

I Q R A
UNIVERSITY

I U

UNIVERSITY

I U

IJSER

ANALYZING THE IMPACT OF DIGITAL MARKETING ON
ONLINE MARKETS.

AUTHOR:
RAAHIM NAJMI

Contact:-
raahim_@hotmail.com

Year :- 2022

Supervisor :- Khurram
Iftekhhar

Table of Contents

Acknowledgement	893
Abstract.....	894
CHAPTER 1	895
INTRODUCTION.....	895
PROBLEM STATEMENT	895
RESEARCH GAP	896
RESEARCH QUESTION	896
OBJECTIVE OF STUDY	896
SIGNIFANCE OF THE STUDY	896
CHAPTER 2.....	897
LITERATURE REVIEW	897
Research Question/ Purpose	897
Main Points: -	897
Methodology	898
Independent Variables.....	898
Dependent Variables.....	898
Research Hypothesis.....	898
Conceptual Framework.....	899
Article Strength.....	899
Article Weakness.....	899
How well research answers the research question	899
CHAPTER 3	900
RESEARCH DESIGN	900
Methods of Data Collection	900
Primary Research	900
Secondary Research.....	900
Sampling Technique	900
Sample Size	900
Instrument of Data Collection	900
Statistical Technique.....	901
CHAPTER 4 DATA ANALYSIS.....	902
Demographics	902
Reliability.....	904

Exploratory Factor Analysis	906
Confirmatory Factor Analysis	915
Hypothesis Test Summary	917
CHAPTER # 05	918
DISCUSSION, CONCLUSION AND RECOMMENDATIONS.....	918
Discussion.....	918
Conclusion	918
Recommendations	919
Appendix.....	920
References.....	922

IJSER

Table	LIST OF TABLES	Page #
1	Frequency Table	13
2	Reliability Statistic	14
3	Correlation Matrix	16
4	KMO and Bartlett's Test Table	17
5	Anti-Image Matrix Table	18
6	Communalities	19
7	Total Variance Explained	20
8	Scree Plot	21
9	Component Matrix	22
10	Rotated Component Matrix	23
11	Component Transformation Matrix	24
12	Table 12	34

Acknowledgement

As a matter of first importance, we are appreciative to Almighty Allah, who favored and help us in the whole work. We offer our sincerest appreciation to our regarded educator, Sir Khurram Iftikhar, who has upheld us all through our work with his understanding and information while permitting us the space to work in our manner. We characteristic the dimension of our accomplishment for this undertaking to his consolation and exertion and without him this would not have been finished or composed.

It has been a delight to be his understudies, who gave us opportunity to perform and demonstrate our capacities, valued us, and conceded us with esteemed Suggestion and advice. We might want to accept open door to express profound gratitude and recognize his best help and profitable direction all through our semester.

IJSER

Abstract

Digital marketing is an emerging method of marketing in today's world. One of the most important mediums of digital marketing is the internet which is not only the cheapest but most effective E-marketing tool that helps companies to globalize, the main objective of this study is to examine the effects of digital marketing on the online market. Convenient sampling technique was used to collect the data from 234 respondents. Demographics & Exploratory factor analysis was analyzed using SPSS & a confirmatory factor analysis was done using SPSS AMOS. In the end, the hypothesis test summary states that we reject the null hypothesis, thus resulting that there is a positive impact between digital marketing and online markets.

IJSER

CHAPTER 1

INTRODUCTION

Digital marketing is an emerging method of marketing in today's world. One of the most important mediums of digital marketing is the internet which is not only the cheapest but most effective E-marketing tool that helps companies to globalize, however businesses are still scratching their head on how to use this tool for online markets, therefore this article explains the effects of digital marketing on online markets.

Online market is a kind of web-based business site where item brand products are offered by several manufacturers and retailers in one roof. Online markets are the essential kind of multichannel web-based business and can be a method for smoothing out the creation. In an online business community, customer trades are dealt with by the business place executive and a short time later passed on and fulfilled by the sharing retailers or wholesalers. These kinds of destinations license customers to select and offer single things to various things for a post-selling fee. For Eg : naheed store, airdrop, daraz , amazon, October now , krave shop etc. An appropriately arranged and all around designated computerized showcasing effort can arrive at the right clients at a much lower cost than conventional advertising techniques estimating your online promoting with web examination and other web-based measurement instruments makes it more straightforward to build up how powerful your mission has been. You can get definite data regarding how clients utilize your site or react to your promotion.

The purpose of the research is to analyze the impact of digital marketing on online markets, This gap was extracted from the article "Effects of digital marketing on international market growth" by Hanifeh Manafzadeh & Zolaykha Manafzadeh 2019. After reviewing this article, we got to know that the author has left a job for the future researcher which is to analyze the effect of digital marketing on the performance of online markets.

PROBLEM STATEMENT

To analyze the impact of digital marketing on online market.

RESEARCH GAP

In past many researchers have done researches on the effects of digital marketing on international market growth. In which they tell about how digital markets effect and influence international market and growth. however, it is found that limited numbers of studies have focused on online markets. So, we have found a research gap on analyzing the effects of digital marketing on online markets.

RESEARCH QUESTION

Does digital marketing have a positive impact on online markets?

OBJECTIVE OF STUDY

The main objective of our study is to examine the effects of digital marketing on online market.

SIGNIFANCE OF THE STUDY

The significance of the following research is to evaluate the impacts of digital marketing on online market

IJSER

CHAPTER 2

LITERATURE REVIEW

Title: - EFFECTS OF DIGITAL MARKETING ON INTERNATIONAL MARKET GROWTH

Date: - 10 August 2019

Citation: - (Hanifeh Manafzadeh & Zolaykha Manafzadeh , 2019)

Keywords: - E-marketing; International export market growth; Business network relationships; Digital marketing; Marketing ability.

Definitions of important terms: -

1. E-Marketing: - The process of planning and executing the message about the company, brand or its product or services through web-based channels.
2. Digital Marketing: - Similarly like e marketing it is a marketing tool that allow companies to market themselves through the internet and other mediums.
3. Export growth: - When a company wants to globalize through international trade (more than before.)
4. Marketing ability: - These are the skills you need in marketing.
5. Business network relationships: - Process of building networks or benefitable relationships with other businesses or customers.

Research Question/ Purpose

To find out the effects of digital marketing on international market growth.

Main Points: -

Digital marketing is an emerging method of marketing in today's world. One of the most important mediums of digital marketing is the internet which not only the cheapest but most effective E-marketing tool that help companies to globalize, however businesses are still scratching their head on how to use this tool for export markets, therefore this article explain the effects of digital marketing on international market growth.

Methodology

The data was collected using field technique, The inventory was an important method for data collection. Moreover, tools including Questionnaires, surveys were the part of the primary research (47 questions, 213 Respondents).

Independent Variables: -

- Digital marketing capabilities
- The availability of export information
- Business network relationships
- Internet marketing capability

Dependent Variables: -

- Growth of the export market
- The availability of export information
- Business network relationships

Research Hypothesis: -

H1: Digital marketing capabilities have significant effects on the growth of the export market.

H2: The availability of export information has significant effects on the growth of the export market.

