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Impact of Digital Marketing Communication on Organizational Growth

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Abstract

This paper offers views on some current and future trends in marketing. The content is based on recent literature and on what is happening in the business world. The study explains digital marketing communication and its impact on organizational growth. It is known in today's marketing world that, digital medium of communication has become new norm for most organizations. It is important to note that social media space has huge audience therefore it is right to target from the various social media platforms. The study examines digital communication medium like visual advertising, social media (Facebook, Instagram and WhatsApp), E-mail and also website. The target population was 200 clients of Kelondo, however the sample size of 200 was determined by using Muller and Brewer (2003) formula: $n = P/1 + P(\delta)^2$. Therefore, the size was 193. The questionnaire used for this research consisted of only closed – ended questions. The survey was created using Google forms online platform and distributed randomly through social media platforms like WhatsApp, and personal contacts. The online survey contained multiple choices which allow respondents to express themselves by selecting the best possible answers to the questions asked. This enabled us to collect and analyze accurate information collected. The quantitative data collected through the questionnaire was coded in Statistical Package for Social Sciences (SPSS) a tool for data analysis. I then went forward to analyze the data and the answers were then available in tables and chart.

Keywords: Digital Marketing, Customers, Impact, Social Media

Introduction

Digital marketing communication describe the use of technology and internet in promoting an organizational brand. Digital communication is the process of connecting with people across online channels. This involves social media platforms, email newsletter, digital advertising and also website. The digital marketing communication operate differently from traditional marketing tools. Digital communication is crucial to brand establishment in today's internet landscape (Bala & Verma, 2018). Digital marketing communication has become the new norm in today's marketing environment. Public Relations Officers (PRO) of organizations

are sometimes discharged with the mandate to oversee communication activities on the digital space. Example may be, which information should be on the various online portals and the content to share especially on social media, how appealing it will be to the audience. Marketing is a restless, changing, and dynamic business activity. The role of marketing itself has changed dramatically due to various crises - material and energy shortages, inflation, economic recessions, high unemployment, dying industries, dying companies, terrorism and war, and effects due to rapid technological changes in certain industries (Layton & Domegan, 2021). Such changes, including the internet, have forced today's marketing executive to becoming more market driven in their strategic decision making, requiring a formalized means of acquiring accurate and timely information about customers, products and the marketplace and the overall environment. Internet marketing involves the usage of the Internet to market and sell goods or services. Internet marketing utilizes the power of electronic commerce to sell and market products. Electronic commerce refers to any market on the internet. The electronic commerce supports selling, buying, trading of products or services over the internet. Internet marketing forms a subset of electronic commerce. With the outburst of internet growth, internet marketing has started becoming very popular. It is said that Internet marketing first began in the beginning of 1990 with just text based websites which offered product information. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way; internet can be used for marketing, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. This paper offers views on some current and future trends in internet marketing (Saura et al., 2019).

Background of Study

This study seeks to focus attention on the relevance of digital communication in marketing and its ability to ensure organizational growth and development. Typically, digital marketers examine things like what is being viewed, how often and for how long, sales conversions, what content draws more audience what does not. The internet is widely used across the globe, therefore any content must be aimed at achieving a specific goal and getting audience attention. The digital marketing communication involves around social media (facebook, Instagram, twitter, linkedin, Snapchat etc.), mobile apps, website, digital advertising (visual advertising vans and digital posters), email newsletter and podcast. The overall digital marketing concept actually covers all the digital platforms and modern technologies in interaction, use, execution and control of marketing strategies and plans for better customer satisfaction and purposefully to reach organizational goal. Consumer have access to information anytime due to the internet. The internet and technologies has improved the digital marketing communication making it easier for organisations to interact with customers. Customers have access to basic information with regards to products and prices. Digital media has become a norm there the need to communicate effectively using the various platforms. Digitization has been the new revision in modern day marketing communications. Almost all communication activities in relation to marketing is done through the digital space with the aid of technology and internet. Customers need changes so are their engagement with brands. Traditional marketing takes longer sometimes to be able to communicate a company's message to its audience due to distance and sometimes financial constraints. Organizational promotional activities on the traditional marketing medium is relatively higher and time consuming as compare to the digital marketing space. Of these essence we try to

examine the impact and influence of digital marketing communication on organizational growth.

Research Objectives

1. To determine the influence of digital marketing communication on consumer purchase decision
2. To identify the impact of digital marketing communication on sales
3. To examine the effect of digital marketing communication on brand differentiation

Literature Review

Marketing Communication is the communication method adopted by the companies to influence their customers to purchase the goods or services offered by them. It means by how any organization attempts to inform and persuade their customers about the products and services they offer. Through good communication, Companies can benefit with large amount of sales as communication helps to attract more people towards the organization. Marketing Communication helps to understand the customer/buyer behaviour towards the product (Zaki & Neely, 2019). The good marketing communication between the companies and their audience helps to solve various questions such as who can use the product? where and when the product can be used? How it can be used? Marketing communication signifies to the promotional materials that are intended both to communicate with and sale to customers. Whether the organizations are large or small, commercial or government, educational or non-profit they prerequisite to communicate with a range of stakeholders. The continuous communication with the related individuals' advantages to increase the scope of any business (Panigrahi et al., 2018). Digital marketing is described as the practice of promoting products and services using digital distribution channels through mobile computing, smart-phones, or other digital devices (Akter & Sultana, 2020). It is defined by (Akter & Sultana, 2020) as marketing activity, including branding, that uses various media like blogs, websites, e-mails, Ad words, and various social media networks. The use of digital marketing has brought about changes the way marketers communicate with consumers. Most consumers currently possess and use a variety of digital media such as computers, mobile devices, and social media such as Facebook, Instagram, Twitter, WhatsApp, YouTube, that contribute to the extraordinary progression of digital advertising expenditure (Xiao et al., 2018). Digital marketing communication is therefore the process where marketing communication activity is done through digital technology means by the use of the internet. This process moves from the known traditional means of marketing communication. Digitalization is a key condition of development of a global market. In fact, the diminishing importance of boundaries (physical, administration etc) was facilitated by the presence of digital technologies, channels and flow which allow information and communication to flow very rapidly with no barriers to their spread. Certain exchange of information and transaction no longer take place but only in a virtual space. There are no more limitations as to how far a business communication flows. Digital technologies through the use of internet has made communication flows easier and faster. An organization is able to reach a wide audience in a very short time unlike the formal where most communication in marketing involves physical mediums only.

Digital Communication Flows and Channels

For the purposes of corporate communication, it helps to distinguish between communication channels and flows. The former are the means used to transmit a signal from

the transmitter to the receiver; they are therefore structures built specifically to convey communications and can comprise different elements, for example physical structures and roles organized to assist the transfer of the communication from the transmitter to the receiver. A communication flow can be seen as an organized system of communications that travels from a transmitter to a receiver, usually following a channel (Lin et al., 2019). The purpose of the communication channel is to convey the communication flow. However, the communication flow can also pass outside the channel, finding a different route from the established one, and even creating a new channel to take additional flows. Channel and flow can be differentiated because the former is a relatively static entity (i.e. varying very little in time) while the latter is by its very nature dynamic. The flow is associated with an action: it is important that at a given moment a transmitter activates the flow that will or will not be able to travel along a channel. The channel on the other hand exists regardless of the fact that there are flows transiting through it. This distinction between channels and flows is an important aspect of corporate information and communication management. In fact, to transmit information and communication flows, businesses must invest in the creation (or identification) and maintenance of the most suitable channels. The investment of resources in the creation of a channel, or in the maintenance that naturally follows, is therefore a positive factor if it is linked to efforts to cut the cost of transmitting information and communication flows (Aceto, Persico, & Pescapé, 2018).

