



## RESEARCH ARTICLE

## The Impact of Digital Marketing on Electronic Businesses from a Supply Chain Perspective

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ARTICLE INFO	ABSTRACT
Received: Jul 19, 2024	As digital marketing keeps on growing, it has been very important for organizations to succeed. Usually, there are multiple engagements with digital marketing to solve unique challenges related to digital marketing while developing existing client potential. Various entrepreneurs and organizations have made their transactions with electronic business. Electronic businesses are broader than e-commerce, such as transactions based on e-commerce and the ones running traditionally but providing online activities. An e-commerce can run any part of internal processes like risk management, inventory management, human resources, and finance. For having e-business and e-commerce, it should manage additional sales or other activities of the company while selling products online. It may accelerate growth in revenue by making the coordination tighter for end-to-end experience in different "Business-to-Customer (B2C) and Business-to-Business (B2B) client-base". Digital economy has literally transformed the "supply chain management (SCM)" activities. Hence, this study aims to investigate the impact of digital marketing on electronic businesses with a perspective of supply chain management and discuss how to digitalize marketing activities to improve customer value. To fulfill these objectives, this study relies on primary data collected from online survey conducted through a self-structure questionnaire distributed among participants employed in various online businesses to ensure relevance.
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## INTRODUCTION

Digital marketing is basically a broad term for measurable, targeted, and innovative marketing of services or products with various digital technologies to transform leads into consumers and reach consumers (Aboalganam et al., 2024; Alghizzawi et al., 2024). Digital marketing is well-known to promote brands, increase sales, and build customers' preference with several approaches (Omeish

et al., 2024). As digital marketing keeps on growing, it has been very important for organizations to succeed. It is worth noting that lack of proper marketing strategies is a major challenge to succeed when it comes to digital marketing. Digital marketers have cited various challenges to prevent them from meeting their goals like budget limitations, ineffective metrics, analytics, lack of experience or training, and inability to prove ROI. It is vital to plan a digital marketing strategy to stand out. The ability to grow in modern economy for a business is based on how well a company adapt to digital media (Abu-AlSondos et al., 2023). The key here is to develop and understand customers, and select the online marketing plan to reach both goals and target audience. Without having to identify a robust strategy, it is vital to find out whether tools related to digital marketing can help meet such goals. Digital marketing is no longer related to just adding other channels to marketing mix. It is related to integrating online strategies into all aspects of marketing (Omeish, Sharabati, et al., 2024).

Engagements with digital marketing are usually multi-dimensional to solve certain online marketing problems when it comes to build existing capabilities (AlSondos et al., 2020). When combining the concept of digital marketing with value, customers are constantly interacting with brands as they get closer to make buying decisions, whether by getting marketing emails, using mobile devices, or finding products online or finding coupons (Edelman, 2010; Omenukwa et al., 2024). Most of those contacts are managed by various parts of an organization. Online channels can unify the same experience and avoid lack of opportunity (Alhanatleh et al., 2024). The combined effect of engaging consumers well, capturing online traffic, increasing conversion rates, and strengthening bonds with after-sales can be achieved by using online marketing with e-business or e-commerce (Al-Gasawneh et al., 2022). E-commerce refers to a transaction that is completed over mediated network having the transfer of rights or ownership to use services and products. Transactions shouldn't have the price and cover both items and sales like free downloads. E-commerce consists of transactions made on World Wide Web, Extranet, Internet, Intranet, etc. by fax or email (Chen et al., 2020; Ikumapayi, 2024). Though e-business is wider than e-commerce, transactions relying on e-commerce businesses and running traditionally can serve online customers too (Abu-Allan & Alghizzawi, 2024).

An e-business can run any part of internal processes online, such as, risk management, inventory management, HR, and finance. For an online business or e-commerce platform, they should sell and manage activities (Chen et al., 2020). Among different "business-to-business (B2B) and business-to-customer (B2C)" clients, it may boost growth in revenue by strengthening the combination of "end-to-end experience." Along with e-business, all the models and rules are changed. Digital economy has always transformed the needs of "supply chain management (SCM)". SCM refers to managing the flow of services and goods. It consists of storage and movement of "work-in-process inventory, storage and movement of raw materials, and finished goods from factory to end consumers." The ability of an organization to embrace latest technology is important to improve productivity in an organization. It is possible to merge supply chain and e-business to create a blend of endless possibilities (Alqurashi et al., 2024).

