

**Research Article**

The evaluation of digital marketing's success for firms in the age of digitalization during the previous decade

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ABSTRACT

It is the application of digital technology to provide a combined, targeted, and quantifiable message that aids in acquiring and retaining consumers while also fostering deeper relationships with them. Digital technology's recent advancements have significantly enhanced the corporate sector, and digital marketing has emerged as a vital tool for business growth. The main idea for the current article is to create a map of the digital marketing literature produced in the previous ten years. The study's primary purpose is to examine digital marketing research over the previous decade to better the field's future direction. The PRISMA statement 2020 is used to choose and reject records, with the final 79 records being included in the research following the procedure. According to the current study's findings, digital technologies have significantly impacted the business sector in recent years, and many scholars intend to improve their scholarly work as a result.

Keywords: *Digital Marketing; Digitalization; Technologies; Businesses; Consumers*

1. INTRODUCTION

The use of digital technology to provide a combined, targeted, and measurable message that helps to gain and keep consumers while creating more meaningful relationships with them, according to the definition of digital marketing (Wymbs, 2011). Digital marketing platforms are accessed using personal computers, tablets, and mobile phones (Jain & Yadav, 2017). Digital marketing also uses digital media, which is classified as owned, paid, or earned (Lovett & Staelin, 2012).

Traditional marketing is increasingly shifting to the internet market, and digital marketing must acquire popularity. Customers are becoming more aware of digital marketing and are increasingly turning to the digital market. The vendor uses digital marketing tactics to communicate a message to the target audience (Khan & Qureshi, 2020). From the seller's

standpoint, digital marketing is far cheaper than that traditional marketing media. Both buyers and sellers benefit from digital marketing. Our everyday lives are becoming increasingly digital. It alters the way consumers and businesses interact in the traditional sense (Hassan Gillani et al., 2021). The looks of sectors, rivals, and enterprises are distorting in a period of rapid technological transformation, as firms and platforms combine to create novel methods to interact. Existence and growth in a rapidly changing market need organizations to let go of traditional thinking and retain internal innovation that adds value to both channel members and customers (Muhammad Imran Qureshi et al., 2020)—understanding the components of procedural digitalization, communications digitalization, and customer digitalization. It will be necessary for obligatory enterprises to create and build on strengths now managed in-house and identify and address supply gaps. Officials must also seek to remove organisational inertia and swiftly implement an agile digitalization strategy throughout the company, channels, and customer triad (Collaboration, 2011).

The role of digital marketing (D.M.) in a firm's marketing strategy has expanded in the industrial sector, as seen by growing D.M. investment by industrial firms. Activities currently contribute to around one-quarter (26%) of total marketing expenditures (Robbins et al., 2013). Aside from cost-effectiveness and changes in consumer behaviour, investments in D.M. are motivated by the fact that its outcomes are more easily quantified than those of traditional marketing (Järvinen et al., 2012). As consumers increasingly connect with businesses via digital platforms, marketers have understood the need to track these interactions and measure their success (Chaffey & Patron, 2012). Firms must use Web analytics (W.A.) for this purpose, which is described as "the measurement, collecting, analysis, and reporting of Internet data for understanding and optimising Web usage (Fagan faganjc@jmu.edu, 2014).

Consumer behaviour is changing due to digitization and social media, having significant implications for businesses, goods, and brands (Muntinga et al., 2011). Technology has been putting pressure on organizations to acquaint their practices with current and diversified procedures that society is now questioning due to globalization (Marketing & 2017). Multinational corporations distinguish the position of implementing a digital association with customers. According to (Yadav & Pavlou, 2013), the customers' revolution pillars are digital technical equipment such as intelligent goods and Artificial Intelligence. They are altering marketing methods that businesses use to develop needs or meet people's wants back in the day. According to (De Bruyn et al., 2008), Web/mobile marketing, Search Engine Optimization (SEO), social networks, and Customer Relationship Management are the four critical parts of digital marketing that may be found in a company platform (CRM). Firms face enormous hurdles due to the digital transformation in society and marketing. Prior marketing literature has explored chiefly the digital revolution's impact from a conceptual standpoint. This includes a discussion of the implications for business and revenue models, the consequences of new digital channels and media, and the increasing availability of data (Mustapha et al., 2021).

