned to the business/organizational goals. Digital Marketing has been renowned as new way of marketing services and products, and research have agreed upon the fact that digital marketing is the best way in this modern digital world (Bhojaraja, 2018; Malik, 2017; Gangeshwer, 2013). New businesses must be aware of the advantages and disadvantages of Digital Marketing and align them accordingly with the organisational goals Bala& Verma, 2018). By doing so, businesses will start functioning effectively and efficiently in this growing era. For these reasons, small businesses get equal opportunities to compete with their competitors on the same platform (Dastane, 2020). This new platform gives all the businesses equal opportunity to sell their services and products effectively. Therefore, it can be concluded that digital marketing can turn out to be the need of hour for both starts ups and well-established organisations.

II. Aim And Objectives Of The Study

This section of the study will explain the primary and secondary objectives. The primary objective of the current study is:

1. To examine the key challenges faced by new businesses while implementing Digital Marketing elements.

While the secondary aims or objectives of the study includes the following:

1. To explain the concept of Digital Marketing
2. To list and explain the different types of Digital Marketing Elements
3. To identify the need for implementing Digital Marketing Elements in a business
4. To identify the effect of digital marketing on customer purchasing decisions
5. To understand the relationship between Digital Marketing and Sales of Business

III. Literature Review

The section of the paper will present the review of existing literature, which will comprise the major portion of the paper. Major results and findings will also be based on the critical review of this section of the paper. The following subsections will provide an orderly study of the literature which is relevant to the current study. Hence, the literature review section will provide a critique review of the existing literature and help the researcher to identify the gap and fill it.

Digital Marketing and its Significance

This subsection will provide a brief introduction to the concept of Digital Marketing. It will further go on to state the significance of Digital Marketing at individual level, community level and business level. It will analyze the previous studies how Digital Marketing affects at business level in general. Digital Marketing is popularly called as data driven marketing. This kind of marketing uses various types of digital technologies such as mobile phones, internet, online advertisements, and so forth to market business services and products (Afrin et.al, 2015). Past research stated that majority of the businesses, like B2B and B2C organizations use digital marketing as a medium to market services and products. It is proven that digital marketing helps them to sell their products in effective manner (Kannan,2017; Puthussery, 2020). Knowledge of latest digital marketing trends is mandatory for any new business who wish to integrate elements of digital marketing to their business. Digital Marketing is a common strategy/process used by the business community to reach mass audience through various digital technologies (Puthussery, 2020). Most significantly, digital technologies help the businesses to engage users in a unique and creative way. They also tackle the objectives set by the businesses (Khan & Siddiqui, 2013; Ištvančić, CrnjacMilić, & Krpić, 2017; Yadav, Joshi, & Rahman, 2015). Different types of digital channels include video, social media, search engines, mobile technology, display and so on. With the help of the above-mentioned channels, digital marketers are successfully reaching larger audience, with the aim of gathering data in a more précised manner (Yadav, Joshi, & Rahman, 2015; Malik, 2017; Yasmin, Tasneem, & Fatema, 2015). Digital technology captures personal data of the individuals without compromising on the minute aspects. Different types of data such as behavioural, demographic, psychographic, other individual attributes of individual can be gather using digital technologies and channels (Afrina et al., 2015; Malik, 2017). In fact, digital marketers will be able to reach their target audience at an ease than the traditional marketers (Desai, 2019; Olson, Olson, Czaplewski, & Key, 2021). Digital Marketing targets different groups of people, different technologies, different devices, and so forth.

Elements of Digital Marketing

This subsection will analyse and identify the elements of digital marketing at individual and business level. Various elements of Digital Marketing such as Search Engine Optimisation (SEO), Social media marketing (SMM), Pay Per Click Advertising (PPC), Mobile Advertising, Email Advertising, and so forth will be discussed under this section. This section is crucial as it will showcase how such elements have significance on the perception of a customer purchasing decision.

Search Engine Optimization is one of the soundest of all other elements in Digital Marketing, which allows customers to perform google searches. SEO is an organic way of achieving majority of the clicks on google search. PPC or Pay Per Click is another way of appearing in google searches. PPC also includes advertisement in the various search engines such as Bing/Yahoo/Google Chrome (Yadav, Joshi, & Rahman, 2015). This type of Digital Marketing is short term, while Search Engine Optimization is long term. Web banners, otherwise called as banner ads is another element of digital marketing that display graphical ads in a web page. Different interactive elements such as audio, buttons, video, animations, and so forth are used to create the banner ads (Melović, Jocović, Dabić, Vulić, & Dudic, 2020). For this, business use applications like Adobe Flash, Java Applets, HTML5 and so forth.

Another significant element of Digital Marketing is SEM, expanded as Search Engine Marketing. SEM is designed to elevate the visibility of website in the search engine pages. It is generally observed that search engines provide results based on the searches received from the users. Moreover, search engines are able to differentiate the results based on the visual cues and keywords (Yasmin, Tasneem, & Fatema, 2015). These actions will promote desired results in the field of digital marketing. Sponsored search is another element of digital marketing, where it permits the advertisers to appear in the keywords list. Keywords are used to bid among the advertisers and hence the search ads are generally sold via auctions.