Supply chain structures have been redefined and performance of those supply chains rely on the use of innovation and online business technologies (Alghizzawi, Ahmed, et al., 2024).. There is a need to identify important components for making supply chains effective. Capital investments, cost-saving, and supply chain processes may significantly affect online businesses as well as supply chains supporting them. It is hypothesized that modern SCM systems depend upon technical advances and propel existing companies in the current online world where it is both seller's and buyer's market. Organizations which capitalize may have smart, dynamic supply chains aligned with online strategies. The study introduces e-business and digital marketing issues faced by decision-makers in a highly competitive world (Al Shibly & Alghizzawi, 2024).

## 1.1. LITERATURE REVIEWS

Conti et al. (2023) conducted an empirical study to determine the impact of digitalization on strategic, operational, and informative marketing in manufacturing companies with entrepreneurial point of view. They conducted a study on 205 Italian companies with a questionnaire. They performed exploratory research with “hierarchical cluster analysis”. It is found that there are seven clusters of manufacturing organizations which vary by effect of digitalization on marketing activities from the perspective of entrepreneurship. They identified two clusters with high positive effect on digitalization, majorly on strategic and informative activities. They were defined by a reduced positive effect of digitalization and an intermediate digitalization level has been performed by three clusters. In the uncertain and existing external environment for business, it is very important to maintain a competitive edge in the supply chain in the long term. It is very important to gain a sustainable and comprehensive competitive edge and digitalization is redefining the competitive market dynamics. As per the data available from 255 responses, Ning & Yao (2023) used “structural equation modeling” to determine the relation between digital transformation, ecological uncertainty, sustainable performance, and supply chain potential in context of supply chain. Digital transformation plays a significant role to improve supply chain potential, which ultimately affect sustainable performance positively.

Liu & Chiu (2021) proposed a research model for investigating a relation between “supply chain integration, supply chain digitalization, and firm performance.” To be specific, mediating impact of “supply chain integration” and moderating impact of “supply chain digitalization” are determined in the research model. They conducted an online survey in 264 Chinese employees in supply chain industry. They analyzed data by “partial least squares structural equation modeling (PLS-SEM)” with “SmartPLS 3.0” technique. Considering the findings of this sector, it is found that both integration of supply chain and digitalization have a positive impact on company’s performance. In addition, integration of supply chain has a partial mediation on the relation between firm performance and supply chain digitalization. By advancing digital technologies, SCM is transforming significantly. However, there are challenging and complex applications and practice of digital supply chains. Wang et al. (2022) claimed that technology is a very important element, while others feel that proper collaboration and configuration of technical aspects assure proper applications. A “systematic literature review (SLR)” is conducted to determine how “artificial intelligence (AI)” and “Internet of Things (IoT)” affect the efficiency of supply chain in manufacturing sector. It is observed that both AI and IoT are technologies that are closely related to predictive power and autonomy of future expectations related to supply chain.

Adam et al. (2020) investigated the digital technologies adopted by SMEs to operate in creative industries in SCM practices. In this age of globalization, digital marketing plays a vital role in improving customer loyalty and impacting the financial growth of the community. Along with this important issue, this study investigated the role of online media platforms as well as their structural relation with customer loyalty and satisfaction in Small and Medium Enterprises at Aceh province of Indonesia. A quantitative analysis was conducted with a cross-sectional study with a questionnaire. The study consists of all the consumers of SMEs products. Total 219 consumers have been approached to answer the questionnaire through Google Form. It is observed that digital marketing significantly impacts customer satisfaction for supply chain. There is a significant impact of digital supply chain on customer satisfaction. It is also found that there is no significant impact of product review on customer loyalty. Along with it, using online media and customer satisfaction affected customer loyalty. All in all, this study had investigated supply chain and customer satisfaction along with relation between customer loyalty and products offered by SMEs. This study evaluated the role of customer satisfaction, digital supply chain, and customer loyalty in offering products from SMEs with competitive performance to play a vital role in local economic growth.

Changes in digital adoption among firms need proper conceptualization of “digital marketing capabilities (DMCs)”. Wang (2020) conducted a study to discuss the concept of DMCs with the

perspectives of relational dynamic potential and explore performance outcomes of DMCs for global organizations, given entrepreneurial orientation and firm size. A survey was conducted on 167 global firms and analyzed with hierarchical regression. DMCs have positive role in performance. With higher entrepreneurial orientation, firms can use DMCs effectively and shown better performance. Large organizations are known to show better performance than medium-scale and small-size firms. This study has provided important measures related to DMCs.

