
IMPACT OF DIGITAL MARKETING (SOCIAL MEDIA) ON E-BUSINESS GROWTH

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Abstract: Digital marketing is one of the most important things that affect the targeted growth and development of e-businesses, digital marketing is essential for achieving business goals. Digital marketing has emerged as a powerful tool for businesses, enabling them to create brand awareness, build trust, and increase consumer awareness. This study aims to determine the influence of social media-based digital marketing on online businesses and impact of digital marketing (social media) on e-business growth.

The role and applicability of social media on e-business growth is the main topic of this paper. This study aims to determine the influence of social media-based digital marketing on e-businesses and impact of digital marketing (social media) on business growth. The study paper's goal is to evaluate the efficacy of social media and digital marketing techniques on e-business growth. The paper primarily examines the value of digital marketing as well as the impact of social media and technology tools on the efficacy of digital advertising strategies. In this paper, we bring a lot of information from different sources about digital marketing, where special importance is given to the impact of digital marketing on the growth of e-businesses.

From the findings of this study, we came to the conclusion that digital marketing is necessary for a e-business, digital marketing affects the growth of a e-business and there are benefits of using digital marketing for e-business. Based on the fact that recently e-businesses have become very aware of investments in this field as any investment easily turns into profit, and based on the fact that digital marketing is the key to the success of business nowadays. The importance of this scientific research is that the knowledge gained from this work can be useful for another e-businesses, how necessary is digital marketing for e-business, are they think that digital marketing affects the growth of a e-business, how aware they for the benefits of digital marketing for their e-business, what kind of digital marketing are they using for their e-business growth, digital marketing (social media) affects e-business growth. Also, it can be used to inspire those who have started their own e-business, showing you the role of digital marketing in your business. Numerous studies with results have been published on the relationships of personality factors with business intentions and business success.

Also of particular importance in this research is the fact of how much an e-business can pay for digital marketing, to spend time or provide adequate staff for the realization of various advertisements, for the use of genuine marketing.

Keywords: Digital marketing, impact, social media, growth, e-business.

1. INTRODUCTION

Both small and large firms now use digital marketing as their primary marketing tactic. Enterprises utilize digital platforms like search engines, social media, email, and more websites to establish connections with both present and potential consumers. For e-businesses, digital marketing is essential. Every other brand seems to have a website or pages, or if not, they certainly have a digital ad strategy or a presence on social media. Consumers today anticipate and rely on digital material and marketing as a means of learning about brands because it is so prevalent.

Digital marketing is more than just a catchphrase in the fast-paced corporate world of today; it's a game-changer. The days of print media and billboards have given place to a more connected and precise era. E-businesses can reach the appropriate individuals with the right message thanks to digital marketing. E-businesses can comprehend the tastes, behavior, and demographics of their audience by utilizing sophisticated analytics and insights. This implies that marketing communications can be customized to speak to specific people, increasing conversion rates and enhancing consumers happiness. “Digital marketing can have a substantial effect on the growth of start-ups, enhance brand recognition, gain consumer loyalty, and strengthen customer relationships” (Bonus, Raghani, Visitacion, & Castano, 2022). Digital marketing can lead to growth in start-ups, enhance brand recognition, foster consumer loyalty, and strengthen customer relationships. “As start-ups usually have limited resources and struggle with customer engagement, retention, and other growth challenges, the low investment and dynamic elements of digital marketing tools can be used to support constructive digital interactions impacting start-up growth” (Rizvanović, Zutshi, Grilo, & Nodehi, 2023). The low investment and dynamic nature of digital marketing tools can support start-ups in overcoming challenges and facilitating growth.