Digital Marketing Communication Medium

The use of digital tools in marketing communications has been the new way and medium mostly used by organization with Kolendo's not an exception. The era of digitization, the growth process of an organization products or service has been become very rapid due to the large audience available on the digital space, due to the emergence of internet and technology. There has been a Swift shift from the traditional medium of marketing communications, ie the analogue style of communication to the digital space. Costumers keeping charging and adapting to new innovation, therefore the need to meet up with their expectations and satisfaction.

Advertising

Advertising is the technique and practices used to bring products, service, opinions or causes to public to public notice for the purpose of persuading the public to respond in a certain way towards what is advertised (Raudeliuniene et al., 2018). Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. Most advertisement is geared towards promoting a product for sale and also to conscientise people towards charitable works and also social intervention programs like road accident. Advertising previously was base on word of mouth but the involvement and introduction of technology has made it more easier to reach a wider audience through printing, audio and also videos. The evolution of technology and the internet has made the digital space of advertising more effective and easy (Williamson et al., 2020). Customers can easily be reached with the advertisement message. In this era there is more emphasis on the digital medium of advertising than the formal. The search engine optimization is one of the modern advertising space. For example, google display brands that have advertising contract with them at the top a page when a search is made in relation to the product or service been advertised. One mark of the digital

transformation is undoubtedly the use of Google. In Google alone, there are about 75,000 searches per second. Considering that this is the most used page for preference of 92.07% of users. Within the possibilities of advertising on search engines, the Search Engine Marketing strategy stands out in two different techniques: SEO (Search Engine Optimization) and paid advertising (Garcia et al., 2019). SEO represents a set of techniques and strategies to generate organic traffic. From a work of link building, keywords definition, and high-quality content relevant to readers, the page can stand out and rank among the main results in the search engine. It is aimed at the long term. However, the costs are low, and the return is excellent. Paid advertising, on the other hand, consists of an advertising pay in which the company only pays for users who clicked on their ads, optimizing the use of its resources. This type of content appears on Google with an "Ad" favicon. Also the use of advertising vans that display visuals of product and service advertisement is highly recognized. The display of the visuals explains the product usage and its effectiveness. Using visuals as a way to create image and text that will attract the user's attention. Display advertising visuals are excellent ways to capture the attention of user's (Greenier & Moodie, 2021).

Advertising and Business Growth

Advertising showcases products and services, seeking to persuade audiences to buy. It is a promotional tool that creates consumer awareness about a company's products and services and drives business growth. The Internet has revolutionized the advertising industry, expanding it from traditional forms such as broadcast and print media into the realm of digitization. Businesses now face great competition in enhancing the influence of their advertising to create awareness, drive sales, maintain market share and establish brand identity (Decaudin & Lacoste, 2018).

Awareness Creation

The main purpose of advertising is to create awareness about a company's products or services. Advertisements inform customers of new offerings, remind them of existing products and update them on any modifications and changes that may increase their urge to buy. Consumer protection laws require businesses to refrain from false and misleading advertising. Therefore, even as businesses seek to convey information about their products and services, they need to be in compliance with the law to avoid legal jeopardy (Murillo-Zegarra et al., 2020).

Sales Growth

Advertisements drive business sales growth because they create interest among consumers. Once consumers are aware of a company's products and services, they are more likely to go out and buy it, especially if the advertisement entices them to try it out and experience it for themselves. Through electronic commerce and social media, businesses now have greatly expanded reach and can literally transact with consumers in any part of the globe.

Brand Identity

Business advertising strategies and efforts help to establish brand identity among consumers in the market. Businesses that engage in impact advertising are more likely to firmly establish themselves in the market because they create a lasting psychological impact on the audience, giving them valuable entertainment or information and creating a positive association with their product. In addition, businesses can establish a strong market position where, on the

basis of their advertisements, they proceed to meet customer expectations through quality products and services that offer value for money (Beckers, Van Doorn, & Verhoef, 2018).

Social Media

Social media is undoubtedly one of the most effective and efficient digital channels of communication. It gives direct interaction between an organization and its audience. Communication of organizational goals and message on social media has the tendency of reaching a wider audience. The message can be segmented and that will give a very easy way to monitor the response from customers effectively (Hutchinson, 2021). In today's era of digitization and technology, it is evidence that any company that wants to build strength and growth within a short time must have a strong presence on social media platforms. Content generation on their platforms is essential to capture the attention of the targeted customers. Social media is a technology base through the use of internet to facilitate the sharing of information, ideas and to build a virtual community (Jibril et al., 2019). The availability of internet gives computer and smartphone users access to electronic communication contents in the form of videos, photos and documents. Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously (Haimson, 2018). Globally, there are more than 4.48 billion social media users consisting 57% of the world's total population. There is likely to be an increase in the number of users across the world indicating that most online users or people who have access to the internet visit social media platforms more with Facebook having the highest users. Communication channels where you can interact with your prospects and get valuable information in the form of feedback, suggestions, reviews, comments, and criticism would certainly help you understand the behaviour and preferences of your audience. Social media platforms chosen in relation to our study are, Facebook, Instagram and WhatsApp (Waterloo et al., 2018).

Facebook

Facebook is the largest social media platform in the world having a clear advantage over the other social media platforms. Founded in 2004 by Mark Zuckerberg, Facebook has grown to be one of the effective social media platforms to engage customers. Facebook gives users a medium to interact with peers and also update status this due to its availability on phones which makes it easier to use (Marmat, 2021). Content creation must be strategic and well-tailored to meet the customer's need. The Facebook app gives companies the opportunity to create business pages. This comes up with the identity of the brand which is the brand name. A section is provided to explain the brand's motive, goals and vision. Also, the industry the business is operating in and the product or service offered. Contact information including phone number, mail address and location that gives potential customers easy access to the organization. It is really necessary to use the status update section regularly to explain and promote the product and service offered either in a pictorial, video or written form for the audience. This medium of communication in the Facebook app makes product advertising easy since a post can include all that a customer wants, i.e. product usage, price, and also its effectiveness. Unlike the formal, (the traditional marketing communication) where there must be physical contact to explain the customer's need (Beinema et al., 2021). The comment section of every post gives access to followers to ask any question in relation to the product

been advertised. Mutual communication between the company and its audience is built. The facebook live video serves also a medium to launch new product and have an interactive section with the audience. The impact growth with regards to sale volume and market share is easily monitored providing a means to strategically plan. There is high penetration to existing market because of its global access and through the facebook sponsored advertising (Brennan & Merkl-Davies, 2018).