Hartono et al. (2020) implemented digital marketing strategies with online sales and social media marketing at the startup called “Chilly Bin”. These days, organizations need to promote their services and products with digital marketing without having to have offline sales. There is a significant impact of supply chain management on new products. Either through online sales or social media, companies using digital marketing for promotion can improve company’s revenue or improve customers’ buying decisions. Hypothesis testing was done through PLS-SEM and data was collected from online users of sales and marketing. The researchers have recommended marketing strategies for selling products online and on social media. Several marketing channels have not been used well for consumers to appeal, act, aware, and advocate.

There is a significant impact of digital economy in SCM and marketing practices due to challenges in this age when it comes to determine vital evolution when implementing digital operation. By applying policies related to applying such concepts and strategies highlighted correlation among execution and management systems related to digital SCM and marketing. Minculete & Andronic (2022) presented some important considerations related to functional aspect of correlation between digital SCM and digital marketing, although a lot of publications and studies have been conducted over the years, along with considerations to implement those concepts. These days, Internet of Things (IoT) or other technologies have been a vital tool to maintain ideal partnerships for businesses and build a vast value correlation with other organizations. Emerging technologies are on the verge to affect almost all business activities and processes. Lee et al. (2022) investigated the impact of supply chain on organizational performance in manufacturing sector in Malaysia. This study determined mediating impact of performance of supply chain in relation between organizational performance and digital supply chain. They adopted quantitative study as a research design to fulfil the objectives. They have sent the online questionnaire to 1160 companies through stratified sampling and achieved 63 answers. They analyzed the data with “Partial Least Square Structural Equation Modeling (PLS-SEM)”. Manufacturing companies have adopted DSC in corporate process to be reliable in competitive industry by offering best performance related to supply chain.

## **1.2. Purpose of the study**

By discussing the effect of digital marketing on online businesses, which has not been empirically tested in supply chain perspective, the current study reveals various aspects related to marketing processes in digital age from the point of view of supply chain management. The study provides important insights to organizations related to digitalizing several important marketing activities to improve customer value and effectiveness of marketing.

## **1.3. Research Objectives**

- To investigate the impact of digital marketing on electronic businesses with a perspective of supply chain management
- To discuss how organizations can improve customer value by digitalizing their marketing activities

## **1.4. Hypothesis**

H<sub>1</sub> – There is a significant impact of digital marketing on electronic businesses

H<sub>01</sub> – There is no impact of digital marketing on electronic businesses

H<sub>2</sub> – There is a significant relation between digital marketing and supply chain management in organization

H<sub>02</sub> – There is no relation between digital marketing and supply chain management in organization

## 2. MATERIALS AND METHODS

In order to fulfil the objectives above, this study adopts quantitative research methodology for data collection and analysis to determine the impact of digital marketing.

### 2.1. Data Collection

This study collects primary data through a self-structured questionnaire which is distributed among digital marketers and online business owners (Alghizzawi, Ahmed, Alhawamdeh, et al., 2024; Alghizzawi, Ahmed, Ezmigna, et al., 2024; Alghizzawi, Al Shibly, Ezmigna, et al., 2024; Alghizzawi, Megdadi, AlWadi, et al., 2024; Alhantoobi et al., 2024; Alkaabi et al., 2024; Alnaser et al., 2024; Yousef et al., 2024). An empirical study is conducted and questionnaire is distributed with an online form, including questions based on 5-Point Likert Scale.

### 2.2. Sample Design

When it comes to sampling technique, simple random sampling has been used for data collection from target samples, including digital marketers and online business owners across India, with confidence interval of 95% and margin of error of 5% (Alghizzawi, Ezmigna, Jado, et al., 2024; Alghizzawi, Habes, Hailat, et al., 2024; Alghizzawi, Megdadi, Abushareah, et al., 2024).. The following formula has been adopted to calculate the sample size -

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left( \frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

In this formula, N means “population size”, e means “margin of error”, and z means z-score. The z-score includes standard deviations among given proportion and mean. Here, target sample size is 300. On the other hand, survey data has been collected from 280 participants who are online business owners and digital marketers in India.