2. MATERIALS AND METHODS

Digital marketing campaigns are a crucial part of the overall marketing strategy for most companies. As a business executive or marketing manager, you need to know what a great digital marketing campaign looks like to help your brand succeed (Blog, 2023). Numerous studies with results have been published on the relationships of personality factors with business start-up intentions and business success. “Marketing is the process of teaching consumers why they should choose your product or service over your competitors. If you don't, you're not marketing right. The key is finding the right marketing method and determining the right marketing message to use to educate and influence your customers to choose your business over your competitors” (Ahmad, 2017). Personality factors have been studied about business start-up intentions and success. Marketing plays a crucial role in teaching consumers why they should choose a particular product or service over competitors. “Fresh start-ups can develop substantially through digital marketing by creating brand awareness, building trust, and building consumer awareness. However, most start-up companies hesitate to implement digital marketing strategies at the beginning of the company’s establishment” (Akeel, 2020). Digital marketing can significantly contribute to the development of fresh start-ups by creating brand awareness, building trust, and increasing consumer awareness. “Marketing is an important activity for the survival and growth of start-ups, but a start-up – usually with a limited budget, moderate capital, and no concrete customer base – finds it difficult to compete against the industry giants and big players. They can achieve this by converting their weakness into strengths as they can be more flexible in marketing strategies than their competitors in the market” (Sharma & D.P., 2020). Digital marketing is an exciting and fast-moving industry, and digital marketers know that there are a multitude of tools, platforms and apps out there to help take your digital efforts to the next level. Yes, they can save you time, but discovering and testing the various options can be daunting and confusing, especially in an ever-changing industry with many emerging trends. (Hall, 2022)

The methodology includes the process of collecting information and data. During the realization of this research, the data used are primary data which are based on internet research, literature related to the research issue, as well as with the realization of a questionnaire. The questionnaire was developed and distributed to 21 e-businesses. Data collection is about the impact of marketing on e-business. The questionnaire will help to easily compare the different variables used to test the presented hypotheses. The material that has been collected has been analyzed and presented through tables and graphs. The size of the sample is an important concept for conducting research. For this research, the focus was the Kosovo and 21 e-businesses. This paper investigated ways to help understand the impact of digital marketing on e-businesses. The city of Pristina, Kosovo, was selected as a case study. Given the nature of the study, the quantitative method was applied and the technique utilized was questionnaires in Google form. Before proceeding with answering the questions, the respondents were informed their answers would remain anonymous.

All of the data collect are further analyze. The data are transcribe and present visually, so the findings are clear to understand. The results of the questions are visually/graphically present.

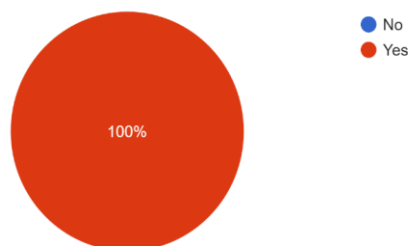
3. RESULTS

Digital marketing can be highly effective for e-business, e-business growth, and performance. In today's digital age, online marketing offers numerous advantages and opportunities for e-businesses of all sizes, especially for e-business looking to establish their presence and grow. Establishing a strong online presence is crucial for start-ups, and digital marketing plays a significant role in achieving that.

Graph 1. Digital marketing is necessary for e-business

Do you think digital marketing is necessary for a e-business?

21 responses



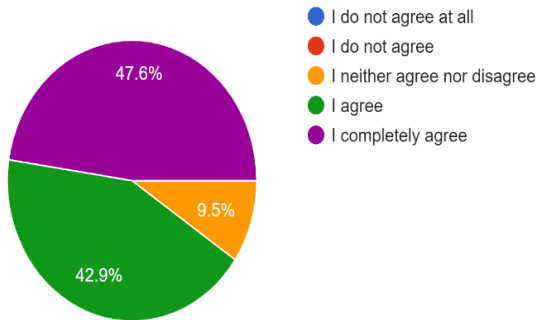
In the statistics supplied, every respondent (100%) believes that digital marketing is essential for an online business. Respondents' unanimity suggests that they strongly think that digital marketing is essential for e-businesses. This emphasizes how important it is to use digital platforms and tactics to advertise and expand an online business, as is well acknowledged.

