



## Reconsidering the Mystery of Digital Marketing Strategy in the Technological Environment: Opportunities and Challenges in Digital Consumer Behavior

Pongsiri Kamkankaew<sup>1</sup>, Suteera Sribenjachot<sup>2</sup>, Jatupron Wongmahatlek<sup>3</sup>,  
Vachiraporn Phattarowas<sup>4</sup>, Surakit Khumwongpin<sup>5</sup>

<sup>1-6</sup> Faculty of Business Administration, North-Chiang Mai University, Thailand

<sup>1</sup> Coordinator Email: [Kongsiri85@gmail.com](mailto:Kongsiri85@gmail.com), ORCID: <https://orcid.org/0000-0002-5885-4805>

<sup>2</sup> E-mail: [sribenjachot85@gmail.com](mailto:sribenjachot85@gmail.com) ORCID: <https://orcid.org/0000-0002-4843-1972>

<sup>3</sup> E-mail: [Wongmahatlek85@gmail.com](mailto:Wongmahatlek85@gmail.com) ORCID: <https://orcid.org/0000-0002-3734-0901>

<sup>4</sup> E-mail: [vachiraporn@northcm.ac.th](mailto:vachiraporn@northcm.ac.th) ORCID: <https://orcid.org/0000-0003-3220-9653>

<sup>5</sup> E-mail: [khumwongpin85@gmail.com](mailto:khumwongpin85@gmail.com) ORCID: <https://orcid.org/0000-0002-3011-1540>

Received 15/07/2022

Revised 17/07/2022

Accepted 18/07/2022

**Abstract:-** *The marketing business has been obliged to respond to the digital age by a globalization-driven technology dynamic. Hence, digital marketing plays an essential part in modern business operations. This paper provides an enlightening and logical analysis of the numerous aspects related to digital marketing and customer behavior. Initially, it was necessary to compile a collection of theoretical contributions from many academics in order to accurately characterize the study difficulties, appreciate the existing state of knowledge in this area, and identify any knowledge gaps that persisted. Notwithstanding the abundance of data on consumer behavior and digital marketing investigations are still expanding. Insufficient study has been undertaken, for instance, on the concept of digital engagement, which is fundamental to consumer behavior and one of the central themes investigated in this study. This is especially true in terms of its relationship to electronic loyalty. The beneficial impact of digital methods on a company's financial performance is also a rising field of study. This paper tries to advance this field. This paper has shown that digital marketing has a big effect on businesses today, given the growth of social networks and the role of the modern consumer, who prefers digital platforms for a wide range of activities and situations.*

**Keywords:** Digital Marketing; Digital Marketing Strategy; Digital Marketing Management

### Introduction

Consumers may now access information wherever it is and instantly compare rates. The internet, for instance, enables the presentation of marketing messages through advertising with the goal of reaching a wide audience in a relatively short amount of time (Clement, 2021). After that, it stopped being a groundbreaking technology and became a common way to communicate, search for information, shop online, and have fun (Miaskiewicz, 2022).

A certain amount of data can serve to demonstrate the current applicability of e-commerce (Giray, 2022) and, more specifically, digital marketing. According to data from the Electronic Transactions Development Agency of Thailand, e-commerce in Thailand alone reached 4.01 billion baht in 2021, with an annual growth of about 9.79 percent (Electronic Transactions Development Agency, 2022a). In reality, 2 out of 3 Thai consumers currently shop online through e-marketplaces and social commerce, according to the same data from the Electronic Transactions Development Agency of Thailand (Electronic Transactions Development Agency, 2022b). E-commerce is also very relevant in situations when having a physical presence is difficult or perhaps impossible. E-commerce, for instance, has been essential throughout the COVID-19 pandemic (Aydin, Arica & Arslanturk, 2021). Businesses had to reinvent themselves during the latest coronavirus outbreak, especially in the emergency stage, in order to survive (Kamkankaew et al., 2021). In this aspect, a stronger emphasis on the digital side of things, and particularly on internet sales, meant that many businesses were able to continue operating and earning money during the confinement. Consequently, e-commerce has made it possible for many customers to make secure purchases in the future without having to physically visit stores. The Future of e-Commerce in Thailand, published by the Electronic Transactions Development Agency (2022a),

[43]

**Citation:** Kamkankaew, P., Sribenjachot, S., Wongmahatlek, J., Phattarowas, V., & Khumwongpin, S. (2022).

Reconsidering the Mystery of Digital Marketing Strategy in the Technological Environment: Opportunities and Challenges in Digital Consumer Behavior. International Journal of Sociologies and Anthropologies Science Reviews (IJSASR), 2 (4), 43-60; DOI: <https://doi.org/10.14456/jsasr.2022.29>



states that the number of online purchases in Thailand increased along with the number of searches for online stores, online shopping, and digital goods. These can see a real digital change happening day by day in Thailand, where Thai people have embraced digital payments, home deliveries, and online shopping in equal measure.