Instagram

Instagram is an American photo and video sharing social media platform created by Kevin Systrom and Mike Krieger. Instagram is a popular visual social medium which has over one billion active users and also 500 million daily Instagram stories according to hubspot.com. 3% of Instagram users discover a new product. It is evidence that Instagram has grown beyond a personal usage and now a good medium to promote business. About 59% of users are very active and visit the site daily and spend at least 7 hours daily. This statistics automatically helps to promote business activities and makes it a good medium to communicate with customers (Musonera, 2018). The video, imagery and illustration of Instagram serves as a great medium to communicate business idea, product usage, price and location of the business. This communication is more easier and cost effective because not much is spent to reach out to a wider audience. The Instagram stories feed and post provides that opportunity for customers to engage the business and also to get informed about what product is available. The Instagram bio is what actually tells what the business stands for what level of satisfaction it seeks to provide with customers. It is simple since customers can use that to justify what the organization provides (Burton & Obel, 2018).

WhatsApp

Also social media platforms like WhatsApp which is a messaging app enables direct conversation with customers which promote business and customer engagement. With its extensive reach, highly engaged user base and rich communication capabilities, WhatsApp has made communication easier. It helps earn customer loyalty by constantly responding to customers queries and provide instant support. WhatsApp is the largest messaging application and according to Forbes, WhatsApp has more than 1.2 billion users globally, with over 23 million in the US and many more in Europe. Not to mention the fact that it's available in 60 different languages and already being used in over 180 countries (Gvili & Levy, 2018). Product promotional activities and business letters in any form can directly be sent to the customer in the shortest possible time. There is a clear relationship between a customer's experience and their loyalty towards a brand. Successful customer engagements will lead to increased customer loyalty.

The features it currently offers are

- Messaging tools to quickly respond to customers
- A business profile that can include important information, such as a company's address, email, and website.
- A wealth of statistics and analytics, including those which will tell you how many messages were successfully sent, delivered, and read.

Impact of Social Media on Organizational Growth

Social interaction between businesses and customers is a growing trend that increases sales and improves brand loyalty. According to social media marketing, (SMM) report more than 65% of businesses are on social media to increase leads.

Social media impact businesses positively and offers an opportunity for your audience to find you on social media. It helps to reach to your targeted audience, stay engaged with them, and respond to their queries instantly (Shanahan, Tran, & Taylor, 2019). It is a great way to evaluate competition by monitoring their social media pages.

- **Larger audience.** It is very important to make use of visuals with good content to attract the attention of users. The need to segment base on who to attract and deliver appealing message. Social media is estimated to have billions of users, this makes it easier to reach out to larger customers at a specific time.
- **Social media is economical.** Very little resource is required to establish a social media page and also engage customers with promotional activities. A post on a social media platform can include all that the business wants to convey to the customers. This makes more cost effective.
- **Social media is a good growth tool.** Social media offers opportunities for brands to increase conversions due to the interaction that they have with customers. When a brand chooses a proactive social media marketing approach, it will strengthen its marketing strategy.
- **Social media improves customer engagement.** Engaging customers with effective and quality content is a big effort. It is best meeting up with the right followers who find interest in the product and service. Social media engagement generate a positive reputation for business. Constantly post engaging content at the news feed regularly.
- **Social media boost brand loyalty.** Brand loyalty is nothing but an expression of customer's loyalty and trust. Building and maintaining brand loyalty is one of the central theme for every business. Social media over the years has proven to be one of the medium which helps build customer-business relationship. Loyal followers are very likely to be interactive and create meaningful conversation. Loyal customers are most likely to introduce the business to their colleagues (Ahmad et al., 2021).

Email and News Later

These are the type of email that inform audience about the product and also the company. Email is an important method of business communication that is fast, cheap, accessible and easily replicated. Using email can greatly benefit business as it provides efficient and effective ways to transmit all kinds of electronic communication data (Mansoor et al., 2021). One of the main advantage of email is that it is easy to send documents about the business offerings, photos products and data to several customers simultaneously by just attaching the file to an email. It makes it easier for an organization to keep records of messages and replies, this includes the details with regards to the message. Newsletter on the other hand is a marketing communication tools that mostly that most organizations share very important and relevant information of the business to its clients and also prospects. Newsletter helps get access to your audience inbox and also allows you to share engaging content to promote sales and drive traffic to the business website. Emails can be executed by: Planning the email template, Identify the company goal, Understand who you are emailing, Building a targeted list and define enrollment criteria and also Planning the email and follow ups (Ziolkowska, 2021).

Website

Website is a central location of web pages that are related and accessed by visiting the home page of the website using a browser. Website of businesses contain information customers need to know about their products and services. The website allows the display of content like videos, pictures and also text which serves as a medium for brands to communicate their offerings to customers who visit the site (Alhuwail et al., 2018). They say the world is now in our hands and the information is at our fingertips. There are no second thoughts to that. The world of the internet is fantastic. It continues to transform the way we connect with people, share information, and live a quality life. A lot of people spend most of their time on the internet. This could be for buying a product, using a service, reading a blog, entertaining themselves, or for various other reasons. Considering the amount of time people spend on the internet, businesses too have moved online. Having a website for business owners of any size and a presence on social media has become crucial. If you are into a business and do not own a website, you might be losing a lot of potential customers online. Knowing the importance of a website is key to grow your business many folds. Developing an effective web presence is imperative for sustainable business growth. While you may be concerned about your social media pages, if your website does not appeal to your audience, your digital marketing efforts will go down the drain. Taking this fact into account, future-minded companies are now increasingly investing in web development so they can comfortably meet the needs of their tech-savvy consumers (Barnard et al., 2018). It is no longer a question to ask whether or not website development is important, we know it is more than ever. The question is how to understand the behavior of modern consumers and develop web solutions that can produce optimum results. Technology is something that keeps evolving and creating innovative ways to market businesses on the internet. The secret to success is in being useful, relevant, and unique. The best way to stay ahead of the curve is by creating valuable and user-centric experiences (Vermesan & Friess, 2022).

Importance of Website to Business Growth

- **Online Presence**

One of the major advantages of having a website is that it is accessible to anyone, anywhere, anytime. Even during non-business hours, customers can access your website and avail your services or get the information they need, which is one of the key elements in the importance of a website in business. The website is always at work to ensure that customers who come in are always served in the comfort of their homes (Melumad & Pham, 2020).

- **Information Exchange**

One of the most captivating aspects of a website is how easy it makes information accessible to customers. At its core, a website is nothing but a medium to communicate with customers and to provide them with information and resources. Here are a few ways in which websites help in exchanging information:

Advertisements that update customers about the latest offers on products and services

Newsletters that update customers about any upcoming events and news

Contact forms that invite enquiries or requests from customers

- **Establish Credibility and Build Trust**

Just like in the old days, when customers expected businesses to have contact numbers and addresses mentioned in their information brochure, customers nowadays expect businesses

to have a website or online presence. This is a crucial first step in establishing trust. From this perspective, for a business, a website is highly important. To take it a bit further, if a business's website is superlative in its features and navigation, customers are more inclined to trust the business and avail of their services. Websites are an essential tool for businesses to establish their credibility and build trust with their customers. This can then be further boosted by local SEO services to attract a local demographic for businesses who might be new in the market (Hajli, 2018).

- **Sales**

Website help businesses break geographical barriers and significantly increase their sales.

- **Revenue**

If the reach of your website can cross the borders, the revenue can reach sky high. All you need to do is optimize your site and make sure that your audience find you when they are looking for you. Besides that, you can also give some of your digital space on your website for display ads. This is just an additional way with which you can generate more revenue.