The current study maps the literature published on digital marketing in the last decade. The study's main objective is to analyze the research on digital marketing in the last decade

and optimize the future direction of digital marketing research. The digital marketing-related data is extracted from the Scopus database and used the PRISMA statement 2020 to select and reject the records for the study.

2. LITERATURE RESEARCH

The Scopus database was utilised to gather as much relevant material as possible, locally and globally. To create a comprehensive image of current Digital Marketing research, related publications in English were incorporated into the evaluation of various research trends. The Scopus database, which was extensively used as a data source from 2012 to 2021, contains significant coverage of over 51 journals across 55 categories and ensures the quality of the literature by generally acknowledged citation indexing. Periodicals are covered under the section "Business, management, and accounting," which indicates possibly relevant new publications that have not yet been indexed. To search the papers on digital marketing, the keywords digital marketing and effectiveness, social media and digital marketing, online shopping and effectiveness, and digital marketing and conventional marketing were used.

2.1. QUALITY ASSESSMENT:

This publication merges original papers and review articles to make the study more brooder, and duplication of articles in the review should be minimised. To limit the data even further, the abstracts and conclusions were examined. References referenced in the chosen publications and pieces citing our sampling papers were also verified.

2.2. ELIGIBILITY AND INCLUSION CRITERIA

The following criteria were used to pick articles from among the recognised works of literature: Articles written in English published in journals were chosen to assure the high quality of the papers chosen. This study evaluates the marketing literature on Digital Marketing, considering the remarkable expansion of Internet marketing. The bulk of the research presented quantitative data. However, many publications also included high-quality qualitative evaluations. The research also includes review papers as a category. Duplicate research from many publications, as well as irrelevant papers, were eliminated.

The PRISMA statement 2020 in the selection and rejection details in Fig. 1.