The shift in consumer evaluation practices and the abundance of information at their disposal that has occurred over the past several years, as well as the different platforms that consumers now employ for this same process, are what make digital marketing so important (Chomiak-Orsa & Liszczyk, 2020). Companies must reevaluate their digital marketing tactics in light of changes in customer behavior (Victorino et al., 2020). And despite the possibility of poorer evaluations and unfavorable WOM (Word of Mouth), businesses can succeed if they employ the proper tactics at the appropriate times and through the channels that their target customers prefer (Ramko & Jarosch, 2005).

Regionally based businesses have the chance to compete with larger, better established, and international businesses (Cristian, Elena, & Camelia, 2008). Digital marketing effectively enables the combination of innovation and strategy with a low cost that adds value for the consumer, such as high-quality content on social networks, personalization techniques across channels, or simply a high-quality website (Ismaili, 2020). However, effective management is required, along with knowledge of new customers, plans for using digital platforms, and consumer journey monitoring.

In order to enhance sales, digital marketing is therefore used to introduce consumers to a particular brand through resources like websites and social media (Juganaru, Andronache & Mihutiu, 2021). Therefore, in order to create the most effective digital marketing strategies, managers must understand the current consumer, their attitudes, and behaviors. As a result, the new applications of media, e-commerce, and social networks will be discussed in addition to the presentation of digital marketing (Dwivedi & Nath, 2020). This paper's next open-ended question is: "How does a digital marketing strategy operate on customer behavior?" It aims to clarify the influence that digital marketing has on consumer behavior. The concept of management in digital marketing, its relevance to businesses, and the digital consumer will then be covered. First, certain definitions of digital marketing will be explored. Then, digital marketing strategies will be presented.

### **Digital Marketing: An Introductory**

In this section, the paper analyses and discusses the definition and relevance of digital marketing for businesses, inbound marketing, e-commerce, and social networks. All of the concepts discussed in this section provide insight on the importance of digital marketing and the functionality of digital marketing tools. The precise details of these considerations are as follows:

#### ***What is digital marketing?***

Digital marketing is the simultaneous internet integration of several methods using a certain methodology and procedure to accomplish specified goals (Olson et al., 2021). Tiago and Verissimo (2014), on the other hand, define digital marketing as a communication-focused process in which businesses work with their clients and partners to create, communicate, and keep value for all stakeholders.

All promotional efforts conducted through social media, websites, emails, online games, or applications are included in digital marketing (Carter, 2009), which is a crucial component of customer communication. In a different viewpoint, (Leppaniemi et al., 2010) illustrate the human element of digital marketing by attempting to draw comparisons between the two types of marketing, traditional and digital, where marketers engage with customers to establish a relationship that contributes to the successful sale of goods and services.

Digital marketing advances knowledge, strengthens the brand, and facilitates greater communication (Todor, 2016). As a consequence, digital marketing relates to customer relationships as well as the message that the business wants to send, making it a crucial tool for building, consolidating, and maintaining brand recognition (Levy & Gvili, 2015). Additionally, digital marketing is the inventive advertising of goods and services using channels of distribution that primarily target databases

[44]

**Citation:** Kamkankaew, P., Sribenjachot, S., Wongmahatlek, J., Phattarowas, V., & Khumwongpin, S. (2022).

Reconsidering the Mystery of Digital Marketing Strategy in the Technological Environment: Opportunities and Challenges in Digital Consumer Behavior. *International Journal of Sociologies and Anthropologies Science Reviews (IJSASR)*, 2 (4), 43-60; DOI: <https://doi.org/10.14456/jsasr.2022.29>



in order to quickly and affordably reach potential customers (Daj & Chirca, 2009). Digital marketing, seen from a similar perspective, is the interactive marketing of products or services through digital media in order to connect with and stimulate the interest of customers and ultimately retain them (Slijepcevic, Radojevic & Peric, 2020).