- **Cost Effective**

A physical store requires a massive investment for owning or renting a commercial space. Besides that, furniture, interiors, and employees are also some additional expenses that cannot be ignored. On the other hand, creating a website is very easy and cost-effective. With CMS like WordPress, Shopify, or Wix, one can easily create a website with little or no help. Only if you are setting up a complex website like E-commerce or one with thousands of pages, or complex filters and facets, then you might need the help of experts. However, the cost can still be minimal in comparison with setting up the physical store (Wollenburg et al., 2018).

- **Growth Opportunity**

A website can act as a company's portfolio or resume. This can prove to be beneficial for businesses as the website can act as a reference for potential investors in which they can be acquainted with your services, what you have achieved so far, and what your plans for the future are as a business.

Impact of Digital Marketing Communication

Digital technologies have been hugely used and created noteworthy impact in all the areas of business including product development, purchase and sales, branding, customer relationship management (CRM), and establishment of communication (Liang et al., 2019). Digital technologies have made the utmost impact on communication process in the business world; development of electronic devices and equipment, and flourish content of marketing practices have facilitated this impact (Imran et al., 2020). Marketing practices have stepped into their digital format. As it is defined, a marketing practice is known to be digital when digital medium is used to execute it (Chaffey & Ellis-Chadwick, 2019). Similarly, a marketing communication turns digital when digital transmission technology is used to establish relationship between marketer and customers. Marketers use digital communication to set up a direct communication through digital transmission technologies with their customers (Serrano, 2018). Internet, through its channels like websites, social media, e-mail, smartphones, online groups and communities etc., is overwhelmingly used in digital communication in the field of marketing; however, it does not necessarily mean that digital

marketing communication is limited to this particular technology. Channels free of internet connection also greatly avail marketers an avenue to communicate with their customers (Hoekstra & Leeflang, 2020). Offline digital platforms like TV, mobile phone is quite often used for the promotion of products and services along with the internet sites. Style of communication in different capabilities such as interaction, accessibility, customer engagement, customization, measurability, and dealing with large information sources, have been reshaped by digital technologies (Siddiqui et al., 2021). Digital communication technology enables delivery of real-time and personalized offerings and contents to an individual service user. This has made marketers massively use digital marketing communication to communicate with their clients (Alshaketheep, Salah, Alomari, Khaled, & Jray, 2020). Establishing interactive and targeted communication are the primary motives of marketers to use digital marketing communication. (Lee & Cho, 2020) have pointed out that digital marketing communication enables delivery of marketing messages with allure yet subtlety, and at the same time, makes sure customer satisfaction is not compromised. Because it enables enhanced customer experience with customization and personalization, digital medium of marketing communication has undoubtedly become more popular than the traditional format.

Digital Marketing Communication and Consumer Purchase Decision

Consumers' buying process usually starts from need recognition. Digital media's capability in stimulating this preliminary stage of buying process has been expressed in various opinions. For example, while studies of (Dedeoglu et al., 2020) disagreed to the effectiveness of digital media in stimulating the need recognition stage, researches of (Calvo-Porrall et al., 2018) opined that the case is exactly opposite in the case of low-involvement product categories. And the study of (Nayeem & Marie-IpSooching, 2022) remained confused about the fact. However, digital channels, especially social media sites, affect the way consumers make information search. In line with this researcher, stated (Desai, 2019) that customer's information searching in various internet sites such as search engines, YouTube, websites, discussion forums, comparison websites and suchlike is more frequent than ever, which has caused a massive change in the digital arena. In addition to that, mobile phones are swiftly supplanting traditional channels of communication, and consumers are using mobile phones at an increasing rate to conduct their individual research before making a purchase. In the world of internet, consumers' reviews are becoming an increasingly influential factor as 70% of consumers see the online reviews and count those reviews before making a purchase (Filiari et al., 2018). Consumers have their reliance on online reviews mainly because the reviews are deemed to be neutral and unbiased. In fact, reviews of other people online are so influential that they sometimes make consumers change their purchase decision (Nekmahmud & Fekete-Farkas, 2020), and as found by one study, both positive and negative reviews can have this influence; positive reviews cause decisional change in 96% of the consumers and negative reviews cause change in 86% of consumers. As the study stated, positive reviews motivate to buy while negative reviews demotivate. Digital communication is creating an outlet for consumers to create content, share content, initiate a dialogue, and provide feedback online. Consumers are empowered by this unleashed opportunity to exert their power over marketing communications as they can avoid or choose and raise their demand for the contents. According to (Shaukat et al., 2018), there are four sources of power that make up consumer empowerment in digital world—demand, information, network building, and crowd-based influence. Marketers now obtain permission first before sending a

digital marketing message to consumers which is designed with relevance to establish a meaningful engagement (Voorveld et al., 2018). Consumers now have a great control over their own decision-making process. This has caused re-creation of value for them in the forms of enlightenment, entertainment, and utility. One study found that customer value rises from online searches when there is present a list of factors which includes better matching, increased awareness, time efficiency, transparency in pricing, people's matches, problem solving, and entertainment (Abdollahpouri et al., 2020). The modern media is by nature social, as asserted by (Nesi et al., 2018), and it sufficiently meets the need for communication by affording cheap or no cost online exchange and conversation. Another significant and interesting issue, as added by the author, is that establishing an identity and connectivity in digital media has become in some ways a basic need of people around the world. In most of their purchase decisions, consumers recourse to the use of digital channels more than traditional channels. It is mainly because digital channels are cheap, easy to use and access, and quick in response (Froiz-Míguez, Fernández-Caramés, Fraga-Lamas, & Castedo, 2018). More than three quartiles of the whole market population make an online search before buying a product.

Theoretical Review

Technology Acceptance Model

Technology acceptance model (Al-Emran et al., 2018), expounds on how users consent and use technology. The model suggests that users will consider the perceived usefulness and perceived ease of use in deciding how and when to use a new technology. Perceived usefulness is defined as the extent to which an individual believed that using a particular system enhances their job quality and output while perceived ease of use is the degree to which a person believes that using a particular system would be free from effort (Al-Marroof & Al-Emran, 2018). The theory infers, therefore, that users will adopt to technology as long as it is able to perform the task at hand effectively and efficiently. The short coming of TAM is that it doesn't take into consideration the issues of cost, structural imperative and environmental influence that forces users to adopt technology (Buabeng-Andoh, 2018). Confirms that TAM is a useful theoretical model in helping to understand and explain behavioural intentions in technology use.

Diffusion of Innovation Theory

Diffusion of innovation theory by (Min et al., 2019) , explains how, why and the rate at which new innovation is accepted. DOI sees innovation to be transferred through particular systems using certain channels. The members of the society are independently involved in the diffusion process which follows a common path of awareness, persuasion, deciding, implementing and confirming the result of the innovation. This model shows that adoption of technology takes a normal distribution curve over time. The adoption process according to DOI theory is divided into 5 stages thus: innovators, early adopters, early majority, late majority and laggards with innovators being the first to adapt and laggards adapt last. At the organization level, the adoption process is influenced by the attitude of the leader towards change, internal structure of the organization and system openness. Technology, organization and environment influence the adoption and implementation of new innovation at the firm level (AlSheibani et al., 2018) and it is in line with DOI which emphasizes both internal and external characteristics of a firm as factors influencing innovativeness in organizations.