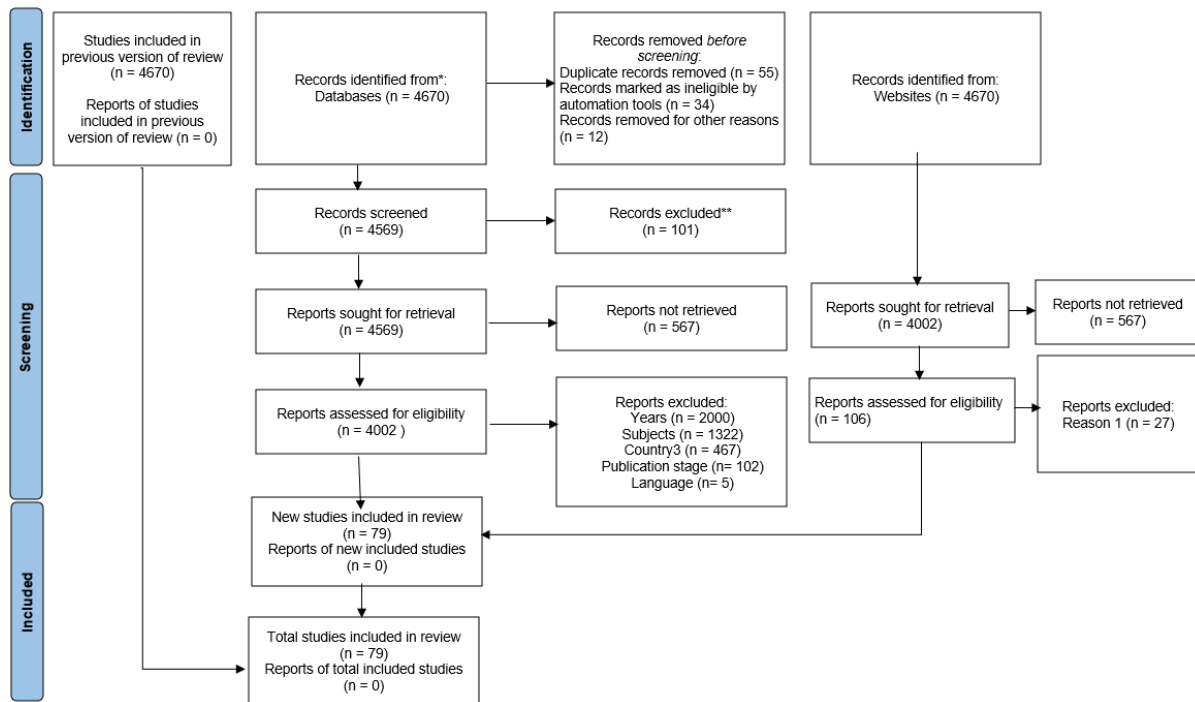


Fig. 1. PRISMA statement 2020 for inclusion and exclusion of records

2.3. STUDIES INCLUDED IN THE QUALITATIVE SYNTHESIS

The method was divided into two parts once the 79 articles were chosen. Initially, the data was loaded into Microsoft Excel for a descriptive study of the literature on Digital Marketing in Marketing, which included online shopping, online marketing, and internet marketing. The second phase entailed doing an in-depth content analysis to identify and analyse the critical research streams, reporting on state of the art in research across several areas, and noting potential obstacles and possibilities for future study. Content analysis is a document and text analysis approach that attempts to detect and measure the evident content of communication in current categories, allowing for accurate and proper assessments (Cook et al., 1997).

3. RESULTS:

3.1. DESCRIPTIVE ANALYSIS

The graph depicts the progress of different digital marketing publications over a year. Literature was scarce on the subject of digital marketing. Between 2019 and 2021, a study in this field grew substantially, reaching a pinnacle in 2021. This pattern suggests that the study of digital marketing from a strategic viewpoint has grown significantly over time. The goal is to identify ways to incorporate digital marketing into as many sectors as possible. Digitalizing the economy has manifested itself in several aspects of society.

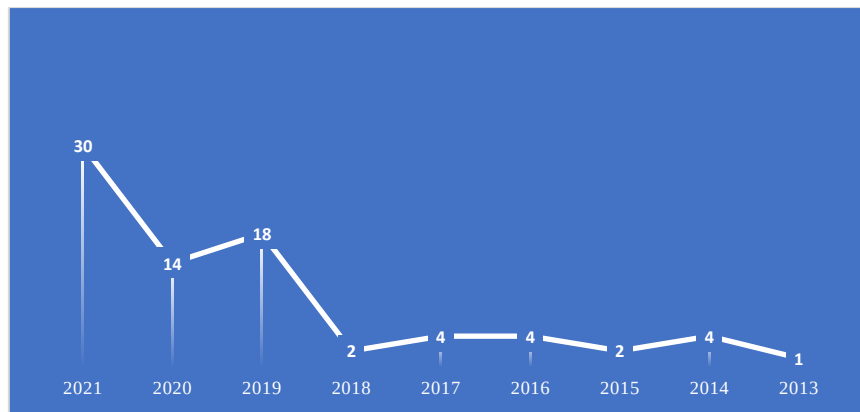


Fig. 2. The distribution of records in year base

In addition, Fig. 3 shows the subject-based research in a web of science database. Business is creating much research on digital marketing (30%), while computer science has published research on the issue of digital marketing (16%). The database results revealed that most research is focused on two topics, with a high publication ratio in both domains. Economics, econometrics, and finance are the third most famous subjects, accounting for 15% of published research.