Likewise, with digital marketing, consumers can choose whether or not to get recurring offers of online content (Dholakia, 2005). Moreover, given the investment made, it enables an effective study of the target audience's reach (Chaffey, 2010). Lastly, digital marketing is easier to use and has more predictable results than traditional marketing (Chauhan, Agrawal, and Chauhan, 2015). This makes it a very important tool for new businesses.

Therefore, it can be stated that the primary aim of digital marketing is to increase a company's customer base by fostering intimate ties with them on digital platforms. Through the utilization of various channels and digital tools that today's consumers choose, this discipline ultimately ends up somewhat redefining traditional marketing. Additionally, it should be emphasized that since the majority of businesses have invested in activities in a digital context, the labels "digital" and "traditional" may become obsolete as a result of the idea that marketing should simply be marketing (Chinakidzwa & Phiri, 2020).

### **Digital marketing's importance for businesses:**

Virtually all businesses, regardless of size, industry, or country of origin, place a high priority on digital marketing (Leppaniemi et al., 2010). The fact that more businesses are investing in digital marketing initiatives shows how important digital marketing has become to corporate strategies in the industrial sector (Yim, 2020).

Numerous research (Homburg & Wielgos, 2022; Badawi, Nurudin & Muafi, 2021; Duan & Zhang, 2021; Blomster & Koivumaki, 2022) has demonstrated the importance, influence, and useful contribution of the marketing department in terms of a company's performance. Some studies even go so far as to assert that the marketing department plays such a crucial role that it can even anticipate the company's future financial performance.

The conclusion that emerges is that, given the exponential growth of digital, it can be claimed that marketing, and specifically digital marketing, plays a significant role in businesses. (Blomster & Koivumaki, 2022) and Duan & Zhang (2021) indicated that factors including customer satisfaction, the growth of customer connections, and sales performance are all exactly what make digital marketing successful. Thus, it is crucial to consider a number of elements specific to digital marketing. Companies focus on online marketing mostly due to changes in customer behavior, cost-effectiveness, and simplicity of monitoring results when compared to traditional marketing (Homburg & Wielgos, 2022). LeBoeuf (2006) encourages businesses to do well online and spend money on a variety of tools that will help them talk to their target market.

Likewise, Yim (2020) discusses a potential link between a company's success in digital marketing and both the expansion and profitability of that company. Thus, using digital marketing can help a business outperform its rivals in terms of performance (Patruti, 2015). However, in order to gain an advantage over other businesses, a corporation must, however, place bets on the most sensible factors. An organization must comprehend consumer behavior, know how to meet their requirements, and also attempt to comprehend the types of desires that its products might elicit in potential customers (LeBoeuf, 2006). Also, a business must concentrate on two essential components: its brand and its consumers, in order to maintain a competitive advantage over its primary rivals (Wang & Tang, 2003; Juganaru, Andronache & Mihutiu, 2021).

In this digital age, marketing faces four significant difficulties (Key, 2017): the use of customer information and data to compete effectively; the threat that social networks pose to brands and their relationships with customers; the prevalence of new digital metrics and the evaluation of the effectiveness of digital marketing operations; and the growing lack of good professionals in the organization's analytical capabilities. Thus, the use of digital marketing platforms is a serious and

[45]



intriguing topic not only in marketing, but also in human resource management (Heinonen & Strandvik, 2007). However, in order for digital marketing to play a meaningful role within a company, organizations must pay close attention to the consumer without sacrificing data security. The marketer must also choose marketing professionals carefully, keeping a close eye on the present, consumer behavior, and the need to innovate and surprise.

### ***Inbound Marketing:***

In a competitive environment, businesses increasingly feel compelled to investigate digital marketing, given the lower costs and numerous benefits that can result from this style of marketing (Carter, 2009). Therefore, the most important digital marketing approach is inbound marketing (Rowley, 2008), so it is important to comprehend this concept and its use within the framework of digital marketing. Carter (2009) noted that inbound marketing is an organic kind of marketing based on a close relationship between the firm and its consumers or future customers, who have willingly indicated an interest in the company's products by subscribing to newsletters, social networks, etc. Moreover, according to Todor (2016), in inbound marketing, the quality of a company's content marketing is an element that should attract customers or potential customers' attention.

Inbound marketing should correspond to the promotion of a firm using channels such as videos, blogs, podcasts, ebooks, newsletters, SEO (Search Engine Optimization), social networks, and other content marketing techniques (Todor, 2016). The principal goal of these techniques is to retain the consumer's attention across the many stages of the sales funnel: attract, convert, close, and engage (Patruti, 2015).