Empirical Review

Author & Year	Sector/ Populatio n	Design & Sample size	Major findings	Limitations	rank
Bouwman et al (2018)	Small and medium enterprises	Empirical study on n=338 European SME's	Social media marketing has a positive effect on business performance through increased potential of sales growth and reduced cost of marketing	Limited Generalizability since study focused on European firms only	A, High, 90%
De Klerk & Kroon (2007).	Online businesses in South Africa	Empirical survey of 707 online businesses in South Africa	Digital marketing increases the sales and profitability of an organization by creating better market networks and creating authentic relationships with customers	Limited to online businesses in South Africa	A, High 90%
GbolagadeAdewale & Oyewale (2013).	Small and Medium enterprises in Nigeria	n = 103 respondents in marketing department	The promotion strategy positions the business strategically to attract	Applies to a single country setting	B, Medium , 80%

			target consumers for better business performance		
Ainin et al (2015)	Small and Medium enterprises in Malaysia	A survey on 259 SME's in Malaysia	Facebook affects business positively by reducing marketing costs, enhancing information accessibility and improved customer relations	The sample only included organizations in Malaysia which limited Generalizability	
Yamin (2017)	Digital marketing consumers in Bangladesh	Sample of 120 random consumers	Consumers spend a lot of time on social media and can capture marketing messages sent through digital platforms thus increasing sales growth	Small sample size	B, Medium, 80%

Research Methodology

Research methodology, according to (Thomas et al., 2022), is a technique for systematically solving a research issue and may be regarded as a discipline that analyzes how experimental research is conducted. Different sorts of research methodologies may be linked to different types of study designs (Rutberg & Bouikidis, 2018). Research methodology considers and explains the reasons behind research methodologies and strategies.

This chapter focuses on the various research methodology adopted and the reasons for adopting the method. It includes the research design, approach, population of the study,

sample size, techniques, sources of data, data collection instrument, and data analysis techniques.

Research Design

Research design is the procedure for acquiring, assessing, interpreting, and documenting data in research studies (Hahnel et al., 2019). It's a big-picture strategy to connect philosophical science topics to relevant (and feasible) scientific studies. (Abutabenjeh & Jaradat, 2018), defines research design as a plan for a study, providing the overall framework for collecting data. Moser & Korstjens (2018), define it as a plan for selecting subject research site and data collection procedure to answer the research question (s). The study used a mixed-methods study with descriptive and explanatory research designs. The first and second objectives were used to a descriptive research design, whereas the last specific objective used explanatory research methodology. These mixed methods assisted in examining the impact of digital marketing communications on organizational growth, especially, Kolendo Property Solutions.

Research Approach

This research deployed a quantitative research approach. According to (Ragab & Arisha, 2018), quantitative approaches contain measurable data with numerical and mathematical descriptions or explanations. This style of research, also known as positivism, is used to investigate links between quantifiable variables to explain, predict, and control phenomena. It provides generally reliable results. Quantitative research is to investigate complex circumstances and develop generalizations that help to advance theory. As a result, quantitative research is utilized to confirm or validate a link between variables, with logical conclusions based on scientific findings. The quantitative approach will be applied in this study based on this definition. When a quantitative research approach is used, the data collected is transformed into quantitative information that is used to measure the reality of the project's objective.

Research Population

A population refers to a group of people with common characteristics that are of interest to a researcher. A research population is any category of humans or non-human, such as items, educational facilities, time units, geographical regions, wheat prices, etc. that a researcher can use for research purposes. To conduct this research, Kolendo Property Solutions were selected to represent our study population. (Walewangko, Pangemanan, & Pandowo, 2021) refer to population as an aggregate or totality of all the objects, subjects, or members that conform to a set of specifications. A research population is known as a well-defined collection of individuals or objects known to have similar characteristics. The population for the study is 200 clients and research sampled 193 workers in the organization.

Sample Size

According to (Riley et al., 2019), a sample is a component or subset of the population whose size is determined by the study's type and purpose, as well as time and financial constraints. Sampling is the process of picking a sufficient quantity and type of components from a population for research. As a result, sampling is the process of selecting a sample. It is an important aspect of research since it helps the researcher to generalize findings because it is impossible to investigate the entire population in most circumstances. The organization used in this research population is 200 and the researchers used 193 clients as their sample size.

The sample size of 200 was determined by using Muller and brewer (2003) formula: $n = P / 1 + P(\delta)^2$

Description: n = sample size,

P = population,

δ = margin of error at 5% (standard value of 0.05) with a confidence interval of 95%,

n = 193 for client/customers

Sample Techniques

Data collection is critical in research since the data is intended to aid in the comprehension of a theoretical framework. It is then critical to choose the method of obtaining data and from whom the data will be obtained with caution, especially since no amount of analysis can compensate for badly collected data. The objective of this research was to understand the effect and influence of digital marketing communication on organizational growth. The researchers used simple random. Sileyew (2019), viewed simple random sampling as the method of selection by the researcher from a choice of a subject which give all the population equal chance of being included since most at the time the researcher(s) do not have the resource and/or time to sample the entire population. This sampling technique was used to collect data from the football fans. This was to get a balanced view from both the company's and also from the client. In collecting this data, we sent out links to the employees and clients.

Source of Data

There are two sources of data. Primary and secondary sources of data collection. This research used primary source data of data collection. Primary data is data that has been gathered from first-hand experience. Primary data, which is more credible, authentic, and objective, has yet to be published. Because primary data has not been updated or manipulated by humans, it has a higher level of validity than secondary data. When conducting research, there are a variety of approaches to acquire primary data in our research, we used closed-ended questions to the staff and customers of Kolendo property solutions.

Method of Data Collection

The most frequent survey method is the questionnaire, which is a collection of open-ended or closed-ended questions to which respondents respond. Telephone, mail, live in a public place or an institute, electronic mail, fax, and other techniques can all be used to conduct a questionnaire. The questionnaire used for this research consisted of only closed-ended questions consist. The survey was created using the Google forms online platform and distributed randomly through social media platforms like WhatsApp, email, and personal contacts. The online survey contained multiple choices which allowed respondents to express themselves by selecting the best possible answers to the questions asked. This enabled us to collect and analyze accurate information collected.

Analysis Techniques

The analysis technique is seen as how the researcher analyzed the data collected from the respondents to enable readers to understand what was found. The data analysis that is used for this research is thematic and descriptive analysis techniques.

The quantitative data collected through the questionnaire was coded in Statistical Package for Social Sciences (SPSS) a tool for data analysis. I then went forward to analyze the data and the answers were then made available in tables and charts.

Ethical Consideration

Hasan et al (2021) stated that ethical implications must be considered when conducting research. These ethical issues are broad:

Informed consent: Research participants should be informed of the nature and purpose of the study. Research participants should be given:

The choice to participate or not;

A brief description of the nature of the study;

A description of what the participants will involve;

A guarantee of confidentiality; and

An offer to provide detailed information about the study.

The right to privacy: The research should keep the nature and quality of the research participant's performance and/or feedback confidential; and

Honesty: Research reports must be complete and honest. Findings must be presented objectively and without misrepresentation.