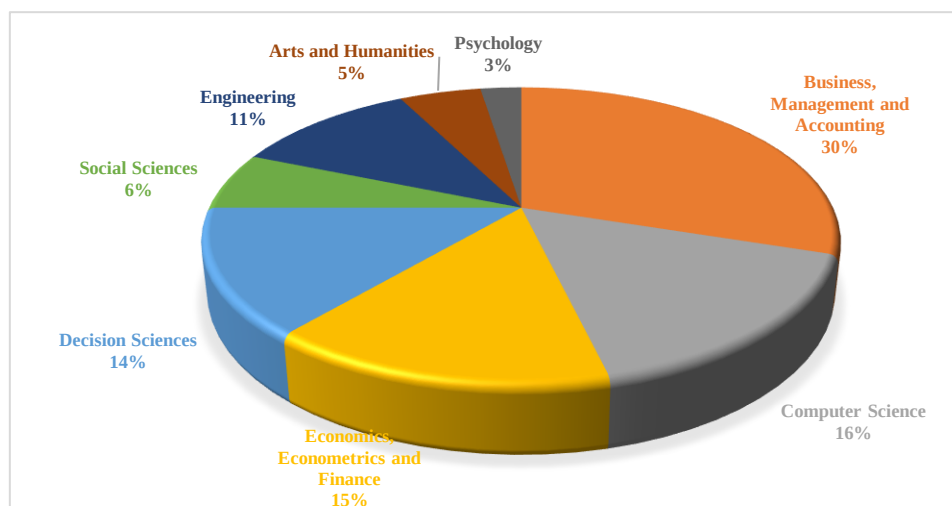


Fig. 3. The distribution of records on the subject base

Furthermore, the present study's journal-based publishing analysis reveals that the International Journal of Recent Technology and Engineering has six articles. Second, most research (5 in total) is chosen from the International Journal of Internet Marketing and Advertising. For the present study, the number of studies is gradually decreasing. Four papers from each of the journals International Journal of Business and Society, International Journal of Supply Chain Management, and Journal of Retailing and Consumer Services were contributed. The article's findings chosen from each publication are shown in Fig. 4.

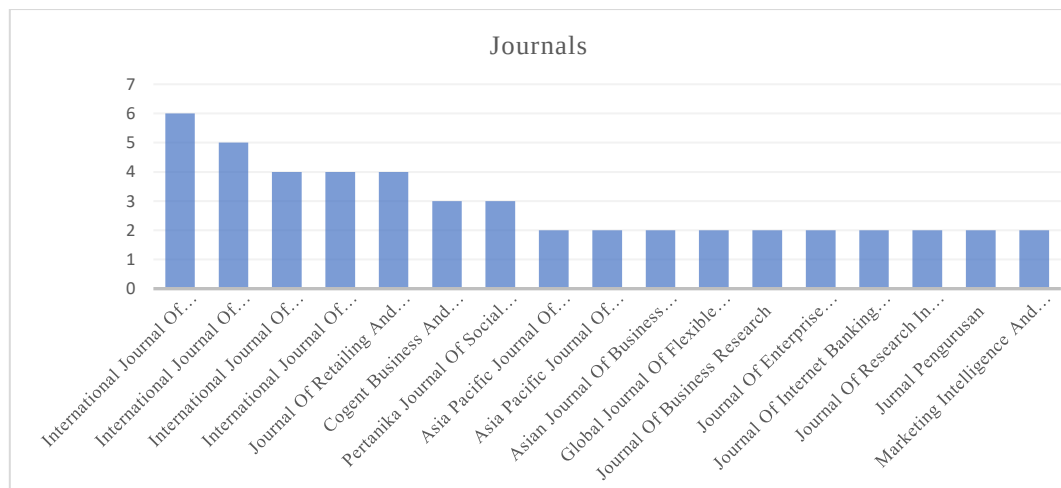


Fig. 4. The distribution of records on source

Finally, the current study assesses the countries-based article selection criteria, and the United States received the maximum number of records, with a total of 24. Malaysia is the study's second-largest contributor, with 12 records. Fig. 5 shows the other records. The United Kingdom, Australia, Saudi Arabia, Pakistan, and Indonesia produced essential papers.

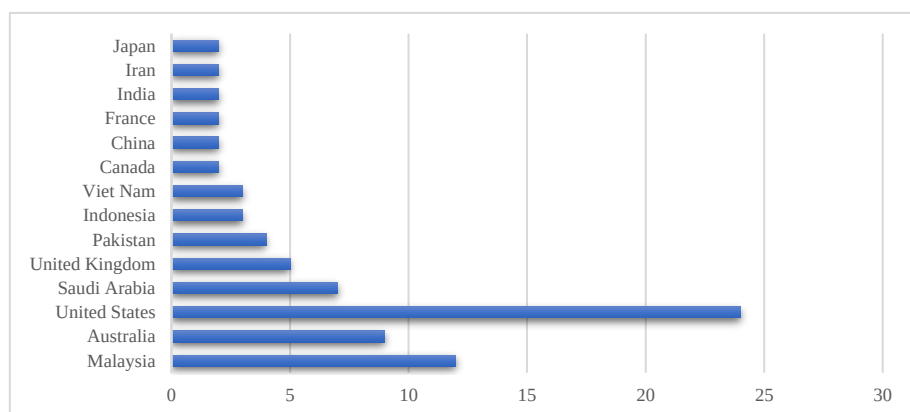


Fig. 5. The distribution of records in countries

3.2. METHODS BASED CLASSIFICATION OF LITERATURE

The articles' research methods Are thoroughly examined, and three approaches, quantitative, qualitative, and review articles on digital marketing, are identified. Furthermore, the methodologies are thoroughly examined to determine which fields require more effort, and the researcher focuses on determining the importance of the task that must be completed.