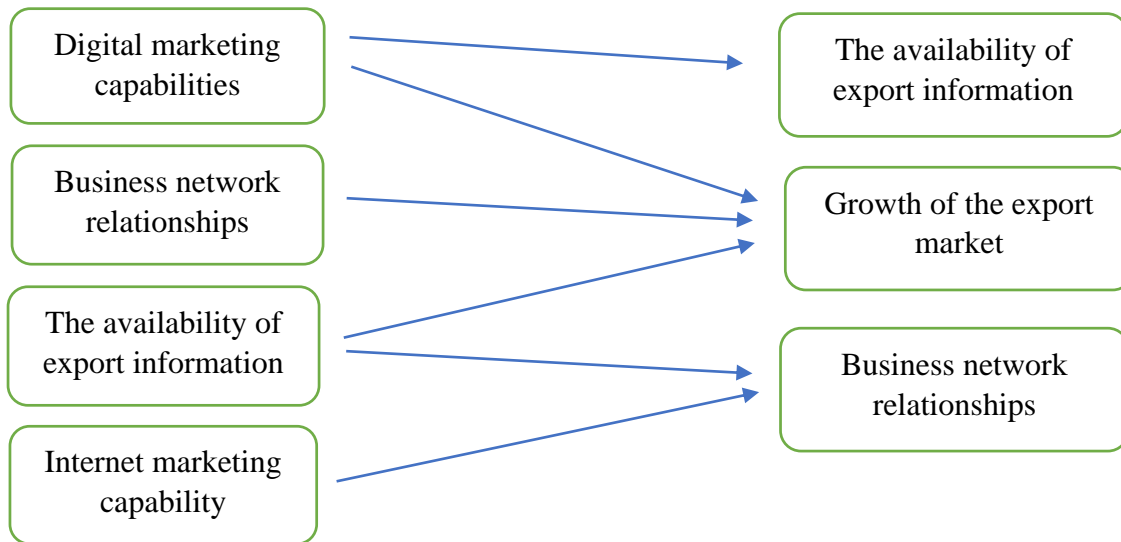
H3: Digital marketing capabilities have a positive relationship with the availability of export information.

H4: Business network relationships have significant effects on the growth of the export market.

H5: Internet marketing capability has significant effects on business network relationships.

H6: The availability of export information has significant effects on business network relationships.

Conceptual Framework: -



Article Strength: -

In order to access the reliability and quality of the questionnaire Cronbach's alpha tests are done resulting in a score of more than 0.7

Article Weakness: -

There has been limited research on analyzing the effect of digital marketing on online markets.

How well research answers the research question

Here in this research data is gathered using field technique. In the field technique, the inventory is considered as an important strategy for the collection of data. So, in this work an inventory was applied as an instrument for data collection. To look at the reliability of the inventory, the Cronbach's alpha was used. A questionnaire measuring for variables, including internet marketing capability, data availability, business network relationships, and the growth of the customer export market, is given and distributed among 232 experts. At last, the statistical hypothesis was tested through structural equations with LISREL software.

The results of study affirmed the hypothesis of the impact of digital marketing ability on the growth of the export market and the business network relationships and data availability as well.

CHAPTER 3

RESEARCH DESIGN

Methods of Data Collection

Primary Research

Medium of gathering information for the research includes likert style questionnaires through google forms.

Secondary Research

This includes the findings on the internet and review of the literature.

Research Approach

This survey questionnaire based research uses a cross sectional research design to collect the data.

Sampling Technique

Convenient sampling technique was used to collect the data from 234 respondents. We chose this technique because of the lack of time we have to complete our research, this how we were able to match our predecided sample size in a short period of time.

Sample Size

The sample size was 234 random respondents.

Instrument of Data Collection

Quantitative Research –Questionnaires through google forms.

Statistical Technique

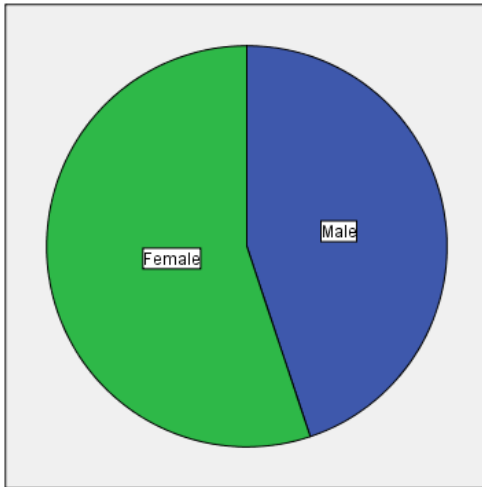
Demographics & Exploratory factor analysis was analyzed using SPSS which include (Summary description, Correlation Analysis, Sampling Adequacy test, determine factors & reliability test) & a confirmatory factor analysis was done using SPSS AMOS which include (Factor diagram, value of variables and Parameters, Construct model fitness & Construct reliability).

IJSER

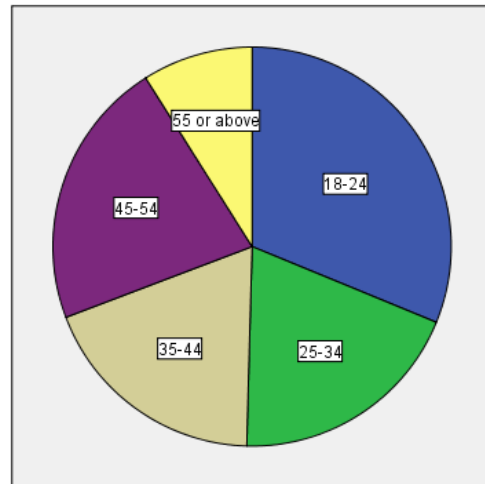
CHAPTER 4 DATA ANALYSIS

Demographics

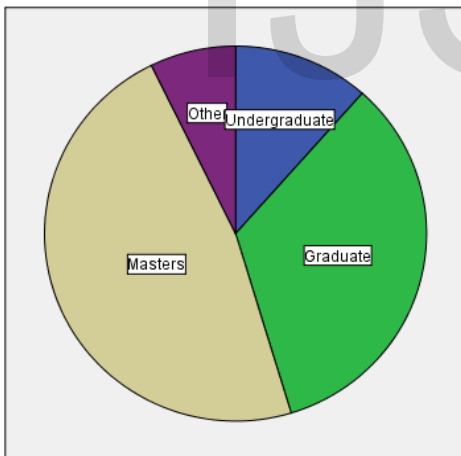
Gender



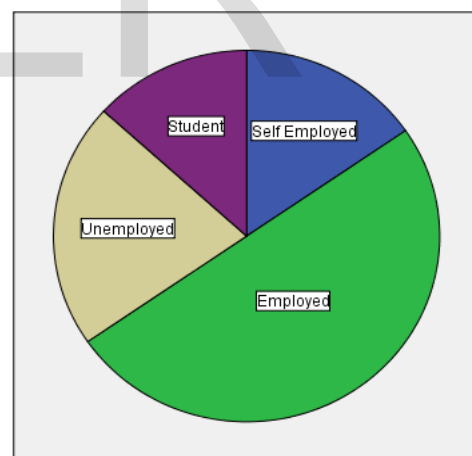
Age



Education



Occupation



The demographic information collected from 234 respondents through google form, The data included Gender, Age, Education and Occupation.

Frequencies are provided below: -

Statistics

		Gender	Age	Education	Occupation
N	Valid	234	234	234	234
	Missing	0	0	0	0

Table 1 Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	105	44.9	44.9	44.9
	Female	129	55.1	55.1	100.0
Total		234	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	73	31.2	31.2	31.2
	25-34	45	19.2	19.2	50.4
	35-44	44	18.8	18.8	69.2
	45-54	51	21.8	21.8	91.0
	55 or above	21	9.0	9.0	100.0
	Total	234	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	27	11.5	11.5	11.5
	Graduate	79	33.8	33.8	45.3
	Masters	111	47.4	47.4	92.7
	Other	17	7.3	7.3	100.0
	Total	234	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Self Employed	36	15.4	15.4	15.4
Employed	117	50.0	50.0	65.4
Unemployed	50	21.4	21.4	86.8
Student	31	13.2	13.2	100.0
Total	234	100.0	100.0	

Reliability

SCALE: ALL VARIABLES

Table 2

Case Processing Summary

		N	%
Cases	Valid	234	100.0
	Excluded ^a	0	.0
	Total	234	100.0

a. Listwise deletion based on all variables in the procedure.