Inbound marketing might be described as a set of marketing activities that aim to attract customers and pique the interest of consumers, thereby making the firm more discoverable by using material that titillates the consumer's interest (Heinonen & Strandvik, 2007). Inbound marketing employs a multi-channel strategy for disseminating material and one of its primary areas is blog content generation (Chauhan, Agrawal & Chauhan, 2015).

Hence, it can be stated that inbound marketing involves creating content that is memorable to consumers. Companies must comprehend the rules of inbound marketing in this digital age in order to convert creativity, content, and communication into valuable customers (Cristian, Elena & Camelia, 2008). However, the developments that have occurred in this industry may create an excellent opportunity for new market entrants and a danger to the current market leaders (Daj & Chirca, 2009). Consequently, businesses that best understand how to leverage inbound marketing should generate superior financial results.

### ***E-commerce:***

Due to the expansion of the Internet, e-commerce has become an important way for people to fulfill their requirements. This is due to its multiple benefits, which include overcoming geographical limits, convenience, and privacy, among others (Chauhan, Agrawal & Chauhan, 2015). Conveniently, online shopping eliminates the need for consumers to visit physical establishments in order to acquire desired goods. Considering that the Internet is a low-cost and generally easy-to-access medium, many customers have made significant investments in electronic commerce (Levy & Gvili, 2003). (2015). However, the rise of e-commerce could also be advantageous for businesses. E-commerce is relevant to the extent that businesses that can make online sales will be able to increase their business performance.

Numerous enterprises use e-commerce nowadays, from small and medium-sized businesses to major corporations, demonstrating the growth of this industry (Emini & Merovci, 2021). According to Giunta (2020), the global experience of purchasing websites should be the most significant factor in e-commerce. In turn, as a result of technology, the experience on e-commerce websites may be more successful than transactions conducted in conventional ways, in addition to being more efficient (Dwivedi & Nath, 2020). In other words, e-commerce has multiplied the opportunities available to

[46]

**Citation:** Kamkankaew, P., Sribenjachot, S., Wongmahatlek, J., Phattarowas, V., & Khumwongpin, S. (2022).

Reconsidering the Mystery of Digital Marketing Strategy in the Technological Environment: Opportunities and Challenges in Digital Consumer Behavior. International Journal of Sociologies and Anthropologies Science Reviews (IJSASR), 2 (4), 43-60; DOI: <https://doi.org/10.14456/jsasr.2022.29>





businesses, making it more important than ever to establish and maintain client relationships. Even though not all clients are equally important to a business, keeping customers, especially online customers, is a big deal for companies that want to be ahead of the competition (Wilkes, Chapman, and Mccall, 2021).

### ***Social networks:***

Social networks such as LINE, Facebook, Instagram, Twitter, and TikTok, whose use continues to rise, are intrinsically linked to the internet. The most popular social networks, such as Facebook and YouTube, facilitate the sharing of text, video, and image files between an online user and a group of users (Oppen & Burt, 2021). Currently, a network connection predominates, in which consumers share and respond to whatever they comprehend; therefore, corporations have been leveraging social networks to interact with consumers, mindful of their surroundings (Torres-Romay, 2022). According to Hacamo and Kleiner, social networks have become an important way for businesses to connect with their customers. In fact, most businesses now have at least one social network.

The impact of social media cannot be denied. This contributes to consumer involvement and can be advantageous for businesses. And, according to a study, competitive pressure is the most important aspect that might help firms justify their use of social networks, while internal efficiency is the second most important factor (Abbaspour & Hashemi, 2021). Also, social networks make it easier for customers and businesses to talk to each other, which makes communication easier and better (Asmi, Lotfi, and Abarda, 2022).

The benefits that can be garnered from the internet for a business rely heavily on the organization's participation in internet-related platforms, such as social networks (Hacamo & Kleiner, 2022). In this area, the customer service that may be provided, online sales, relevant information for clients, brand development itself, and crowdsourcing stand out as the primary advantages (Oppen & Burt, 2021). Nevertheless, social networks continue to contribute to more intense and rapid word of mouth than traditional marketing channels (Abbaspour & Hashemi, 2021).