### 2.3. Data Analysis

SPSS Software 22.0 and Excel spreadsheet have been used as tool for research for data analysis. One sample t-test and frequency distribution have been used for hypothesis testing and data interpretation.

## 3. RESULTS

### 3.1. Impact of Digital Marketing

In this study, total 280 responses have been collected. Out of 280 participants, 174 (62%) participants are male and 106 (38%) participants are female (Table 1) (Figure 1).

**Table 1 - Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	106	37.9	37.9	37.9
	Male	174	62.1	62.1	100.0
	Total	280	100.0	100.0	

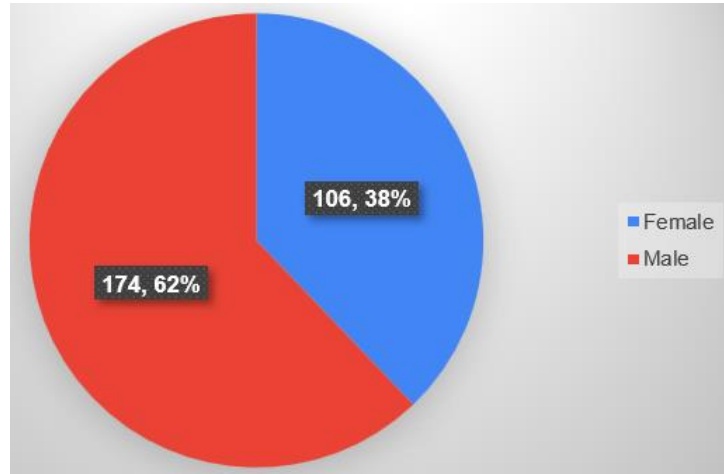
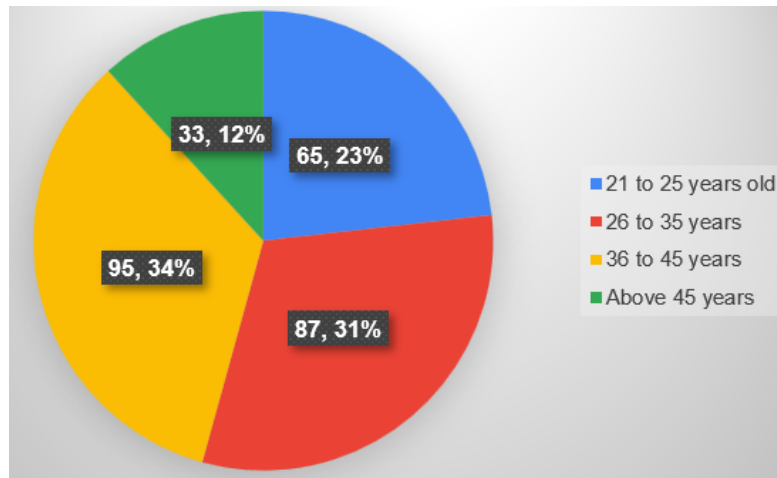


Figure 1 - Gender

When it comes to age of the participants, 95 (34%) participants are 36 to 45 years old, 33 (12%) participants are above 45 years old, 87 (31%) participants are 26 to 35 years old, and 65 (23%) participants are 21 to 25 years old (Table 2) (Figure 2).

Table 2 - Age

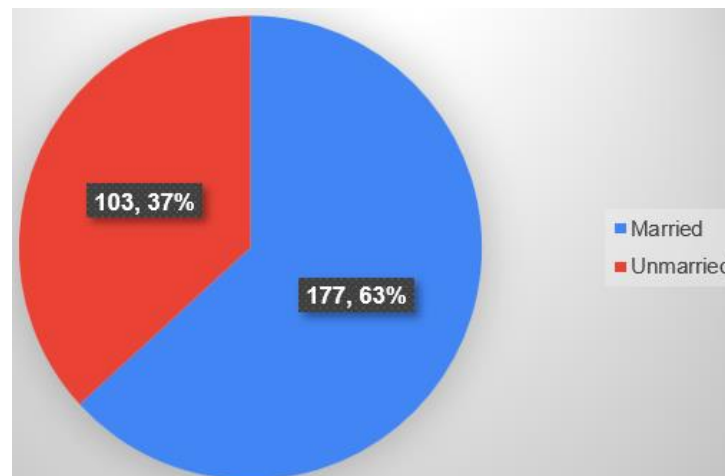
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 to 25 years old	65	23.2	23.2	23.2
	26 to 35 years	87	31.1	31.1	54.3
	36 to 45 years	95	33.9	33.9	88.2
	Above 45 years	33	11.8	11.8	100.0
	Total	280	100.0	100.0	

**Figure 2 - Age**

In this study, 177 (63%) participants are married and 103 (37%) participants are unmarried (Table 3) (Figure 3).