The data collected from 234 respondents.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.424	.543	21

Cronbach alpha is used to measure the reliability and internal consistency of the questionnaire. The range of alpha value is between 0 to 1 which means the questionnaire is more reliable when the values is near to 1 and vice versa. In this case the test value resulted is 0.543 based on standardized items which is moderate liability in this case because alpha value usually results low when the number of items are many(21 items). (Perry, R. H., Charlotte, B., Isabella, M., & Bob, C. (2004).) & (Cortina 1993). Hence this value is not unacceptable in fact a moderate reliability.

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.594	2.128	4.786	2.658	2.249	.552	21
Item Variances	.954	.246	2.790	2.544	11.340	.490	21
Inter-Item Covariances	.032	-2.121	1.631	3.752	-.769	.267	21
Inter-Item Correlations	.054	-.832	.882	1.714	-1.060	.173	21

The synopsis of thing insights the review compromised of mean and scope of all dependent and independent factors in the exploration model. Range fluctuates least to most extreme which is least of - 1.060 and the extreme of 2.249. Though the change differs from .173 to .552 the complete number of N (items) is 21.

IJSER

Exploratory Factor Analysis Correlation Matrix – Table 3

Correlation Matrix																						
	Var_a_1	Var_a_2	Var_a_3	Var_a_4	Var_b_1	Var_b_2	Var_c_1	Var_c_2	Var_c_3	Var_d_1	Var_d_2	Var_d_3	Var_d_4	Var_e_1	Var_e_2	Var_e_3	Var_e_4	Var_f_1	Var_f_2	Var_f_3	Var_f_4	
Correlation	Var_a_1	1.000	-.349	-.832	-.549	-.462	-.070	.385	-.332	.659	.152	-.630	-.665	.795	.146	-.609	.484	.731	.695	-.084	.882	.018
	Var_a_2	-.349	1.000	.600	.018	.496	-.157	-.508	.709	-.086	-.373	.640	.398	-.350	.185	.675	-.021	-.355	-.260	.414	-.355	-.038
	Var_a_3	-.832	.600	1.000	.421	.548	-.081	-.410	.611	-.541	-.205	.732	.775	-.745	-.045	.794	-.463	-.621	-.667	.298	-.777	.001
	Var_a_4	-.549	.018	.421	1.000	.165	.299	.142	-.114	-.330	.436	.155	.458	-.279	.001	.099	-.378	-.348	-.413	.074	-.494	.272
	Var_b_1	-.462	.496	.548	.165	1.000	.069	-.394	.519	-.093	-.051	.510	.376	-.313	.199	.575	-.189	-.556	-.366	.285	-.467	-.192
	Var_b_2	-.070	-.157	-.081	.299	.069	1.000	.382	-.290	.149	.481	.086	-.017	.050	.374	-.112	.391	.024	.214	-.376	.042	.004
	Var_c_1	.385	-.508	-.410	.142	-.394	.382	1.000	-.493	.145	.540	-.286	-.014	.238	-.084	-.449	.296	.713	.482	-.495	.457	.420
	Var_c_2	-.332	.709	.611	-.114	.519	-.290	-.493	1.000	-.062	-.338	.694	.510	-.338	.082	.713	-.088	-.291	-.268	.465	-.334	-.124
	Var_c_3	.659	-.086	-.541	-.330	-.093	.149	.145	-.062	1.000	.385	-.406	-.623	.817	.560	-.370	.582	.346	.445	.117	.561	-.114
	Var_d_1	.152	-.373	-.205	.436	-.051	.481	.540	-.338	.385	1.000	-.347	-.069	.439	.289	-.311	.116	.222	.181	-.005	.159	.217
	Var_d_2	-.630	.640	.732	.155	.510	.086	-.286	.694	-.406	-.347	1.000	.687	-.718	.020	.784	-.060	-.373	-.298	.126	-.545	.029
	Var_d_3	-.665	.398	.775	.458	.376	-.017	-.014	.510	-.623	-.069	.687	1.000	-.685	-.245	.640	-.373	-.258	-.443	.165	-.554	.189
	Var_d_4	.795	-.350	-.745	-.279	-.313	.050	.238	-.338	.817	.439	-.718	-.685	1.000	.380	-.601	.388	.442	.524	.113	.701	-.051
	Var_e_1	.146	.185	-.045	.001	.199	.374	-.084	.082	.560	.289	.020	-.245	.380	1.000	.108	.490	-.005	.120	.316	.155	.052
	Var_e_2	-.609	.675	.794	.099	.575	-.112	-.449	.713	-.370	-.311	.784	.640	-.601	.108	1.000	-.202	-.456	-.393	.394	-.504	-.075
	Var_e_3	.484	-.021	-.463	-.378	-.189	.391	.296	-.088	.582	.116	-.060	-.373	.388	.490	-.202	1.000	.530	.590	-.231	.558	.088
	Var_e_4	.731	-.355	-.621	-.348	-.556	.024	.713	-.291	.346	.222	-.373	-.258	.442	-.005	-.456	.530	1.000	.704	1.000	-.331	.788
	Var_f_1	.695	-.260	-.667	-.413	-.366	.214	.482	-.268	.445	.181	-.298	-.443	.524	.120	-.393	.590	.704	1.000	-.273	.775	.052
	Var_f_2	-.084	.414	.298	.074	.285	-.376	-.495	.465	.117	-.005	.126	.165	.113	.316	.394	-.231	-.331	-.273	1.000	-.149	-.122
	Var_f_3	.882	-.355	-.777	-.494	-.467	.042	.457	-.334	.561	.159	-.545	-.554	.701	.155	-.504	.558	.788	.775	1.000	.015	.015
	Var_f_4	.018	-.038	.001	.272	-.192	.004	.420	-.124	-.114	.217	.029	.189	-.051	.052	-.075	.088	.308	.052	1.000	.015	1.000
Sig. (1-tailed)	Var_a_1	.000	.000	.000	.000	.143	.000	.000	.000	.010	.000	.000	.000	.013	.000	.000	.000	.000	.000	.101	.000	.394
	Var_a_2	.000	.000	.395	.000	.008	.000	.000	.094	.000	.000	.000	.000	.002	.000	.372	.000	.000	.000	.000	.000	.281
	Var_a_3	.000	.000	.000	.000	.108	.000	.000	.000	.001	.000	.000	.000	.249	.000	.000	.000	.000	.000	.000	.000	.497
	Var_a_4	.000	.395	.000	.006	.000	.015	.041	.000	.000	.009	.000	.000	.495	.065	.000	.000	.000	.130	.000	.000	.000
	Var_b_1	.000	.000	.000	.006	.146	.000	.000	.078	.217	.000	.000	.000	.001	.000	.002	.000	.000	.000	.000	.000	.002
	Var_b_2	.143	.008	.108	.000	.146	.000	.000	.011	.000	.094	.398	.223	.000	.044	.000	.359	.000	.000	.000	.261	.479
	Var_c_1	.000	.000	.000	.015	.000	.000	.000	.013	.000	.000	.416	.000	.101	.000	.000	.000	.000	.000	.000	.000	.000
	Var_c_2	.000	.000	.000	.041	.000	.000	.000	.173	.000	.000	.000	.000	.104	.000	.090	.000	.000	.000	.000	.000	.029
	Var_c_3	.000	.094	.000	.000	.078	.011	.013	.173	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.037	.000	.041
	Var_d_1	.010	.000	.001	.000	.217	.000	.000	.000	.000	.000	.000	.000	.000	.000	.039	.000	.003	.468	.007	.000	.000
	Var_d_2	.000	.000	.000	.009	.000	.094	.000	.000	.000	.000	.000	.000	.383	.000	.180	.000	.000	.027	.000	.330	.002
	Var_d_3	.000	.000	.000	.000	.398	.416	.000	.000	.148	.000	.000	.000	.000	.000	.000	.000	.000	.006	.000	.000	.002
	Var_d_4	.000	.000	.000	.000	.000	.223	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.042	.000	.217	
	Var_e_1	.013	.002	.249	.495	.001	.000	.101	.104	.000	.000	.383	.000	.000	.049	.000	.469	.000	.033	.000	.009	.216
	Var_e_2	.000	.000	.000	.065	.000	.044	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.126	
	Var_e_3	.000	.372	.000	.000	.002	.000	.090	.000	.039	.180	.000	.000	.000	.001	.000	.000	.000	.000	.000	.091	
	Var_e_4	.000	.000	.000	.000	.359	.000	.000	.000	.000	.000	.000	.000	.469	.000	.000	.000	.000	.000	.000	.000	
	Var_f_1	.000	.000	.000	.000	.000	.000	.000	.000	.003	.000	.000	.000	.033	.000	.000	.000	.000	.000	.000	.213	
	Var_f_2	.101	.000	.000	.130	.000	.000	.000	.037	.468	.027	.006	.042	.000	.000	.000	.000	.000	.000	.000	.011	.032
	Var_f_3	.000	.000	.000	.000	.000	.261	.000	.000	.000	.007	.000	.000	.009	.000	.000	.000	.000	.000	.011	.408	
	Var_f_4	.394	.281	.497	.000	.002	.479	.000	.029	.041	.000	.330	.002	.217	.216	.126	.091	.000	.213	.032	.408	