Social Media Marketing (SMM) is another element of Digital Marketing that promotes commercials through various social media platforms (Djakasaputra, Wijaya, Utama, Yohana, Romadhoni, & Fahlevi, 2021). Majority of the companies aim to promote the company products through social media platforms. Such companies also provide special offers by means of the social media platforms. Mobile advertising is another significant element of digital marketing, predominantly used by many businesses (Qurratu'Aini & Hapsari, 2019; Bala & Verma, 2018). Wireless devices such as mobile phones, tablets, smartphones, and so on are used to deliver mobile advertisements. Other forms of mobile advertising includes use of rich media display, Short Message Services, Mobile Search Advertisements, Multimedia Messaging Services, promoting ads within mobile websites/mobile applications/mobile games and so on (Hawaldar, Ullal, Sarea, Mathukutti, & Joseph, 2022; Febriyantor & Arisandi, 2019).

At times, certain advertising organizations hire third party organization with the intention of generating potential customers. These third-party organizations will be offered payments against the number of sales generated from their end (Adiyono, Rahmat, & Anindita, 2021; De Pelsmacker, Van Tilburg & Holthof, 2018; Peter & Dalla Vecchia, 2021). While online advertising posts advertisements on different online sites, for specific products or services. These services or products include online job boards, online yellow pages, online real estate leads, and so on. Another element of digital marketing is email advertising, where in emails are used to advertise products or services. Here the senders can opt-in an option to the recipients to opt for the future emails. Almost all the businesses utilize any of the above-mentioned elements of digital marketing to sell their products or services.

Challenges in implementing Digital Marketing in New Businesses

This subsection will identify and explain the challenges a new business will face while implementing the elements of digital marketing. In addition to, challenges of implementing digital marketing within a business will be discussed under this section. This section will analyse the studies that are based on finding the challenges in implementing digital marketing elements in new business ventures (Khan & Siddiqui, 2013; Warokka, Sjahrudin, Sriyanto, Noerhartati, & Saddhono, 2020). This subsection will critically analyse the concepts of Digital Marketing and through this analysis; the challenges of implementing digital marketing elements in a new business will be explored.

Researchers observed that Digital Marketing is an emerging business platform used to reach out wide range of customers. Numerous trends are emerging in Digital Marketing that will aid the businesses to reach the audience at the right time (Gogia & Nanda, 2020). However, there are several challenges any business face in spite of using digital tools, of which relevant content is considered as huge and complex. Furthermore, it is noticed that digital marketing continuously grows up to be a powerful tool of communication, be it with new or existing customer. Changes in the consumer behaviour has affected the Digital Marketing businesses across the world. The changing lifestyle of the customers impacts the digital marketing businesses in terms of meeting the customer expectations and maintain customer satisfaction. Different types of challenges any business faces when implementing elements of digital marketing include adopting a customer-centric approach to meet the

expectations and needs of the customers, creating interactive, enticing, and innovative content that reaches customers, dealing with privacy and data transparency of customers, adapting mobile friendly approach, adapting omni channel marketing strategies in the business, and so forth. It is generally found that customers get influenced by the expectations any business extends (Ramesh, & Vidhya, 2019). For this reason, new businesses might find it difficult to match the expectations of the customers. Furthermore, new businesses find it difficult to create engaging and appealing content in an innovative way. Digital Marketing companies are bound to maintain transparency with respect to customer data and privacy. After COVID-19, customer purchase decisions shifted from online shopping to mobile shopping.

Digital Marketing and Customer Purchase Decisions

This subsection will identify and explain the relationship between digital marketing and customer purchasing intentions/decisions. This section will examine the impact of digital marketing on customer purchase decisions, especially when a new business venture is initiated. This subsection will critically analyse the relationship between digital marketing and customer purchasing intentions/decisions and through this analysis; the challenges of implementing digital marketing elements in a new business will be explored, along with its impact on customer purchase decisions. Past studies have suggested that digital marketing has the capability of attracting wide range of customers. Purchase decisions of the customers can be managed by the digital marketers. It has been proved that digital marketing promotes brands online. Digital Marketing promotes customers to share their ideas, opinions, suggestions, experience of shopping via online (Sawicki, 2016; Krishnaprabha&Tarunika, 2020). Hence, sharing customer experience will influence other customer's purchase decision process. Different elements like price of the product or service, quality of the product or service, and perceived value of the product/service impacts the purchase intention and decision of the customers (Melović, Jocović, Dabić, Vulić, & Dudic, 2020). There is a positive relationship between Digital Marketing and Purchase Decision of a customer. Online sales will be increased when digital marketing elements are utilised to increase sales via online platforms.