3.3. QUANTITATIVE METHODOLOGY

Current technological advances and digitization have saturated organizations with an unprecedented deluge of quantitative data (Rienzo & Chen, 2018). According to (M.I. Qureshi et al., 2020) "an amalgamation of skills, knowledge, beliefs, temperaments, habits of mind, communication competencies, and problem-solving skills that people need to

involve in and effectively manage situations in life separately and at work that involve numbers, quantitative or quantifiable information, or textual information that is founded on or has embedded in it some mathematical elements," according to the definition for numeracy in this paper. Quantitative literacy, expressed, is the capacity to comprehend and use numbers in a particular environment. Teaching numeric literacy, despite its essential, may be difficult (Geiger et al., 2015). One significant issue is that quantitative literacy in organisational contexts often demands the addition of context into quantitative data analysis. In other words, while mathematical skills such as regression are critical, quantitative literacy in organisations must be considered in context - the organization's goal, functional areas, and other organisational activities –to be practical (Yang et al., 2021). Imitations are employed to highlight the surrounding organisational environment for quantitative analysis. A simulation's distinguishing feature is its ability to excite and influence the environment surrounding business choices (Gendron et al., 2016).

Furthermore, most of the digital piracy work is done inside the context of digital marketing. Few studies have been undertaken to explore the variables that influence the purchase of pirated software and CDs in developing countries, particularly Indonesia, the world's fourth most populous country and a significant market for counterfeit items (Khan et al., 2020). In Indonesia, just a few research studies look at this topic. (3D food printing is a cutting-edge method of mass customization in the food industry.) Digital media is also discussed in several of the research (Ronald Rael, 2018). According to (Zhang et al., 2019), globally, over 2.34 billion people used digital media in 2016, with this figure anticipated to climb to 2.95 billion by 2020. The internet has become an essential part of daily life in the United States, with social media accounting for a substantial portion of that activity. According to recent estimates, three-quarters of individuals used social media to communicate with others and their use was self-rated as "extremely frequent" (an average of 8.03 on a 10-point frequency scale) (Correa et al., 2010). It is the argument here that this same singularity holds in China.

Digital marketing encompasses digital media, creative sectors, and current-day advertising. The quantitative research includes Google and Advanced Land Observation Satellite pictures and a digital map. Because land is where most of the world's seven billion people spend most of their time, land cover data is critical (Khan et al., 2020). It provides most human food, fuel, freshwater, and fibre needs while also influencing the global climate system. Climate change and degradation processes such as desertification put pressure on the land, and the stresses on the land alter and migrate as the human population grows and changes (Stavi et al., 2021). Land used to generate diverse food types, cash crops, fibre sources, biofuels/bioenergy, and ever-increasing urbanization faces intense competition since land is a finite resource (Pedruzzi et al., 2013).

3.3. QUALITATIVE METHODOLOGY

The research questions and conceptual framework of a study guide the first sample decisions in qualitative research (Musculus et al., 2013). This emphasizes the research of critical aspects, such as the limits of a "case." According to qualitative researchers, a circumstance is not always a human but may be anything from a house, a hospital, a culture, an organization, or a method, to name a few examples (Muhammad Imran Qureshi

et al., 2021). After determining what constitutes a 'case,' a researcher must make 'within-case sample judgments (Savage et al., 2013). In addition to (or sometimes instead of) conducting data groups through direct dialogue with individuals or groups, researchers may study documented recommendations and other resources such as images, drawings, online forums, web pages, journals, or artefacts (Muhammad Imran Qureshi & Khan, 2020). The choices made will affect the assumptions drawn from a study and their apparent reliability by others, thereby decidedly manipulating later analysis stages.