The above considerations were applied to the questionnaire as per appendix A and B.

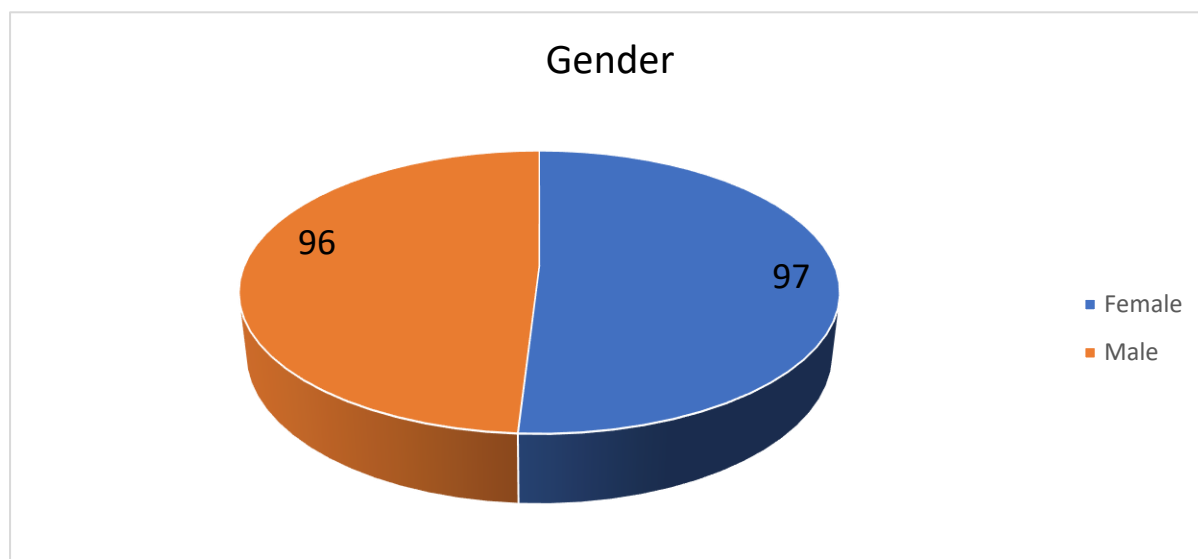
Discussions and Findings

Businesses often want to expand in terms of market size and assets, and in order to stay profitable, they must ensure that they attract and retain clients. According to (Li et al., 2021), the marketing concept is built on the premise that its use improves corporate performance. The goal of the research is to examine the impact and influence of digital marketing communication on organizational growth. In earlier studies on digital marketing, several concepts and definitions have been presented. According to (Kent et al., 2019), electronic device marketing is defined as marketing that uses electronic devices (computers) such as personal computers, smartphones, cellphones, and gaming consoles to engage stakeholders in the process. Digital marketing approaches have the ability to mimic many features of marketing communications and traditional media channels, hence extending the marketing mix. The use of digital media in the process of carrying out marketing operations is referred to as digital marketing. Emails, mobile marketing, search engine optimization (SEO), social media, pay-per-click (PPC), online advertising, and viral marketing are all examples of digital marketing.

Structure of the Analysis

As stated earlier, the goal of the research is to examine the impact and influence of digital marketing communication on organizational growth. The researchers further divided the main objective into three specific objectives. 1. To determine the influence of digital marketing communication on the consumer purchase decision. 2). To identify the impact of digital marketing communication on sales. 3). To examine the effect of digital marketing communication on brand differentiation.

The first and third specific objective was directed to the client or customer of the organization while the second objective was focused on the employees of Kolendo. The researchers first analyzed the demographic information of the customers and employees based on the objectives.

Demographic analysis for customers

Source: Field data 2021

The chart above reveals the gender distribution of the customers. Out of the 193 customers, the male was 96, and 97 were females.

Table 4.1

Age bracket

	Frequency	Percent
Valid		
18 - 28 years	91	58.5
29-39 years	80	37.7
40-50 years	22	3.8
Total	193	100.0

Source: Field data 2021

The next information that was analyzed was the age bracket of the customers of Kolendo. The result from the analysis showed that ninety-one customers indicated to be between the age 18-28 years, eighty of them were between the age of 29-39 years and twenty-two customers revealed to be between 40-50 years.

Table 4.2

Indicate your level of education.

	Frequency	Percent
Degree Holder	91	47.2
Diploma	20	11.3
HND	39	18.9
Master Degree	8	5.7
SHS Graduate	35	17.0
Total	193	100.0

Source: Field data 2021

The last demographic that was inquired from the customers by the researchers was the level of education. 91 respondents pointed out that they have obtained a bachelor's degree, 20 have attained a diploma, while 39 are indicted to have obtained HND. Out of the total, 8 customers have gotten to the level of master's degree and 35 are SHS graduates.

Specific Objectives one and Three

The main objective is to examine the impact and influence of digital marketing communication on organizational growth. The first and three was focused on the customers.

Specific Objective One: To determine the influence of digital marketing communication on the consumer purchase decision

The first objective concentration was to understand the influence of digital marketing communication on the consumer purchase decision. A Series of questions were asked by the researchers to the respondents (see table 4.3 below).

Table 4.3

Which of the factors listed, would encourage you to purchase a property online?

	Frequency	Percent
Quality of online property information provided	82	39.7
Prior experience with online shopping	18	13.5
Recommendation from another consumer (word of mouth)	74	33.29
Ease of navigation through the website	18	13.5
None of the above	1	0.01

Companies may now take advantage of great digital marketing opportunities through the internet. Businesses may increase the number of clients, attract them, and improve their Return on Investment (ROI) by utilizing a range of digital marketing methods. Digital marketing tactics have also replaced traditional marketing methods with the expansion of markets and technologies that are extremely competitive with the use of the internet. After the analysis, table 4.3 present the answers from the customers. Out of the five options

provided, customers of Kolendo indicated that “Quality of the online property information provided” is their number influence on purchase decision with 39.7% indication. Followed by “Recommendation from another consumer (word of mouth) with 33.29%, Ease of navigation through the website with 13.5%, Prior experience with online shopping” also with 13.5%.

Specific objective three: To examine the effect of digital marketing communication on brand differentiation

The third specific objective by the researchers was to understand from the customers’ point of view how digital marketing communication has helped in differentiating brands. In other words, what has been the effect of digital marketing communication on the various brands that are out there in the industry? Below are the answers from the analysis.

Table 4.4

Which of the factors listed would encourage you to revisit the property brand's social media page?

	Frequency	Percent
Online competitions	7	2.8
Real-time customer feedback	62	35.49
Online advertising	95	49.7
Rewards system / loyalty programme	28	12
Interactive games	1	0.01

The result from the analysis revealed that customers of Kolendo online advertising with 49.7% affirmation was the top distinguishing factor for them to revisit the company’s media. This was followed by Real-time customer feedback with 35.49%, the Rewards system/loyalty program having 12%, and 2.8% of online competitions and interactive games with 0.01%. Advertising, addressing specific customer demands, linking a specific sort of image with a product, recognizing and closing a gap that competitors have not recognized, and aggressive communication, and pricing strategies are all ways to build a brand. This may be because of its nature of having a low-cost marketing method that allows businesses to communicate directly with their customers. One could further argue that given the variety of options accessible to customers and the growing influence of social media marketing, brands and consumers play a different role in an organization's strategy now that they have an economic impact (Sima et al., 2020).