Graph 2. How necessary is digital marketing is for e-business

Table 1. Digital marketing is affects the growth for e-business

How necessary is digital marketing for e-business?

21 responses



Do you think that digital marketing affects the growth of a e-business?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I agree	10	47.6	47.6	47.6
I completely agree	8	38.1	38.1	85.7
I do not agree at all	1	4.8	4.8	90.5
I neither agree nor disagree	2	9.5	9.5	100.0
Total	21	100.0	100.0	

The graph shown above gives us the results combined percentage of 90.5% indicating agreement or complete agreement, the data shows that respondents strongly believe that digital marketing is essential for an e-business. This emphasizes how crucial digital marketing tactics are seen to be in the context of e-business. There appears to be broad agreement regarding the importance of digital marketing in the e-business environment, as seen by the very small number of respondents who took a neutral position.

The majority of respondents—85.7%—either totally agree or agree that digital marketing has an impact on an e-business's ability to expand. Only 4.8% disagree, and 9.5% are unsure. Most respondents (85.7%) agree that digital marketing has an effect on an e-business's ability to grow, and a sizable portion (38.1%) fully agree. A tiny minority (4.8%) disagrees, claiming that e-business growth is unaffected by digital marketing. The fact that 9.5% of respondents took a neutral position points to some variation in respondents' viewpoints. All things considered, the data points to a widespread perception of the beneficial impact of digital marketing on the expansion of e-businesses.

Table 2. Benefits of digital marketing for e-business

How aware are you of the benefits of digital marketing for your e-business?

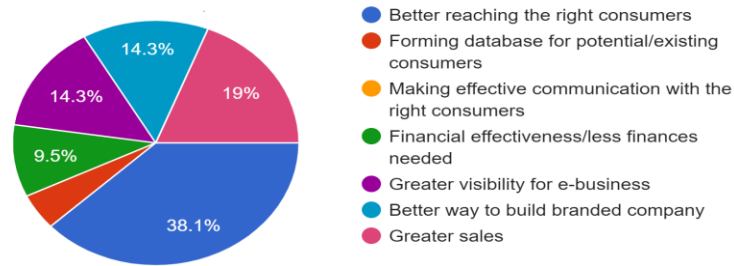
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I agree	8	38.1	38.1	38.1
I completely agree	8	38.1	38.1	76.2
I neither agree nor disagree	5	23.8	23.8	100.0
Total	21	100.0	100.0	

According to the research, respondents appear to be well aware of the advantages of digital marketing for their online business. This awareness is acknowledged by the majority (76.2%), with nearly equal numbers of respondents agreeing and strongly agreeing. A significant portion (23.8%) takes a neutral position, suggesting that some respondents might not be fully informed or have a firm opinion about the advantages of digital marketing.

Graph 3. Benefits of digital marketing for e-business

If yes, what benefits do you recognize?

21 responses

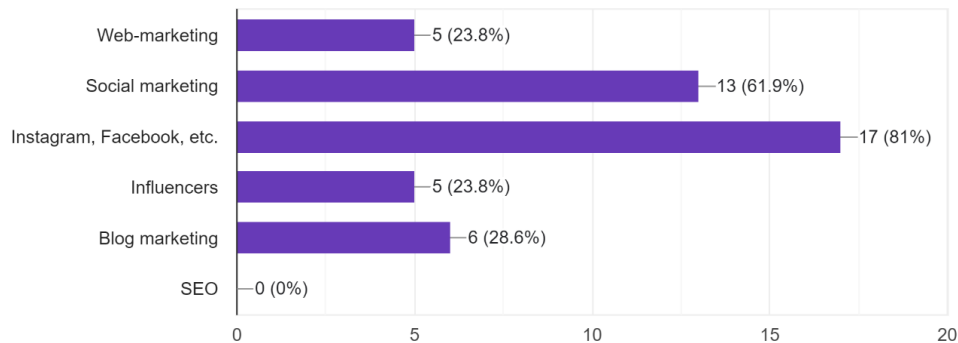


Respondents saw a wide range of advantages from digital marketing for their e-business. Most agree that digital marketing is a useful tool for connecting with the proper customers. Other acknowledged advantages include creating a recognizable brand for the firm, being financially successful, creating a customer database, increasing sales, and improving the e-enterprise's general visibility. This suggests a thorough comprehension of the various benefits that digital marketing may offer e-businesses.