This table above is adjustable for the reader to read. Correlation matrix tells us about how each 21 questions are correlated with other 21 items. The table above show correlations with a combination of higher and lower frequencies, High correlations such as +/- 0.60 or greater shows that two items can be grouped together means if one variable increases the other follow its lead and low correlations such as 0.20 or less indicates the inverse effect.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	5425.698
	df	210
	Sig.	.000

Table 4

The KMO measure is 0.816 which is greater than 0.70, this indicates that the KMO test is acceptable as there are sufficient items for each factor. Moreover, the significance level is 0.00 which is less than 0.5, thus this means that the variables are highly correlated and based on that we can reject the null hypothesis.

IJSER

Anti-Image Matrix

Table 5

Anti-image Matrices																						
	Var_a_1	Var_a_2	Var_a_3	Var_a_4	Var_b_1	Var_b_2	Var_c_1	Var_c_2	Var_c_3	Var_d_1	Var_d_2	Var_d_3	Var_d_4	Var_e_1	Var_e_2	Var_e_3	Var_e_4	Var_f_1	Var_f_2	Var_f_3	Var_f_4	
Anti-image Covariance	Var_a_1	.080	-.022	.011	.039	-.021	-.013	-.016	-.002	-.012	.027	.002	.015	-.019	.014	.018	.024	-.026	.003	-.039	-.027	-.017
	Var_a_2	-.022	.280	-.048	-.060	-.060	-.031	.046	-.004	-.031	.065	-.015	.001	-.005	.040	-.026	-.028	-.021	-.035	-.038	.016	-.075
	Var_a_3	.011	-.048	.084	-.008	.025	.012	-.006	-.024	-.009	-.014	.014	-.030	.025	-.042	-.034	.034	.011	.018	.021	.005	.016
	Var_a_4	.039	-.060	-.008	.260	.024	-.017	-.024	.038	.008	-.057	-.013	-.025	-.010	-.016	.058	.035	.017	.019	-.038	-.012	-.058
	Var_b_1	-.021	-.060	.025	.024	.411	.034	-.021	-.040	-.005	-.062	-.003	-.034	.019	-.069	-.034	.019	.074	-.004	.073	-.010	.057
	Var_b_2	-.013	-.031	.012	-.017	.034	.209	-.030	.019	.028	-.089	-.040	-.021	.007	-.101	.023	-.060	.060	-.021	.109	-.025	.123
	Var_c_1	-.016	.046	-.006	-.024	-.021	-.030	.124	.050	-.033	-.028	-.012	-.041	.014	.026	-1.111E-5	.023	-.043	-.019	.032	-.002	-.064
	Var_c_2	-.002	-.004	-.024	.038	-.040	.019	.050	.152	-.044	.000	-.053	-.042	-.009	.030	.000	.012	-.024	-.009	-.018	.002	-.007
	Var_c_3	-.012	-.031	-.009	.008	-.005	.028	-.033	-.044	.104	-.045	-.018	.048	-.043	-.026	.014	-.060	.013	.037	.015	.003	.062
	Var_d_1	.027	.065	-.014	-.057	-.062	-.089	-.028	.000	-.045	.181	.038	.000	-.025	.035	-.021	.028	-.036	-.028	-.074	.034	-.051
	Var_d_2	.002	-.015	.014	-.013	-.003	-.040	-.012	-.053	-.018	.038	.117	-.023	.036	-.010	-.037	-.011	.006	-.048	-.005	.022	-.028
	Var_d_3	.015	.001	-.030	-.025	-.034	-.021	-.041	-.042	.048	.000	-.023	.115	-.026	.048	-.008	-.019	-.023	.041	-.049	-7.785E-5	.003
	Var_d_4	-.019	-.005	.025	-.010	.019	.007	.014	-.009	-.043	-.025	.036	-.026	.079	-.034	.006	.024	.017	-.030	-.003	-.015	-.009
	Var_e_1	.014	.040	-.042	-.016	-.069	-.101	.026	.030	-.026	.035	-.010	.048	-.034	.235	-.037	-.059	-.037	.031	-.106	.006	-.112
	Var_e_2	.018	-.026	-.034	.058	-.034	.023	-1.111E-5	.000	.014	-.021	-.037	-.008	.006	-.037	.169	-.001	.006	-.013	-.033	-.034	.019
	Var_e_3	.024	-.028	.034	.035	.019	-.060	.023	.012	-.060	.028	-.011	-.019	.024	-.059	-.001	.220	-.037	-.023	.017	-.015	-.046
	Var_e_4	-.026	-.021	.011	.017	.074	.060	-.043	-.024	.013	-.036	.006	-.023	.017	-.037	.006	-.037	.090	-.018	.045	-.033	-.001
	Var_f_1	.003	-.035	.018	.019	-.004	-.021	-.019	-.009	.037	-.028	-.048	.041	-.030	.031	-.013	-.023	-.018	.255	.004	-.046	.022
	Var_f_2	-.039	-.038	.021	-.038	.073	.109	.032	-.018	.015	-.074	-.005	-.049	-.003	-.106	-.033	.017	.045	.004	.261	-.021	.055
	Var_f_3	-.027	.016	.005	-.012	-.010	-.025	-.002	.002	.003	.034	.022	-7.785E-5	-.015	.006	-.034	-.015	-.033	-.046	-.021	.119	.032
	Var_f_4	-.017	-.075	.016	-.058	.057	.123	-.064	-.007	.062	-.051	-.028	.003	-.009	-.112	.019	-.046	-.001	.022	.055	.032	.515
Anti-image Correlation	Var_a_1	.904 ^a	-.146	.137	.272	-.118	-.105	-.164	-.022	-.128	.223	.025	.159	-.245	.101	.152	.185	-.304	.023	-.268	-.278	-.084
	Var_a_2	-.146	.858 ^a	-.309	-.223	-.178	-.127	.247	-.021	-.184	.287	-.081	.008	-.035	.157	-.120	-.114	-.130	-.132	-.140	.090	-.198
	Var_a_3	.137	-.309	.901 ^a	-.055	.134	.093	-.063	-.209	-.101	-.114	.137	-.305	.308	-.298	-.281	.250	.121	.121	.140	.047	.078
	Var_a_4	.272	-.223	-.055	.812 ^a	.074	-.074	-.135	.189	.050	-.261	-.074	-.143	-.070	-.063	.278	.147	.109	.074	-.147	-.068	-.157
	Var_b_1	-.118	-.178	.134	.074	.856 ^a	.116	-.091	-.159	-.022	-.226	-.015	-.155	.105	-.223	-.128	.064	.386	-.012	.221	-.045	.124
	Var_b_2	-.105	-.127	.093	-.074	.116	.459 ^a	-.185	.106	.189	-.457	-.259	-.137	.056	-.456	.121	-.281	.440	-.093	.465	-.156	.376
	Var_c_1	-.164	.247	-.063	-.135	-.091	-.185	.789 ^a	.364	-.295	-.185	-.098	-.341	.146	.155	-7.680E-5	.138	-.412	-.107	.179	-.020	-.252
	Var_c_2	-.022	-.021	-.209	.189	-.159	.106	.364	.833 ^a	-.353	.002	-.397	-.320	-.079	.157	-.001	.067	-.202	-.044	-.091	.011	-.024
	Var_c_3	-.128	-.184	-.101	.050	-.022	.189	-.295	-.353	.755 ^a	-.325	-.165	.437	-.469	-.164	.109	-.399	.135	.226	.092	.029	.269
	Var_d_1	.223	.287	-.114	-.261	-.226	-.457	-.185	.002	-.325	.631 ^a	.261	.001	-.208	.168	-.118	.142	-.284	-.130	-.340	.231	-.168
	Var_d_2	.025	-.081	.137	-.074	-.015	-.259	-.098	-.397	-.165	.261	.862 ^a	-.195	.373	-.062	-.260	-.070	.061	-.278	-.029	.186	-.113
	Var_d_3	.159	.008	-.305	-.143	-.155	-.137	-.341	-.320	.437	.001	-.195	.815 ^a	-.271	.294	-.054	-.117	-.230	.237	-.282	-.001	.011
	Var_d_4	-.245	-.035	.308	-.070	.105	.058	.146	-.079	-.469	-.208	.373	-.271	.853 ^a	-.250	.049	.181	.203	-.208	-.024	-.150	-.043
	Var_e_1	.101	.157	-.298	-.063	-.223	-.456	.155	.157	-.164	.168	-.062	.294	-.250	.527 ^a	-.185	-.261	-.258	.127	-.429	.034	-.323
	Var_e_2	.152	-.120	-.281	.278	-.128	.121	-7.680E-5	-.001	.109	-.118	-.260	-.054	.049	-.185	.917 ^a	-.004	.048	-.061	-.157	-.243	.063
	Var_e_3	.185	-.114	.250	.147	.064	-.281	.138	.067	-.399	.142	-.070	-.117	.181	-.261	-.004	.813 ^a	-.260	-.096	.072	-.090	-.137
	Var_e_4	-.304	-.130	.121	.109	.386	.440	-.412	-.202	.135	-.284	.061	-.230	.203	-.258	.048	-.260	.784 ^a	-.118	.294	-.322	-.003
	Var_f_1	.023	-.132	.121	.074	-.012	-.093	-.107	-.044	.226	-.130	-.278	.237	-.208	.127	-.061	-.096	-.118	.907 ^a	.015	-.266	.061
	Var_f_2	-.268	-.140	.140	-.147	.221	.465	.179	-.091	.092	-.340	-.029	-.282	-.024	-.429	-.157	.072	.294	.015	.613 ^a	-.121	.150
	Var_f_3	-.278	.090	.047	-.068	-.045	-.156	-.020	.011	.029	.231	.186	-.001	-.150	.034	-.243	-.090	-.322	-.266	-.121	.917 ^a	.128
	Var_f_4	-.084	-.198	.078	-.157	.124	.376	-.252	-.024	.269	-.168	-.113	.011	-.043	-.323	.063	-.137	-.003	.061	.150	.128	.477 ^a