Table 4.5

The effect of digital marketing communication on brand differentiation

		Digital marketing communication	Brand differentiation
Digital marketing communication	Pearson Correlation	1	.675**
	Sig. (2-tailed)		.001
	N	193	193
Brand differentiation	Pearson Correlation	.675**	1
	Sig. (2-tailed)	.001	
	N	193	193

** . Correlation is significant at the 0.01 level (2-tailed).

Field data, 2021

Correlation analysis was conducted to uncover the effect of digital marketing communication effect on brand differentiation. The result from the analysis indicated that there is a strong positive relationship between digital marketing communication and brand differentiation, with a coefficient of .675** (Correlation is significant at the 0.01 level 2-tailed test). This means that when there is a positive or negative improvement in digital marketing communication in Kolendo, there will be a positive or negative change in brand differentiation.

Demographic Analysis for Employees

This section of the analysis was on the data collected from the employees at Kolendo. As pointed out in the methodology, the total employees were two hundred (200), and data was collected from one hundred and ninety-three (193). The second specific objective was focused on the employees.

Table 4.6

Gender

		Frequency	Percent
Valid	Female	49	23.8
	Male	144	76.2
	Total	193	100.0

Field data, 2021

The first demographic information collected from the employees by the researchers was the gender of the employees. Out of the sampled respondents, one hundred and forty-four (144) were male representing 76.2% while forty-nine (49) were female corresponding to 23.8%.

Table 4.7
Age bracket

	Frequency	Percent
Valid 18 - 28 years	24	9.5
29-39 years	110	57.1
40-50 years	59	33.3
Total	193	100.0

Field data, 2021

The age bracket was the second demographic information from the employees of Kolendo. The result from the analysis indicated that 24 employees were between the ages of 18-28 years. One hundred and ten (110) respondents were identified to be between the ages of 29-39 years. Lastly, fifty nine (59) employees pointed out to between 40-50 years.

Table 4.8
Indicate your level of education.

	Frequency	Percent
Valid Bachelor	102	66.7
HND	30	9.5
Master	49	19.0
Professional	12	4.8
Total	193	100.0

Field data, 2021

Table 4.8 above presents the level of education by the employees of Kolendo. 102 out of the total sampled size identified to have obtained Bachelor's degree, 30 indicated to have HND, 49 stated to have a master degree and 12 employee pointed to have a professional certification.

Table 4.9

How long have you been with Kolendo Property Solutions?

	Frequency	Percent
Valid 1-3 years	150	81.0
4-6 years	11	4.8
7-9 years	11	4.8
Less than 1 year	21	9.5
Total	193	100.0

Field data, 2021

Lastly, the researchers inquire how long the employees have been in the organization. One hundred and fifty (150) of the one hundred and ninety three (193) employees sampled pointed out that they have been in the organization between 1-3 years while 4-6 years and 7-9 years had employee each respectively indicating their length of time in the organization. Twenty one employees showed that they have been in Kolendo for less than 1 year.

Specific objective two: To identify the impact of digital marketing communication on sales Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Email marketing has increased sales revenue in the business	193	1	5	2.62	1.322
Mobile marketing has increased sales revenue?	193	1	4	2.76	.889
Does social media marketing have to increase sales revenue?	193	3	5	3.52	.750
Online advertising has increased sales revenue?	193	3	5	3.71	.717
Total average mean	193			3.15	

Scale of 1= No extent; 2=little extent; 3= moderate extent; 4= great extent; 5= very great extent

On this objective, the goal was to find out the impact of digital marketing communication on sales. The digital marketing communication that was focused was on email marketing, mobile marketing, social media marketing, and online advertisement. After the analysis using the scale above, it was revealed that the total average mean is 3.15. This means that there is a moderate extent of the impact of digital marketing communication on organizational sales.

Discussion of the Findings

According to (Kotabe & Helsen, 2022), globalization is the transition to a more integrated and interdependent international economy, combining traditionally different and separate national markets into one massive global marketplace. Marketing is a goal-oriented activity that consists of interconnected activities that include both planning and executing actions that result in mutually beneficial exchanges between customers and suppliers (Espe, Potdar, & Chang, 2018). Marketers can now deliver additional value to their customers through technology, information, knowledge, and social activities, resulting in more personalized marketing techniques. The researchers embarked on this research to uncover the influence of digital marketing communication on organizational growth using Kolendo as a case study. To achieve this main objective, the main objective were divided into three specific objectives.

1. To determine the influence of digital marketing communication on the consumer purchase decision.
2. To identify the impact of digital marketing communication on sales.
3. To examine the effect of digital marketing communication on brand differentiation.

Based on these specific objectives, the researchers collected data using a questionnaire to the customers and employees of the organization. The questions were divided into two: demographic information and specific objectives. The demographic information collected from the customers was gender, age bracket, and level of education. Out of the one hundred and ninety-three customers that were sampled, the female was the highest number with 97 while the male was 96. Secondly, demographic information was the age bracket of the respondents. Between the ages of 18-28 years had the highest number ninety-one (91), followed by 29-39 years with eighty (80) customers and 40-50 years with twenty-two (22). The last demographic information analyzed was the level of education of the customers. Customers with bachelors were had the largest number with 102, followed by Masters with forty nine (49), HND with thirty (30) and twelve (12) with other professional respectively. The specific objective one was as stated earlier was to understand the influence of digital marketing communication on the consumer purchase decision. In other words, what is the influence digital marketing communication has on the consumer purchase decision? As digital platforms are increasingly incorporated into marketing strategy and daily life, digital marketing campaigns are becoming more prevalent, effective, and individuals are increasingly using digital gadgets instead of visiting physical stores. Marketing activities conducted through digital channels allow marketers to connect directly with potential customers regardless of their geographical location. The problem marketers will have to constantly solve is to understand the type of information that would influence their customers or those who visit the site to make a purchase decision. Among the series of questions asked, the result showed that "Quality of the online property information provided" is the topmost influence on customers towards a purchase decision. As identified by (Guha, Harrigan, & Soutar, 2018), that costumers much time on social media and can capture marketing messages sent through digital platforms thus increasing the sales growth. Specifically, (Bala & Verma, 2018), revealed that digital marketing, such as social media marketing and mobile marketing, has a profound