Graph 4. Kind of digital marketing e-business using for growth.

What kind of digital marketing are you using for your e-business growth?

21 responses



The information shows the wide variety of digital marketing platforms that respondents use for their online businesses. While some employ a combination of social media, influencers, blog marketing, and web marketing, the majority rely on well-known social media sites like Facebook and Instagram. This suggests a methodical approach to digital marketing that makes use of a variety of platforms to increase online presence and interaction. A variety of digital marketing channels are used by respondents; Instagram, Facebook, and other social media platforms are the most often used ones (28.6%). A mix of influencers, blogs, web marketing, social media marketing, and blog marketing are other often employed mediums.

Table 3. Opinion that digital marketing (social media) affects e-business growth

Your opinion that digital marketing (social media) affects e-business growth		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I agree	12	57.1	57.1	57.1
	I completely agree	8	38.1	38.1	95.2
	I neither agree nor disagree	1	4.8	4.8	100.0
Total		21	100.0	100.0	

A majority of respondents (95.2%) think that social media marketing, in particular, has a beneficial effect on the expansion of e-business. The high percentage of agreement indicates that respondents strongly agree that social media plays a major role in driving the expansion of e-businesses. There is some variation in respondents' opinions as evidenced by their neutral position.

4. DISCUSSIONS

Digital marketing is crucial for an online business, according to all respondents (100%) who expressed strong agreement with this statement. There is widespread agreement on the importance of digital marketing in the context of e-business, as seen by the total percentage of agreement or complete agreement of 90.5%. The majority of respondents—85.7%—agree that digital marketing has an impact on an e-business's capacity to grow, while 4.8% disagree and 9.5% are unclear. While some respondents expressed a neutral stance, 76.2% of respondents are aware of the benefits of digital marketing for their online business. The benefits of digital marketing that respondents acknowledge include reaching the right clients, building a recognizable brand, achieving financial success, building a customer database, increasing sales, and improving exposure. While respondents use a range of digital marketing tools, popular social media platforms like Facebook and Instagram are most frequently used. There is broad agreement on the importance of social media in promoting growth, as seen by the majority's (95.2%) belief that social media marketing aids in the growth of e-commerce enterprises.

5. CONCLUSIONS

The respondents' universal belief (100%) in the importance of digital marketing highlights the crucial function that it plays for online firms and highlights the need of utilizing digital platforms for advertising and growth. The high percentage of respondents (90.5%) who agreed that digital marketing is important suggests that respondents generally recognize the importance of digital marketing in the context of e-business. Regarding how digital marketing affects an e-business's capacity to grow, the general consensus (85.7%) indicates a strong belief in its beneficial influence, with a noteworthy percentage entirely agreeing (38.1%). While a sizable majority of respondents hold a neutral stance, suggesting potential gaps in knowledge or viewpoints, the awareness of respondents (76.2%) on the benefits of digital marketing implies a widespread understanding of its advantages. Acknowledging a range of advantages like stronger client relationships, brand building, financial success, and enhanced visibility indicates a thorough comprehension of the many benefits that digital marketing can offer to e-businesses. The implementation of several digital marketing channels, emphasizing well-known social media platforms such as Facebook and Instagram, signifies a methodical strategy to improve online visibility and interaction. There is broad consensus (95.2%) on the positive effects of social media marketing, which highlights the crucial role it plays in e-business growth. However, there is also evidence of disagreement, as evidenced by neutral attitudes.

The results indicate that there is broad agreement regarding the significance and advantages of digital marketing, especially social media, for e-business development and success.

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