a. Measures of Sampling Adequacy(MSA)

This table above is adjustable for the reader to read. In anti-image correlation we check the diagonal correlation between items and if any value is less than 0.5 than we must delete the item. Here variable b-2 and f-4 is having a MSA value of less than 0.5 and other variables lies in a range greater than 0.5.

Communalities

	Initial	Extraction
Var_a_1	1.000	.916
Var_a_2	1.000	.740
Var_a_3	1.000	.906
Var_a_4	1.000	.828
Var_b_1	1.000	.597
Var_b_2	1.000	.895
Var_c_1	1.000	.874
Var_c_2	1.000	.825
Var_c_3	1.000	.854
Var_d_1	1.000	.833
Var_d_2	1.000	.901
Var_d_3	1.000	.849
Var_d_4	1.000	.922
Var_e_1	1.000	.767
Var_e_2	1.000	.828
Var_e_3	1.000	.818
Var_e_4	1.000	.915
Var_f_1	1.000	.744
Var_f_2	1.000	.829
Var_f_3	1.000	.859
Var_f_4	1.000	.612

Extraction Method: Principal Component Analysis.

Table 6

Communalities are the percentage each question of the questionnaire contributing to the variable. If any value is less than 0.5 then we must delete the item. Here all the values of the extraction is greater than 0.5

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.497	40.460	40.460	8.497	40.460	40.460	5.307	25.270	25.270
2	3.043	14.493	54.952	3.043	14.493	54.952	5.101	24.289	49.558
3	2.409	11.472	66.424	2.409	11.472	66.424	2.769	13.184	62.742
4	2.000	9.523	75.948	2.000	9.523	75.948	2.156	10.268	73.010
5	1.362	6.484	82.431	1.362	6.484	82.431	1.979	9.421	82.431
6	.805	3.834	86.265						
7	.517	2.461	88.726						
8	.400	1.906	90.632						
9	.388	1.847	92.479						
10	.275	1.310	93.790						
11	.232	1.107	94.896						
12	.198	.944	95.840						
13	.181	.861	96.701						
14	.153	.728	97.429						
15	.136	.647	98.076						
16	.107	.510	98.586						
17	.085	.407	98.993						
18	.067	.318	99.310						
19	.059	.283	99.593						
20	.046	.220	99.813						
21	.039	.187	100.000						

Extraction Method: Principal Component Analysis. – Table 7

The first 5 factors have a variance of greater than 1 which is a common criteria for a factor to be useful. If the eigenvalue is less than 1 the factor is unfortunately explaining less information. IBM SPSS have found out the best 5 factor by using rotation. The percentage of variance of the 5th factor is comparatively lower than the four factors.

SCREE PLOT

Table 8



The scree plot is the item values from the total variance table plotted from left to right on the graph. For example, component 1 have a eigenvalue of 8.497 as you can see on the graph and so on...The scree plot shows that the eigenvalue after the fifth component declined to less than 1 which shows that this is a 5 component solution.