impact on consumer purchasing decisions. In addition to other benefits according to (Appel et al., 2020), is that it will allow marketers to create more customized and social marketing tactics focused on specific customers to establish long-term relationships. The second specific objective was to the impact of digital marketing communication on sales. To answer this question accurately, the researchers directed the questions to the employees of Kolendo. The increase in revenue generated by a company over a set period is referred to as sales growth. This could be due to an increase in product prices, the sale of more products, or a combination of the two. Sales growth as a result of price increases may be attributable to inflation adjustment rather than genuine sales growth, but if expenses remain low, it will contribute to real sales growth. Increases in the number of products sold indicate sales growth, which could be due to regional development, the opening of new branches, or the addition of new products and services. With digital marketing communication channels, organizations can reach more customers personally and collectively. As pointed out by (Bala & Verma, 2018), marketers can utilize digital marketing to contact users through a variety of channels, including e-mail marketing, internet advertising, social media marketing, mobile marketing, and so on. After the analysis, using the scale of 1= No extent; 2=little extent; 3= moderate extent; 4= great extent; 5= very great extent, the result revealed that there is a moderate extent to which digital marketing communication channels affect sales in Kolendo. The analysis, showed that digital marketing increases the sales and profitability of an organization by creating better market networks and creating authentic relationships with customers. The last objective was to understand the effect of digital marketing communication on brand differentiation. Customers are more likely to buy from well-known and respected companies brands and as a result, most companies have prioritized establishing powerful brands, as it allows stronger customer-brand interactions and distinguishes the brand from the competitors (Chi et al., 2021). A brand is a commitment made between a company and a customer to provide a consistently positive experience and a set of desirable benefits with its products and services" to build loyalty. There are different ways in which organizations could communicate the commitment made to the customers. The focus of this research is on digital marketing communication. In light of this, the analysis was carried out to uncover the effect of digital marketing communication on brand differentiation. The result showed that digital marketing communication has a strong positive effect on brand differentiation. This means that if Kolendo's digital marketing communication improves, there will be an increase in its brand differentiation. There are different benefits to brand differentiation. It helps businesses change from transactional to relationship-based marketing, cultivate a devoted client base, produce an asset that provides long-term profitability, and provide enterprises with "trade leverage". Customer loyalty to a product or brand allows a corporation to charge a higher price, lower marketing, and operational costs, and function as brand boosters (Ludeke-Freund et al., 2019).

Conclusion and Recommendations

Digital marketing has become increasingly important in the current world and as a result, marketers adopt this new type of marketing strategy to increase product and service sales. In addition, the evolution of digital marketing has altered how brands and enterprises employ digital technology and platforms for marketing purposes. Furthermore, digital marketing is an electronic communication channel that marketers utilize to support their products and services in the marketplace. Digital marketing is described as the sale and purchase of information, products, and services over the internet or through a computer. The goal of this

research was to examine the effect of digital marketing communication on brand differentiation, specifically Kolendo. The main objective was divided into three specifics: 1. To determine the influence of digital marketing communication on the consumer purchase decision. 2. To identify the impact of digital marketing communication on sales. 3. To examine the effect of digital marketing communication on brand differentiation.

The specific objective one was as stated earlier was to understand the influence of digital marketing communication on the consumer purchase decision. The analysis revealed that the Quality of the online property information provided is the topmost influence on customers towards a purchase decision. These findings were in line with (Ahmed et al., 2019), their research revealed that digital marketing, such as social media marketing and mobile marketing, has a profound impact on consumer purchasing decisions. The second specific objective was to the impact of digital marketing communication on sales. Using the scale of 1= No extent; 2=little extent; 3= moderate extent; 4= great extent; 5= very great extent, the result revealed that there is a moderate extent to which digital marketing communication channels affect sales in Kolendo. In support of this finding, (Dumitriu et al., 2019), showed that digital marketing increases the sales and profitability of an organization by creating better market networks and creating authentic relationships with customers. The last objective was to understand the effect of digital marketing communication on brand differentiation. The result showed that digital marketing communication has a strong positive effect on brand differentiation.

Conclusion

The internet has altered how people interact since it allows them to communicate without regard for place, distance, or time. The internet is a big public network that originates from computers, links a large number of users all over the world, and houses massive amounts of data. Economic growth in the digital era is inextricably linked to the effect of technology and social media marketing, and platforms and cutting-edge technologies have made the digital marketing sector more accessible. Various company activities, ranging in size from small to large, make use of this advancement to conduct their operations. Although this is the reality of organizations, the effect and influence of digital marketing communication might differ in degree. According to (Dumitriu et al., 2019), it could produce an asset that provides long-term profitability while (Chaffey & Ellis-Chadwick, 2019), asserted that it could provide enterprises with "trade leverage". Based on the findings, the researchers concluded that digital marketing communication has a positive influence on Kolendo's growth. Demonstrating that when there is an improvement in enterprise digital marketing communication, there will be organizational growth. Similarly, (De Pelsmacker et al., 2018) study of digital marketing strategies and approaches in 132 Belgian hotels found that review volume influences room occupancy and that RevPar valence has an impact on review volume. Furthermore, part of Islami and Tiara's research discovered that digital marketing has a positive effect on organizational performance within the Micro, Small, and Medium Enterprises (MSMEs).

Based on the findings, the researchers concludes on the following

- Digital platforms must increasingly incorporated into marketing strategy and daily life of marketing campaigns.
- Digital platforms are more prevalent, effective, and individuals are increasingly using digital gadgets instead of visiting physical stores.

- Marketing activities conducted through digital channels allow marketers to connect directly with potential customers regardless of their geographical location.
- Marketers can now deliver additional value to their customers through technology, information, knowledge, and social activities, resulting in more personalized marketing techniques.
- Digital Marketing increase profitability since most individuals can use digital platforms at their own convenience.

Recommendations

According to (Fletcher & Nielsen, 2018), since the last decade, there has been a tremendous increase in the use of digital media among the general population as consumers. As a result, businesses employ digital marketing tactics to reach out to their target consumers. Since 2010, the number of internet users has increased by over 2 billion, and this number is predicted to double every year and due to rising competition and changing customer demand, digital marketing has become a vital strategy for promoting products and services. Digital marketing, also commonly referred to as e-marketing, is a type of internet advertising that sends out electronic messages to potential buyers. The community is currently in high demand for digital marketing, one of the marketing mediums, to promote its diverse activities. Organizations are gradually moving away from traditional marketing and toward modern or digital marketing and this is because it has the advantage of being able to be employed at any time, in real-time, and globally.

Based on the conclusion, the following recommendations were given.

- The management of Kolendo should continue to improve its digital marketing communication, specifically, on the “Quality of the online property information provided to the customer”. This is because, from the analysis, it was revealed that the majority of Kolendo’s customers pointed out the number one influence on their purchasing decision was the quality of the online property information provided. To remain competitive in the industry, the management has to continuously reduce the efforts their customers make to get the necessary and needed information.
- The result from the analysis showed that Kolendo’s sales using digital marketing had a moderate impact. Digital marketing is the area of email marketing, mobile marketing, online marketing, and social media. This means that there is room for improvement from the management. According to (Li et al., 2021), with the help of technology, marketers can now offer additional value to their customers through information, knowledge, and social activities which then will lead to more personalized marketing techniques. We are recommending that Kolendo should use this opportunity to a great length by dividing their customers into segments by research and understanding those who would prefer, email marketing, mobile marketing, online marketing, and social media interactions.
- Lastly, we recommend that the organization should continue to use digital marketing to differentiate its brand. According to the result from the analysis, there were three areas in which the customers identified that the brand of Kolendo was different from others and they are online advertising, Real-time customer feedback, and reward system/loyalty program. Signifying that, if the management of the organization continues to improve their online advertisement, customer feedback on time, and reward system/loyalty program, Kolendo’s company will stand out in the midst of all

the other organizations in the industry. Rosario & Cruz (2019), asserted that because of the relatively low cost of digital marketing as against traditional marketing, marketers and organization could communicate directly with their customers leading to a more personalized relationship.

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