**Table 3 - Marital Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	177	63.2	63.2	63.2
	Unmarried	103	36.8	36.8	100.0
	Total	280	100.0	100.0	

**Figure 3 - Marital Status**

When it comes to academic qualification, 119 (43%) participants have bachelor's degree, 74 (26%) participants have post-graduate degree, 25 (9%) participants have completed high school education, and 62 (22%) participants have completed diploma (Table 4) (Figure 4).

**Table 4 - Academic Qualification**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	119	42.5	42.5	42.5
	Diploma	62	22.1	22.1	64.6

High School	25	8.9	8.9	73.6
Post-Graduate Degree	74	26.4	26.4	100.0
Total	280	100.0	100.0	

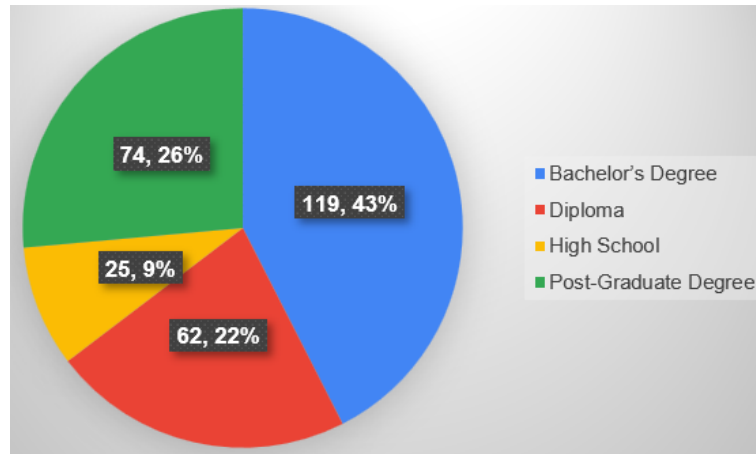


Figure 4 – Academic Qualification

### 3.1.1. Reliability Analysis

To analyze reliability of responses in this study, Cronbach's Alpha test was conducted using SPSS software. It is conducted to evaluate the validity and reliability of all 11 items asked in the questionnaire. It is found that all constructs were in acceptable range, i.e., from 0.5 to 0.7 and construct reliability was 0.619 (Hair et al., 2014) (Table 5). The validity of the tool was measured with 5-point Likert scale.

Table 5 - Reliability Statistics

Cronbach's Alpha	N of Items
.619	11

### 3.1.2. Hypothesis Testing

When it comes to find out H1, one-sample t-test was performed using SPSS software. It is inferred that value of significance (p-value) is 0.000, which is  $p < 0.005$ . It means H1 is approved, i.e., there is a significant impact of digital marketing on electronic businesses (Table 6).

Table 6 - One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Digital marketing helps customers choose the right product	51.850	279	.000	3.907	3.76	4.06
Online information is provided through digital media when customer starts online shopping	50.044	279	.000	3.439	3.30	3.57
Digital marketing promotes round-the-clock online assistance for customers	51.180	279	.000	3.725	3.58	3.87



Customers can easily compare products through your digital marketing campaigns	37.01 9	279	.000	3.243	3.07	3.42
Digital marketing campaigns have been very helpful to increase sales	25.86 7	279	.000	2.150	1.99	2.31
Your organization is concerned about risks related to supply chain	67.38 2	279	.000	4.379	4.25	4.51
Digital marketing enables organizations to assess supply chain risks	55.69 6	279	.000	3.757	3.62	3.89
Digital marketing enables businesses to periodically collect risk information from major suppliers	53.06 9	279	.000	3.846	3.70	3.99
You have developed supply chain risk mitigation plan with the help of digital marketing campaigns	40.03 5	279	.000	2.879	2.74	3.02
Implementing supply chain risk management has a positive impact on product quality	45.81 4	279	.000	3.661	3.50	3.82
Managing supply chain has a positive impact on project schedule	40.98 8	279	.000	3.189	3.04	3.34

In order to test second hypothesis, Pearson's correlation test has been performed using SPSS software. The value of significance (2-tailed) is  $p < 0.005$  between digital marketing and supply chain management (SCM). Hence, it is found that correlation is significant. It means H2 is approved, i.e. there is a significant relation between digital marketing and supply chain management for online businesses (Table 7).