Component Matrix^a

	Component				
	1	2	3	4	5
Var_a_1	.879	.300	-.124	.098	.167
Var_a_2	-.616	.526	.161	.221	.093
Var_a_3	-.932	-.033	.169	.048	.078
Var_a_4	-.372	-.575	.449	-.343	.201
Var_b_1	-.607	.301	.308	-.145	-.149
Var_b_2	.175	-.251	.723	-.024	-.528
Var_c_1	.572	-.536	.350	.333	.160
Var_c_2	-.629	.560	.076	.274	.190
Var_c_3	.633	.549	.313	-.228	.031
Var_d_1	.367	-.302	.644	-.370	.236
Var_d_2	-.762	.142	.271	.458	-.133
Var_d_3	-.741	-.272	.220	.328	.264
Var_d_4	.803	.330	.100	-.348	.193
Var_e_1	.151	.506	.657	-.235	-.038
Var_e_2	-.800	.304	.182	.246	.045
Var_e_3	.546	.363	.419	.379	-.263
Var_e_4	.748	-.056	.054	.528	.264
Var_f_1	.735	.164	.119	.398	-.065
Var_f_2	-.331	.539	.039	-.371	.539
Var_f_3	.855	.241	-.030	.241	.106
Var_f_4	.082	-.368	.296	.308	.536

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Table 9

This is an unrotated matrix, we will observe this to see the loading that will change in the rotated component matrix.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Var_a_1	-.455	.786	.242	.026	-.176
Var_a_2	.816	-.066	.110	-.139	-.195
Var_a_3	.703	-.622	-.140	.056	-.053
Var_a_4	-.023	-.736	.133	.485	.180
Var_b_1	.568	-.389	.258	-.227	.068
Var_b_2	-.040	-.065	.336	.113	.874
Var_c_1	-.356	.326	-.045	.699	.387
Var_c_2	.843	-.021	.052	-.116	-.314
Var_c_3	-.207	.496	.741	-.122	-.026
Var_d_1	-.362	-.157	.585	.527	.239
Var_d_2	.888	-.195	-.190	.013	.196
Var_d_3	.625	-.431	-.298	.429	.000
Var_d_4	-.538	.462	.620	-.014	-.186
Var_e_1	.205	.123	.825	-.048	.165
Var_e_2	.861	-.271	-.046	-.060	-.086
Var_e_3	.090	.714	.346	-.001	.425
Var_e_4	-.256	.791	-.054	.467	.044
Var_f_1	-.204	.792	.116	.125	.216
Var_f_2	.315	-.215	.469	-.051	-.679
Var_f_3	-.368	.823	.187	.098	-.034
Var_f_4	.039	.061	-.053	.776	-.039

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 8 iterations.

Table 10

Factors are rotated so that they became easy to read and interpretate. This table above show the correlation between the variables and the factors, the correlation value range is between -1 to +1. The total amount of variation remains the same however the contribution is not the same for individual factors compared to the normal component matrix.

Component Transformation Matrix

Component	1	2	3	4	5
1	-.687	.669	.237	.109	.113
2	.443	.428	.480	-.515	-.353
3	.305	-.080	.653	.444	.526
4	.488	.602	-.519	.299	.201
5	.033	.004	.131	.661	-.738

Extraction Method: Principal Component Analysis.

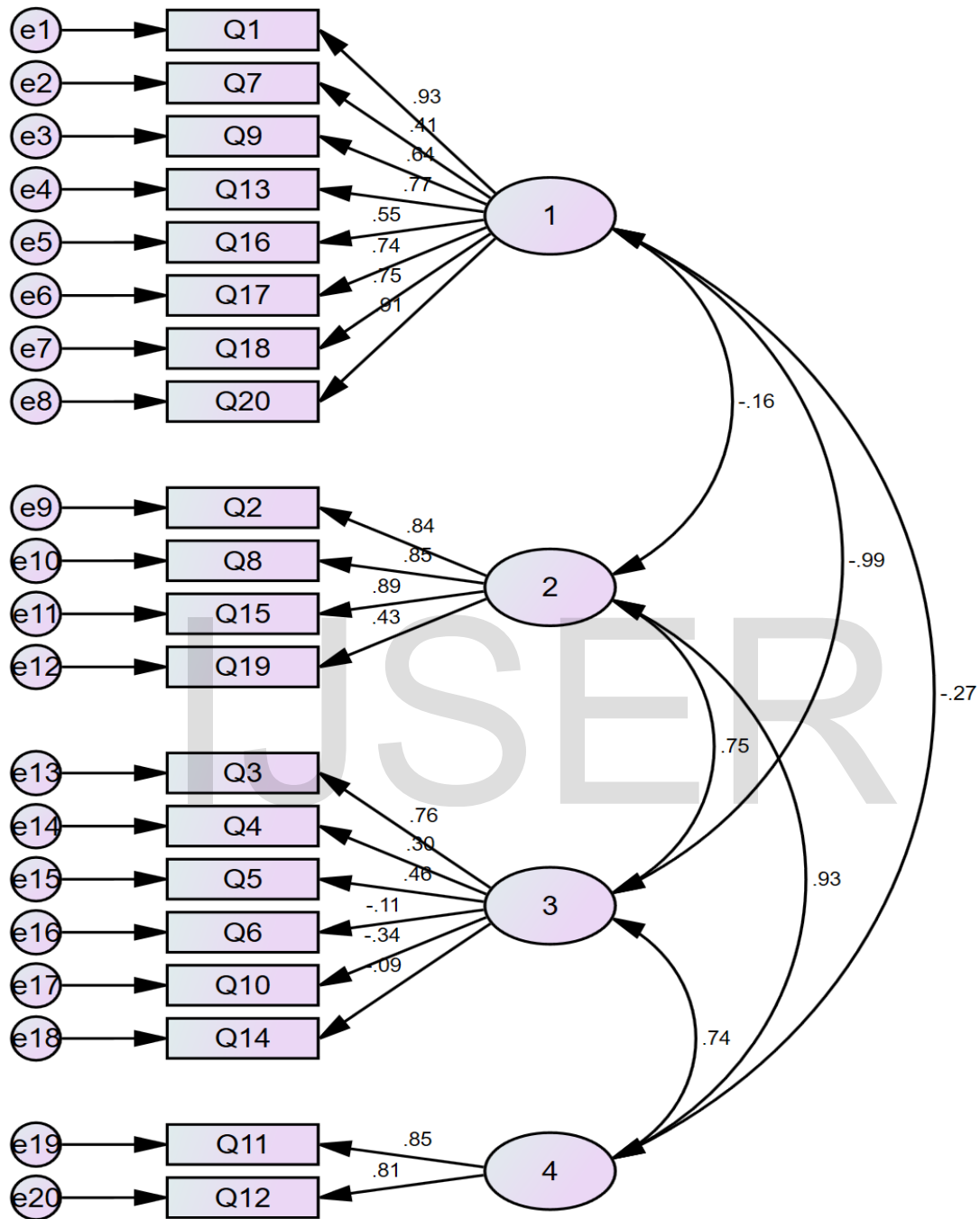
Rotation Method: Varimax with Kaiser Normalization.

Table 11

Another view of the correlation between the components and the variables.

IJSER

Confirmatory Factor Analysis



Computation of degrees of freedom (Default model)

Number of distinct sample moments:	210
Number of distinct parameters to be estimated:	44
Degrees of freedom (210 - 44):	166

Minimum was achieved as the Chi-square = 2821.200, Degrees of freedom = 166 & Probability level = .000

Model Fit

After checking the factors RMSEA is 0.262 for the default model which is greater than 0.1 resulting in a poor fit. Moving on the GFI is 0.449 and the AGFI is 0.303 which lies under the range of 0.90 which do not indicate a model fit which might be unacceptable. Moving on the NFI TLI and CFI resulted as 0.483, 0.423 and 0.498 respectively. These values are all less than 0.90 which is not unacceptable but might count as a poor model fit.