IV. Methodology

This section will focus on the research methodology adopted for the current study and provide a brief on the contents of this paper. The study will make use of a qualitative approach. Different data collection and interpretation methods adopted for the study will be discussed under this section in detail. Both primary and secondary data are collected in the current study. For the primary data, the researcher collected information from primary source through interviews. Structured questionnaire was employed by the researcher to gather first-hand information on the research topic. To gather the secondary data, the researcher used media reports, newspapers, articles, research papers, manuscripts, and so forth. All kinds of secondary sources are used to gather secondary information by the researcher. In order to gather secondary information, 60 companies were selected based on convenience, who utilised digital marketing elements to sell their products or services, to the customers. Different statistical tools and techniques are used by the researcher to gather data, information, explain the data collected, and analyse the data collected. Correlation statistics is applied on the gathered information, which will aid the researcher to understand the relationship between implementing digital marketing elements into a new business.

V. Findings

This section will discuss the results of the current study after a detailed review of the literature review available. The major findings obtained in the study will be expounded under this section, and hence the objectives of the study are fulfilled. The researcher will also pinpoint on the limitations and recommendations of the study.

Table 1: Results of Study - relationship between digital marketing and sales of a business

		Increase in Sales	Email Ads	Mobile Ads	Pop ups	SEO	PPC	Social Media	Affiliate Marketing
Increase in sales	Correlation - Pearson	1	.834	.859	.580	.970	.890	.750	.599
	Sig.		.061	.072	.241	.059	.072	.530	.0356
	N	71	71	71	71	71	71	71	71

(Source: Malik, 2017)

From the above table, it is evident that all the digital marketing elements such as Search Engine Optimisation (SEO), Social media marketing (SMM), Pay Per Click Advertising (PPC), Mobile Advertising, Email Advertising, and so forth exhibit a positive relationship with increase in the sales of the business. From the results, it can be inferred that SEO or element of Search Engine Optimization is the most significant of all the elements, which increase the sales of a Digital Marketing Company, while the lowest element of digital marketing is identified as POP ups.

The study also found that Digital Marketing promotes customers to share their ideas, opinions, suggestions, experience of shopping via online. Hence, sharing customer experience will influence other customer's purchase decision process. Different elements like price of the product or service, quality of the product or service, and perceived value of the product/service impacts the purchase intention and decision of the customers. There is a positive relationship between Digital Marketing and Purchase Decision of a customer. digital marketing continuously grows up to be a powerful tool of communication, be it with new or existing customer. Changes in the consumer behaviour has affected the Digital Marketing businesses across the world. The changing lifestyle of the customers impacts the digital marketing businesses in terms of meeting the customer expectations and maintain customer satisfaction. Digital marketing is bound to grow to be a powerful tool of communication, for the customer perspective.

The present study found that changes in customer behaviour impacts new businesses with the changing lifestyle of the customers. Meeting customer expectations become difficult for the businesses and hence new businesses ventures should be flexible enough to adapt customer-centric approach to meet the expectations and needs of the customers, creating interactive, enticing, and innovative content that reaches customers, dealing with privacy and data transparency of customers, adapting mobile friendly approach, adapting omni channel marketing strategies in the business, and so forth. The study also found that customers get influenced by the expectations any business extends. For this reason, new businesses might find it difficult to match the expectations of the customers. Furthermore, new businesses find it difficult to create engaging and appealing content in an innovative way. Digital Marketing companies are bound to maintain transparency with respect to customer data and privacy. Hence it is concluded that, post the pandemic, customer purchase decisions shifted from online shopping to mobile shopping.

Digital Marketing determines to measure the success of engaging users in the online mode. Tracking user engagement through leads, user clicks, website clicks, impressions, actual purchases and so on has never been possible before digital marketing came into existence. Tracking becomes much easier to track on the ROI - Return on Investment, in Digital Marketing than traditional marketing. Also, digital marketing helps the marketers to measure the effectiveness of their online campaigns. Finally, digital marketing helps to make better decisions, from the organizational perspective. The future of the organizations can be made secure by implementing digital marketing. The most important factor organizations implement digital marketing elements is nothing, but the results can be tracked and monitored on a regular basis. Hence, digital marketing elements has several advantages. However, different challenges have also been notified by other researchers. Some of the major challenges identified include lack of appropriate internet access, lack of communication with the customers, high competition of other brands in the market, high risking elements with regard to promoting products and services, less beneficial for the limited products, and so forth.

VI. Conclusion

This section of the study will provide an overall summary of the entire study. Digital Marketing has become one of the significant factors in promoting the brands. All the businesses, be it new or old, have identified the need to market their products or services effectively, in a cheap manner. For this, companies should implement digital marketing elements, which will eventually increase the customer purchase intention as it can be used on various devices such as smartphones, laptops, social media platforms, televisions, and so forth. Various tools such as videos, email content, content, audio and so forth are used to promote company products and services. Therefore, from the study it can be concluded that all the elements of digital marketing have a positive correlation between increase of the sales of a company. The current study suggests that companies should be able to create unique customer experience and employee creative marketing strategies on social media platforms to sell their products or services. It can be concluded that Digital Marketing elements is the best pathway to drive sales within an organization.

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