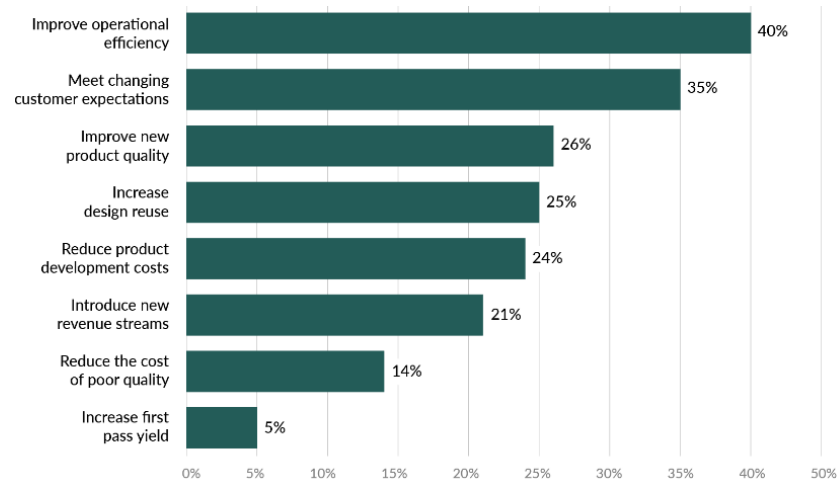
**Table 7 - Correlations**

		Digital Marketing	SCM
Digital Marketing	Pearson Correlation	1	.351**
	Sig. (2-tailed)		.000
	N	280	280
SCM	Pearson Correlation	.351**	1
	Sig. (2-tailed)	.000	
	N	280	280

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

### 3.2. How Organizations can Improve Customer Value by digitalizing their marketing activities?

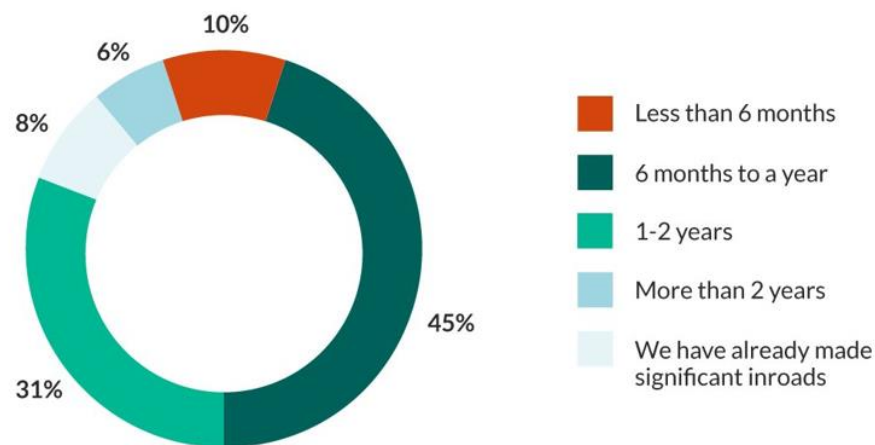
In this day and age, companies need to transform their business models and adopt new marketing strategies. Interestingly, it's the customer who is driving this transformation, not the companies. Today, a consumer wants relevant content on their device in their desired format anytime and anywhere. Their journey defines strategy of companies. To stay ahead with "always-connected" trend, an online business needs to embrace technology to improve customer value. A lot of organizations are now putting their customers first. According to research conducted by PTC (2024), 35% of executives agree that digital marketing helps them provide better customer value, 40% admit that digitization helps them improve operational efficiency, and 38% of them are planning to invest in technology to stay ahead in competition (Figure 5).