Lastly it is need to be defined that there is negative variance thus the solution is not admissible.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories of Q1 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories of Q2 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
3	The categories of Q3 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of Q4 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
5	The categories of Q5 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
6	The categories of Q6 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
7	The categories of Q7 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
8	The categories of Q8 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
9	The categories of Q9 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
10	The categories of Q10 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
11	The categories of Q11 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
12	The categories of Q12 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
13	The categories of Q13 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
14	The categories of Q14 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
15	The categories of Q15 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
16	The categories of Q16 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
17	The categories of Q17 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
18	The categories of Q18 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
19	The categories of Q19 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
20	The categories of Q20 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
21	The categories of Q21 occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

CHAPTER # 05

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

Discussion

The main objective of our study is to examine the effects of digital marketing on online market. This study has been conducted using EFA, CFA and reliability testing, comparing the variables such as digital marketing capabilities, the availability of export information, business network relationships, internet marketing capability, growth of the export market, the availability of export information & business network relationships. There will be total of 6 hypotheses examined that include: - [1] Digital marketing capabilities have significant effects on the growth of the export market. [2] The availability of export information has significant effects on the growth of the export market. [3] Digital marketing capabilities have a positive relationship with the availability of export information. [4] Business network relationships have significant effects on the growth of the export market. [5] Internet marketing capability has significant effects on business network relationships. [6] The availability of export information has significant effects on business network relationships.

There are total of 21 questions that have come out from these hypotheses which have been tested and will be discussed below.

Conclusion

Literature have shown that digital marketing have positive impact on international market growth however impact of digital marketing on online market is what left for the future researcher and this study solely focuses on that. We designed a questionnaire with problem variables such as digital marketing capabilities, business network relationships, internet marketing capabilities and the availability of export information available and collected data from 234 respondents using convenient sampling method. We check the reliability of the questionnaire; Cronbach alpha is used to measure the reliability and internal consistency of the questionnaire. In this case the test value resulted is 0.543 based on standardized items which is moderate liability. The KMO measure is 0.816 this indicates that the KMO test is acceptable. Moreover, the significance level is 0.00 this

means that the variables are highly correlated and based on that we can reject the null hypothesis. We also did CFA but after checking the factors the solution is not admissible. In the end the hypothesis test summary states that we reject the null hypothesis thus resulting that there is a positive impact between digital marketing and online markets.

Recommendations

As per the findings the following things are recommended: -

Digital marketing and internet marketing is very effective in making revenues, Businesses should digitally market themselves if they want to globalize as here it shows a positive impact between the two variables. Moreover, digital marketing could be prove as an important tool for those who want to have foreign collaborations as it makes communication easy.

IJSER

Appendix

Questionnaire

Designation: - _____

Gender: - _____

AGE: - _____

Education: - _____

Note to interviewee:

Thank you for your participation. We believe your input will be valuable to this research. Confidentiality of responses is guaranteed.

The purpose of this research is to analyze the effect of digital marketing on online markets.

For each of the questions below select the response that best characterizes how you feel about the statement, where:

(1) Strongly Disagree, (2) Disagree, (3) Neither Agree nor Disagree, (4) Agree, (5) Strongly Agree.

QUESTIONS	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Digital marketing capabilities & Growth of export market					
Q1. Digital marketing positively impact revenue.					
Q2. Digital marketing has a greater impact on online markets rather than physical markets.					
Q3. Digital marketing do not contribute in searching the right product while shopping online.					
Q4. Digital marketing helps business to globalize.					
The availability of export information & Growth of the export market.					
Q1. Local companies do not have the resources to sell beyond borders.					
Q2. Digital marketing makes it easy to target international audience.					

Digital marketing capabilities & the availability of export information.					
Q1. The data on the net helps me to compare any product from any market around the world.					
Q2. The availability of information about international markets do not help local companies to sell their products abroad.					
Q3. The information available help in analysing the industry & competitors to make strategies accordingly.					
Business network relationships & The growth of the export market					
Q1. Collaboration with dealers abroad can land a product in a foreign country.					
Q2. Foreign collaborations do not fill up pockets with foreign currency.					
Q3. Business to business relationships end up in a complete disaster.					
Q4. Business to business relationship is an important part of business growth or expansion.					
Internet marketing capability has & business network relationships					
Q1. Internet can be used to link or collaborate with business partners.					
Q2. Online shopping has no contribution in bringing or retaining customers.					
Q3. Tools on the net make conversation between clients or business partners easy.					
Q4. Company periodically sends email updates about new services and products					
The availability of export information & business network relationships					
Q1. I do get attracted by advertisement of products and services on the internet.					
Q2. Reviews available online never effect my buying actions and behavior.					
Q3. Detail information is available in E-media while online shopping					
Q4. As a business I always do some research on the net before collaborating with any company					

References

- AL-AZZAM, A. F., & K AL-MIZEED. (2021). The Effect of Digital Marketing on Purchasing Decisions.
- Andersson, Malin, Lovisa, Josefin, Pettersson,, Louise,, & Amanda. (2018). Analyzing the usage of digital marketing and relationship marketing within Swedish SME's in the B2B sector.
- BASHAR, A. (2012). EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL. *International Journal of Marketing, Financial Services & Management Research*.
- Dastane, O. (2020). Impact Of Digital Marketing On Online Purchase Intention: Mediation Effect Of Customer Relationship Management.
- DURAI, T., & Rachel King. (2019). IMPACT OF DIGITAL MARKETING ON THE GROWTH OF CONSUMERISM.
- gakii, A., & Samuel Maina. (2019). Nexus between online marketing strategies and market performance.
- Hanifeh Manafzadeh & Zolaykha Manafzadeh . (2019). EFFECTS OF DIGITAL MARKETING ON . *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies. Volume 10 No.13, 9*.
- Javed, L. (2013). Online Marketing Through Consumers: A Study Of Effectiveness Of Various Tools And Techniques Across Industries. *British journal of management*.
- Jose, J. (2019). Digital marketing action that achieve a better attraction and loyalty of users an analytical.
- khin, A. A., Wong Hong Chau¹, Chong Shyue Chuan, & Lim Kok Tong. (2015). factor affecting for online marketing strategy of business development in Malaysia.
- Lockett, A. (2018). Title Online Marketing Strategies for Increasing Sales Revenues of Small Retail Businesses.
- Magano, J., & Maria Nascimento Cunha. (2020). Digital marketing impact on tourism in Portugal. *African Journal of Hospitality, Tourism and Leisure*.
- Yamin, A. B. (2017). *Impact of digital marketing as a tool of marketing communication*. , Faculty of Business Administration, Fareast International Universit.

Table 12

Sr. No	Author	Title	Theory	Variables	Findings	Methods
1	Hanifeh Manafzadeh & Zolaykha,	Effects of digital marketing on international market growth	the effects of digital marketing on international market growth	Digital marketing capabilities the availability of export innovation business network relationship internet marketing capabilities	The results of study affirmed the hypothesis of the impact of digital marketing ability on the growth of the export market and the business network relationships and data availability as well.	The data was collected using field techniques, The inventory was an important method for data collection. Moreover, tools including Questionnaires , surveys were the part of the primary research (47 questions, 213 Respondents).
2	(Magano & Maria Nascimento Cunha, 2020)	Digital marketing impact on tourism in Portugal	Marketing is the activity, set of institutions, and process for creating, communicating, delivering and exchanging	Digital marketing capabilities the availability of export information	affirmed the hypothesis of the impact of tourism ability on the growth with the trends of tourism, the brand value, interactivity, purchase of	The second part of the questioner was elaborated based on the Yadav and Rahman scale, 5 point likert scale was used. (240 of its

			offerings that have value for customers, client's partners and society at large. As all the social websites play vital role in connecting people play big role in the "old mouth to mouth" publicity because there are so many people sharing their travelling experience that can't be ignored by the by the tourism industry		internet, customization and word of mouth to mouth.	elements in sample 607 individuals present in sample).
--	--	--	--	--	---	--