There have been 32 studies in qualitative classifications, with prior researchers focusing on qualitative approaches significantly more than quantitative techniques. Most qualitative studies focus on big data. Big data refers to enormous and complex data assets that require lucrative administration and analysis (Dubey et al., 2017). The vast scale of big data needs specialized technology for gathering, storing, and analysing it, which is referred to as capacity (Wolfert et al., 2017). Speed refers to the rate at which data is generated or changed, highlighting the real-time aspect of big data. The term "variety" refers to the many available forms of data. Texts, spreadsheets, audios, movies, and sensors are all examples of critical data sources (Imran et al., 2021). Big data are typically formless (e.g., text, audio) and are not structured in a relational database (e.g., tables, spreadsheets). The multiple constructions of massive data holdings that make them unclear, imprecise, and inconsistent are veracity. Data relating to customer opinions expressed on social media, for example, might be skewed, erroneous, and unclear (Malhotra & Birks, 2003)

Furthermore, while advanced information and communication technologies have been discussed in previous literature, personal data protection has become a significant and sensitive issue for governments and organizations in today's information-sensitive age (Aceto et al., 2018). This is due to a growing knowledge of consumer rights and the growing relevance of data breach cases. Hundreds of millions of data accounts in the United States were exposed between 2005 and 2017 (S.H.X. et al., 2017). Equifax, a multinational information solutions provider, has revealed that outsiders gained access to the personal information of 182,000 of its customers in 2017 (Zou et al., 2018). A strong data protection plan is required immediately. Every classroom has textbooks, which play an essential part in instructional circumstances and teaching (Väljataga, And, 2014).

3.4. SEGMENTS

This section discusses Breaking anything down into its essential elements is one approach to comprehending it. A recent study indicates that segmenting continuous activity into meaningful events is an essential perception component with consequences for memory and learning. According to behavioural and neuroimaging research, segmentation is instinctive, and humans spontaneously separate their activity into hierarchically ordered chunks and subparts (Boticki et al., 2013). This division is based on bottom-up processing of sensory components such as movement and top-down processing of conceptual features such as the actors' aims (Ahmad Hassan Gillani et al., 2021). People's ability to segment activities affects their memory; therefore, individuals who perceive accurate event boundaries during perception recall learn more. According to (Miyatake et al., 2016), together, vendors and customers are fuelling the rise of online purchasing services.

Compared to brick-and-mortar establishments, online shopping vendors can save on costs such as rent and labour, while buyers who purchase goods through an online shopping site can save time on shopping trips. The digital medium of broadcasting, such as television and radio, is examined in depth. Access to the broadcast range is required to deliver public television and radio services; however, due to increased demand for such resources, sufficient regularities are frequently limited (Túñez-López et al., 2020).

Furthermore, (Nelson, 2018) looks at the emergence of digital currencies, and you will see that the most severe threats to financial stability appear to be just that: potentials, not realities. If it became widely used as a component of account and store of value alongside fiat currency, we would essentially be in a world where the digital currency's value was comparatively stable, and it was seen as a low-risk advantage; otherwise, it would not be used as a component of account and store of value. Some researchers are looking for digital banking, and countries are working hard to establish digital banking and payments in member countries. Over the previous three decades, several financial and banking sector reform plans have been implemented in various member nations (Vaicondam et al., 2014). The fundamental goal of these changes was to improve banking sector administration and regulation, establish digital banking and internet banking, implement clearance and settlement systems, increase competition, and foster financial innovation (Shaikh et al., 2017).

4. CONCLUSION

As a result, governments need to foster intense information exchange and capacity development programs to improve awareness of the digital economy and its possible future role and design strategic action plans. Government education spending must go beyond supporting conventional education and include expenditures for training in specialized technology-related skills. Governments should prioritize informal science, technology, engineering, and math education (STEM) (The World Bank, 2021). In addition, Research and development (R&D) is an essential aspect of technological development to increase the compatibility of human capital with the digital era. Governments must begin boosting their R&D funds to support research in their fields, considering the potential for innovation-led growth that effective R&D may provide. Governments must undertake continuous intense information exchange on tactics deployed to develop human capital and perform R&D while doing so. Other industries, such as healthcare, must likewise go toward digitization to improve countries' health standards.

Consultations and targeted actions to key stakeholders such as companies, particularly micro, small and medium enterprises, and the community, which are typically at the forefront of these developments, would be critical to closing the digital divide (Sicat et al., 2020). There is a paucity of literature on the manufacturing business, one of the most significant contributors to the economy, and the researcher must include the industrial sector in a future study to contribute to the corpus of knowledge. Another intriguing study subject is how different digital environments (such as social media and mobile) impact consumer outcomes, including psychological and economic variables. Although most of the researcher's work has been done in prosperous economies, the literature should also

contain individuals from emerging economies. The digital marketing literature has seen much activity in recent years, with some notable contributions to knowledge.

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