**Figure 5 – Benefits of Digitizing Marketing Activities**

Source – PTC (2024)

When it comes to expenses on digitalization of businesses, the net global spending was around \$1 trillion in 2018. Now, it is projected to increase by \$3.4 trillion by 2026 (IDC, 2022). In addition, businesses spending in digitalization are 23% more likely to attract more customers. Importance of technology is growing to improve customer engagement and business growth with this significant investment. There are 79% organizations which have invested more on digitalization after COVID-19, while 70% organizations are already working on digitalization. Still, complete digital transformation is still far away. According to a report by Progress Global Survey (2016), 47% of organizations still haven't started their digitalization journey, while 59% are still worried if it is too late for them. They still have reasons to be concerned. Around 55% of businesses feel that they don't have a year before they lose market share and suffer financial losses, according to the same survey (Figure 6).



**Figure 6 – Organizations who think they have less time to suffer financially**

Source - Progress Global Survey (2016)

Digital transformation or digitalization is the process of integrating latest technology in all business domains, resulting in important changes in the way businesses operate and value they provide to their consumers. Simply put, it refers to transforming the way a business interacts with consumers and they provide value to their consumers whenever they need. Customer satisfaction and customer

experience are some of the important factors that force organizations to digitalize their marketing activities, according to around half of businesses (Koehler, 2022). Companies which digitalize their marketing activities are more likely to provide better value to customers. As compared to other customers, highly engaged ones shop 90% more frequently and spend 60% more than others on every purchase, and generates 3 times the annual value to the business (Jennnifer, 2020). Companies which start transforming their businesses have a lot of benefits like growth opportunities and increased revenue.

According to a recent report by Deloitte, companies which have already digitalized their marketing activities reported 45% of annual growth in revenue and 29% of them had positive impact on innovation and growth, while 45% observed positive impact on marketing and sales (Gurumurthy et al., 2020). According to McKinsey, companies which have completely digitalized their supply chain are expecting 3.2% of annual growth in earnings (Gezgin et al, 2017). Due to this transformation, businesses are responding rapidly to meet consumer demands to ultimately improve customer loyalty and satisfaction. According to EW Nutrition (2022), recent studies have observed that completely digitalized businesses are significantly more likely to generate over \$1 billion of revenue as compared to those who are still not matured enough in digitalization. To provide best customer experience, organizations first have to understand their digitally aware customer.

Customer habits have really been transformed by digital technology. Apps, mobile devices, automation, and machine learning enabled customers to choose what they want right at the moment they need. In addition, these digital technologies have shifted customer expectations, resulting in new buyers. These days, consumers are connected rapidly, aware of what they can do, and app-savvy. Modern technology has led to a rise in opportunities and organizations are often rated by customers on their experience. Companies need to rethink how they interact with consumers –

- Digital first refers to replacement of “cold calling” into social selling for B2B sales teams. Their consumers are already social media freak and this is where businesses should be. Rather than waiting for consumers, businesses need to build relationship, reach out to them, and educate them. It can be made possible by sharing relevant content and expertise to solve their issue.
- For service staff, companies are no longer limited to wait for customers’ calls. Digital-first strategies are not limited to be reactive. It is based on being proactive to help consumers, who use different channels to seek support. Review sites, social media, communities, and forums are the part of customer support ecosystem.
- Marketing teams should save their spending on offline channels like billboards, TV ads, etc. Their customers expect very personalized messages. Hence, they need to make data-driven strategy and use digital channels for implementing account-based marketing, email marketing, and search engine marketing strategies.

Businesses have to think digital to serve modern and new-age customers. Digital transformation provides opportunity to organizations to understand buyers in this day and age, engage with them, and meet their expectations in different channels. However, over \$900 billion have been wasted out of \$1.3 trillion used in digital transformation (Tabrizi et al, 2019). There are still some efforts on digital transformation that succeed without fail. Here are some of the ways for digital transformation to succeed –

- **Defining strategy first** – Before transforming marketing activities, organizations need to define their strategies first. The corporate world is transforming rapidly with innovations. Established firms are being disrupted in this day and age with advanced and evolving technologies. The taxi industry was transformed by Uber by enabling people to book a ride using a mobile app in 2009. Amazon Go is another transformation in e-commerce sector as it provides a lot of convenience stores across the US with cashier-less, fully automated, and self-checkout points. Elon Musk and

Google are racing to release self-driving vehicles worldwide. With all such new ideas in the market, organizations should go with long-term strategy to compete, adapt and survive in this day and age. According to Gartner, 56% of CEOs have increased revenue with digital transformation (Forni & Meulen, 2017). It shows important role of digital transformation when it comes to stay ahead in modern market and drive corporate growth. Companies need to make plans which not just defines what technologies should be adopted, but also avoid digital disruption. Hence, they need to understand their core processes and systems to identify opportunities before using digital transformation.