In light of relevant literature, the usefulness of social networks for businesses in many industries has been discussed. According to research findings (Varga & Gabor, 2021; Amorim-Ribero et al., 2022; Shutaleva, Novgorodtseva, & Ryapalova, 2022), social networks help, in a manner of speaking, to evaluate partners and suppliers; assist with knowledge of customers' consumption habits and preferences; and even allow, up to a certain extent, to anticipate or detect negative consumer reactions. Moreover, the connection between social networks and digital outlets must be emphasized. Digital marketing channels are Internet-based platforms that can simultaneously advertise and produce value via social networks (Hacamo & Kleiner, 2022). Thus, they are an important way for the company and its target customers to talk to each other.

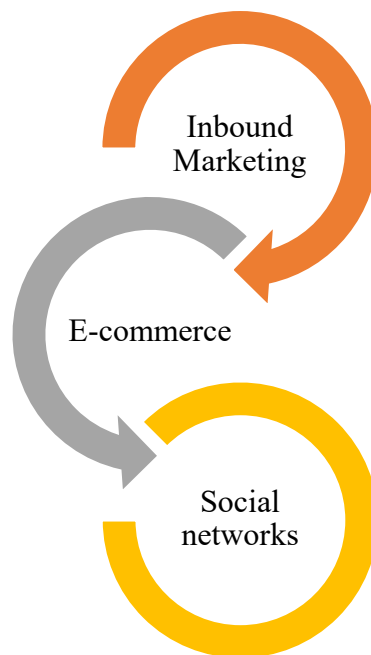
Certainly, social networks can enhance a company's overall performance (Shutaleva, Novgorodtseva, & Ryapalova, 2022), which is a preponderant argument for their use. Before a company can take advantage of the benefits that come with using social networks, it needs to know which social networks its target audience is on, what its goals are, how its brand is positioned in each network, and how to use social networks for marketing (Varga & Gabor, 2021). Given the aforementioned correlations, it is difficult to dispute the role that social networks play in boosting revenue and reducing company risks. Therefore, social networks are complex channels that enable constant contact between the firm and its consumers (Amorim-Ribero et al., 2022). On the one hand, social networks may become increasingly significant from a business perspective, since consumers may learn about a product or company through the connections they form with family and friends. Additionally, advertising that may be conducted on these platforms to promote sales in an online store can effectively encourage people to buy more products. However, in the context of e-commerce, the use of social networks can potentially serve as a substitute for online purchasing (Varga & Gabor, 2021), which is a downside of social networks.



In addition, it should be noted that businesses should utilize social networks as a channel that enables them to deliver information to consumers, communicate with stakeholders, and subsequently generate sales (Todor, 2016). In actuality, social networks strive to encourage consumer participation in order to develop long-lasting ties with businesses and so improve revenues. In order to develop direct communication between the firm and the consumer, social networks will be vital to the company's digital presence. And, in order to foster these connections, organizations will be able to function as digital firms, continuing or enhancing their use of digital marketing; or they will be able to embrace various forms of participation in social networks in order to expand their use of digital marketing (Asmi, Lotfi & Abarda, 2022). However, in order for social networks to have the desired effect, it is necessary to identify which material would best resonate with the company's target audience. The greater the number of shares, the greater the probability that the material will go viral. Torres-Romay (2020) argued that social networks help viral content grow and spread quickly, often with the help of traditional media and websites that report on trends.

Consequently, after making a decision about the development and management of information, it is essential to comprehend the most effective means of distributing this content on social networks. The strategy involves distributing a great deal of information through social network users. On the other hand, user-generated material must serve as a favorable word-of-mouth advertisement for the company (Amorim-Ribero et al., 2022). As demonstrated, social networks are a valuable resource for building and cultivating business ties (Hacamo & Kleiner, 2022). According to Shutaleva, Novgorodtseva, and Ryapalova (2022), social networks have a major role in the growth and sustainability of modern businesses. With the use of digital marketing and the launch of a product or service on social networks, new enterprises, namely startups, that are associated with innovation, can promote their business. According to Abbaspour & Hashemi (2021), marketing managers are already aware of the importance of digital marketing and, by extension, social networks; thus, they invest a large amount in their development and implementation. Throughout this context, it is only natural that businesses examine the resources available to implement their objectives within the context of social networks, taking a variety of aspects into account. Varga and Gabor (2021) argued that a company's investment in social networks should take into account the company's characteristics, its financial resources, its internal digital infrastructure, and consumer preferences. There is no standard formula for how much a business should invest in this field.

Thus, it can be concluded that social networks are an increasingly vital means for businesses to engage with their primary target segments. Social networks then allow tailored material to be shared to boost user involvement and participation, which can contribute to the popularity and visibility of a certain company (Varga & Gabor, 2021; Asmi, Lotfi & Abarda, 2022). Hence, good communication on social networks can help people learn more about a business and may even help sales go up.