3	(Andersson, et al., 2018)	Analyzing the usage of digital marketing and relationship marketing within Swedish SME's in the B2B sector	understand how SMEs in the B2B sector, in Sweden market themselves and for what purpose. Also, to analyze relationship marketing and digital marketing and how they are utilized, to get a better understanding of whether one tool is more effective than the other or if they go hand in hand.	commitment, trust, relationship benefits, shared values, communication, cooperation	therefore have turned out different if the study was carried out in another country with a different culture. Lastly, the data was only collected from seven companies so if the authors had conducted more interviews there might have been a different result with more conclusive information.	The data was collected through interviews on zoom & Skype which took around 30-60 minutes each interview.
---	---------------------------	--	--	---	---	---

4	(Yamin, 2017)	Impact of digital marketing as a tool of marketing communication	the factors that influence consumer's psychology, the digital media's impact on demography, impact of each promotional tools to consumer and social media compared to other medium of brand communication and its benefits.	Business network relationships, digital marketing, social media.	affirmed the hypothesis of the impact of digital marketing ability on the customers of Bangladesh to get the product through social media marketing and the business network relationships to get stronger by growth of internet and mobile communication widening the horizon for more people to reach and communicated to bring more effective and effecting marketing.	The data was collected out with both primary and secondary data. Data was collected through structured and unstructured questions through the survey. Moreover, tools including Questionnaires, surveys were the part of the primary research (120 Respondents).
---	---------------	--	---	--	---	--

5	(BASHAR, 2012)	EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL	To examine the extent, social media that helps consumers in buying decision making	Internet marketing capability, social media, digital marketing, social media power.	. Exhibiting appreciation for the brand, showing what you like, and supporting the Brands esteems assume a functioning part in producing backing. The longing to draw in with the brand either through discourse with the brands delegates or with different customers arrives at an intriguing level.	utilized relapse examination for testing of speculation. For visual portrayal of finding and results bar graphs, pie outlines and tables and so on ahs been utilized
---	----------------	---	--	---	--	--

IJSER

6	(DURAI & Rachel King, 2019)	IMPACT OF DIGITAL MARKETING ON THE GROWTH OF CONSUMERISM	we intend to study and understand those factors that influence the consumers through shopping behavior of consumers.	Advertising, online marketing, online shopping, onlineshopping marketing	Data assortment strategies for this review included up close and personal, semi structured interviews with foreordained open-finished inquiries questions. Review of public business records followed the semi structured interviews. The collected information requires the utilization of an insightful way to deal with comprehension the phenomenon	From the 130 surveys circled to the test 100 polls were viewed as fit for examination. Questions were outlined on single and various decision. Information was gone into the Statistical Package for Social Sciences (SPSS) ver. 15.0 for examination and broke down.
---	-----------------------------	--	--	--	---	---



7	(Lockett, 2018)	Title Online Marketing Strategies for Increasing Sales Revenues of Small Retail Businesses		Friends invitation, time consuming, engagement marketing	It is currently more basic than any other time in recent memory that effective organizations use Engagement Marketing standards to get ready for effectively captivating their possibilities and clients previously, during and after their buy cycle, and that the reason for this commitment is top notch and important data.	The utilization of the qualitative and quantitative research was reasonable to draw in business pioneers in semi structured interviews with open-ended inquiries. The objective populace for this review was four business pioneers from four small retail organizations in California.
---	-----------------	--	--	--	---	---

IJSER

8	(Jose, 2019)	Digital marketing action that achieve a better attraction and loyalty of users an analytical	its effectiveness		The result of the study has important practical implication for managers of digital communication agencies and people responsible for online content and e commerce stores as well as academic research B2c business in the future will used artificial intelligence and internet of things technology as the most effective customer loyalty actions it is very important for companies to have diversified marketing strategy which include different digital marketing. Fu	The data was collected using the Delphi technique. This technique one of the research methods used for prospective investigation. This technique uses a structured process to obtain information from previously selected group of expert for a range of questions that are important for the subject under research.
---	--------------	--	-------------------	--	---	---



9	(gakii & Samuel Maina, 2019)	Nexus between online marketing strategies and market performance	Basically the purpose of the study was to conceptualize and examine the conceptual literature empirical literature theoretical methodologie s gap and propose a conceptual model for implementation of the relationship between online market strategies and market performance.	Loyalty towards brand, market performance, online marketing	This study recommends positivism philosophy as the most suitable philosophy it drives quantitative outlook that holds there is an object reality that can be expressed numerically with explanatory and predictive power semi structured questionnaire used in this article and stratified sampling data will be used for sampling	This study recommends positivism philosophy as the most suitable philosophy. Positivism drives quantitaves outlook that holds there is an objective reality that he expressed numerically with explanatory and predictive power semi structure questionnaire data collection method will be used whereby they will be administered via drop and pick unlike other studies which
---	------------------------------	--	--	---	--	---

						contradict by using seven point linker scale survey method. Stratified sampling method will used for sampling.
10	(khin, Wong Hong Chau1, Chong Shyue Chuan, & Lim Kok Tong, 2015)	factor affecting for online marketing strategy of business development in Malaysia	The paper presents the factors affecting for online marketing strategy of business development for publisher and buyers in Malaysia.	Online process simplicity (FB) Product commitment(FC) Product homogeneity (FD) Product visualization (FE) Cyber culture effect (FF) Internet information	The set of question were designed in accordance to the demographic factor include the internet usage and in multiple set of query to the 6+ independent variable 2 mediating variable include dependent	This study was quantitative analysis using questionnaire a total of 152 out of 200 questionnaire were completely received from the selected Malaysian above the age of 21 years old.

				technology (FG)	variable of the high click through rate of online marketing of research	
11	(AL-AZZAM & K AL-MIZEED, 2021)	The Effect of Digital Marketing on Purchasing Decisions	This article was selected because digital marketing helps a business to globalize and through this article, we can get to know the effects of digital marketing on other regions or parts other than Pakistan.	Email marketing online advertising social media marketing mobile marketing	evaluated that digital marketing channels that include email, mobile marketing, online advertisement and social media marketing have a positive and a significant impact on consumer purchase decisions of students however email marketing in students is the least influenceable	The methodology includes 300 questionnaires out of which 220 were answered. Now due to the time constrain a random sampling method was used where the respondents of the questionnaire consisted of three different universities

					factor in the purchase decision of the students.	
12	(Javed, 2013)	Online Marketing Through Consumers: A Study Of Effectiveness Of Various Tools And Techniques Across Industries	the effects of online marketing through consumers, using various tools and techniques across industries.	Online word of mouth marketing through consumers Email advertising through consumers. Online chat section.	This research proved that brand perception and purchase decision of a consumer are influenced by different marketing tools, it evaluated that online marketing through consumer's word of mouth resulted in influencing the brand perception and purchase	An unrestricted non probabilistic sampling is used in this research, 75 respondents from several different areas of Karachi including offices and shopping mall.

					<p>decision of a consumer</p> <p>however email marketing and chat section failed to do so as majority oof the respondents disagree to it.</p>	
13	(Dastane, 2020)	Impact Of Digital Marketing On Online Purchase Intention: Mediation Effect Of Customer Relationship Management	To measure impact of digital marketing on online purchase intention Besides, the mediating effect of CRM	Digital marketing CRM	<p>the mediating effect of CRM does not promote a positive impact on purchase intention, nor does digital marketing has a positive impact on CRM in this study.</p>	<p>A quantitative method was applied, data is collected from 202 online shoppers using snowball technique. A questionnaire was developed and a positivist paradigm was used to test the hypothesis.</p>