- **Reimagine customer journeys** – As consumers have more control on delivering experiences, there is a need to build new experiences to meet demands. According to a survey by Harvard Business Review, 40% of companies observe customer experience to be their top priority for digitalization (Eswaran, 2017). As every experience affects overall customer perception of a brand, it is wise to choose an approach which is based on customer relationships. In addition, 72% of businesses are looking forward to adopt digital marketing strategies to generate new opportunities to create better customer relationships. So, it is recommended to invest resources and time in technology which improves relationships.
- **Creating flexible and agile IT environment** – It is important to have the right technology to boost digital strategies in modern business world. Companies understand the need to implement agile approaches and 86% of organizations feel that cloud computing is important for digital transformation (Griffith, 2020) (Figure 7). Cloud technology enables organizations to be flexible, fast, and dynamic, enabling them to test new, cost-effective and low-risk projects to meet customer demands rapidly and use technology. By connecting SaaS projects like big data, customer databases, mobile and web apps, organizations can record all touchpoints digitally to provide customers with a 360-degree view. With this data, companies can learn when, how, and why customers are doing business with them and companies can provide more improved and better experience.

#### CLOUD ADAPTION IS A TOP PRIORITY



**Figure 7 – Organizations adopting cloud computing**

Source – Jennifer (2020)

- **Personalized experience** – In this day and age, customers expect organizations to provide special treatment and know their purchase history and personal preferences. Around 75% of customers are more likely to buy from an organization who knows their purchase history, identifies them by their name, and suggests products they might like as per their purchase history (Accenture, n.d.). The best part is that customers are satisfied that companies improve their

experience using their data. It is recommended to invest in CRM to make the most of this opportunity. Customers cannot be treated as persons without CRM. Without storing data on business interactions, it is not possible to provide a different experience. Organizations can study and analyze customer data as per previous interactions of customers with CRM program. For instance, a company can get proper knowledge of their customers by determining product quotes, general requests and support enquiries. This data can generate highly targeted messages to match individual choices of customers.

#### 4. DISCUSSION

In modern, connected, and fast-moving society, organizations have to implement digital transformation seriously. In this study, it is observed that there is a significant impact of digital marketing on electronic businesses and there is also a significant relation between digital marketing and supply chain management of businesses. Digital transformation provides opportunity to organizations to engage modern customers and meet their expectations. Digital transformation of a business is a complex endeavor. Here are some of the ways for businesses to get started –

- Digital transformation is important for survival in this rapidly growing corporate world disrupted by modern technologies. Organizations must define their long-term strategies by identifying protection and opportunities from digitalization.
- Businesses should focus on customer experience for digitalization. Organizations need to reimagine their journey by providing new experiences to meet customer demands, focusing on relationships. Investing in technologies can improve relationships and generate new opportunities to come up with stronger customer bond.
- Rather than opting for on-site solutions, cloud solutions should be considered first. Companies can be agile by adopting cloud solutions and meet customer demands rapidly. Additionally, companies can never be behind by having latest features updated automatically.
- Personalized customer experience is very important for success as organizations want organizations to provide unique experiences. They can invest in CRM to store customer data and provide personalized experience. As per customer data, highly targeted messages can provide more unique experience.
- Customers expect smooth and on-demand experience in different channels. So, organizations have to tie all the interactions and come up with digital profile to provide personalization, accessibility, and immediacy for organizations to win in the long term.

#### 5. CONCLUSION

When determining the success of digital marketing, organizations must focus on different metrics. Their decisions depend mostly on certain transformation goals. Some of the important areas to focus on are customer satisfaction, customer engagement, sustainable performance, digital engagement, and operational metrics like cost savings. In addition, supply chain management is very important as digital transformation often focuses on smooth business processes. Digital transformation also varies among medium and large enterprises. Small and medium organizations are more agile but have less resources and budget. They are supposed to focus on practical, quick solutions which provide instant returns like adopting digital marketing and cloud solutions. On the other hand, large organizations focus on more comprehensive strategies like advanced technologies like big data and AI.

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