**Figure 1** Three factors that drive businesses' Digital marketing

Based on the aforementioned concerns and Figure 1, the author was able to synthesize the body of knowledge as follows: Inbound marketing may be defined as a sequence of marketing actions targeted at acquiring customers and arousing the curiosity of consumers, thereby allowing businesses to discover additional businesses employing materials that pique consumer interest. Inbound marketing employs a multichannel distribution approach for content. Creating blog material is one of the most important aspects. Thus, it can be stated that inbound marketing entails providing content that is memorable for consumers. In this digital age, businesses must comprehend the rules of inbound marketing. To convert creativity, content, and communication into customers of value. Due to its numerous advantages, e-commerce is a crucial method for people to fulfill their wants. This involves overcoming geographical limitations, convenience, and confidentiality. And the convenience of internet shopping eliminates the need for consumers to visit actual stores to acquire the desired item. In light of the fact that the Internet is a low-cost medium that is generally easy to access, it is not unexpected that many customers have invested heavily in electronic commerce. Consequently, the growth of e-commerce can also be advantageous to businesses. E-commerce is relevant to the extent that businesses that can make online sales can boost their business efficiency. It assists social networks in evaluating partners and suppliers, as well as educating them on consumer behavior and preferences. It is even possible to forecast or detect negative consumer reactions. The connection between social networks and digital media must also be highlighted. Digital marketing channels are Internet-based platforms that advertise and create value through social networks. They are an important way for businesses and prospects to talk to each other. Inbound marketing, e-commerce, and social networking are concerns that are linked to digital marketing strategies, as shown by the synthesis. The author discusses digital marketing strategies in the next section.

### Digital marketing strategy

Digital marketing enables the execution of many tactics in a cost-effective manner (Hasbi et al., 2021) and with positive outcomes, making it an asset to businesses. Many businesses today utilize digital marketing methods in order to distinguish themselves from the competition and improve their

[49]



outcomes. In accordance with what was stated in the preceding paragraph, a corporation must clearly define its strategies and tailor them to its aims and target audience. According to Kotler and Armstrong (2020), the formulation of a marketing strategy entails a series of activities associated with the formulation and execution of the marketing plan. In digital marketing, techniques like remarketing and influencer marketing are used in a way that is unique to the digital level.

Regarding remarketing, advertising for a certain company is conducted digitally and is focused on specific products in order to target a specific audience that visited the firm's website (Luangrath et al., 2022). Remarketing attempts, via Google's keyword algorithm, to display specific advertisements to a company's target audience when they browse the company's website or Google (Liu, An & Zhou, 2021). Influencer marketing, on the other hand, refers to a strategy that tries to promote a company's products or services via digital influencers (Ahn, 2022). For conceptual clarity, digital influencers are people who have a sizable number of followers on a certain social network (Rundin & Colliander, 2021) and provide an effective method of reaching new consumers in the present day.

Hasbi et al. (2021) proposed that in order for a company to maintain a competitive advantage over its rivals, it should adopt methods of co-creation of value, a flexible sales organization, and market-oriented tactics. In regards to this last point, Goldman et al. (2021) noted that companies are using mobile marketing, paid advertising, and posting content on social networks more and more to keep old customers and find new ones.

Complementing the concept of the preceding paragraph, a responsive website, tailored to various forms such as computers, tablets, and smartphones, with high-quality content and strategic keywords, is one of the most important digital strategies employed today. Additionally, advertising emails and newsletters are frequently utilized. In order to contribute to better results, the latter attempt to build the relationship between the company and the client by disseminating relevant content that may be more instructive or humorous (Gillpatrick, 2019). For an effective digital marketing strategy, it is also vital to consider the element of time, as the company's overuse of a digital marketing channel may be perceived as an intrusion. As an illustration, despite the fact that sending tailored emails is useful for the firm owing to the ability to measure their success and update in real time, this method should be employed sparingly. Sending an excessive number of emails, for instance, could lead to a decline in consumer interest in Goldman et al. (2021), which could be detrimental to the company.

It is essential to consider target clients and their interests when building a digital marketing strategy. Thus, according to Bacon & Stewart (2022), a marketing expert who understands the target audience will be able to effectively articulate the company's strategy to ensure its efficacy. In this follow-up, marketing channels have been serving customers' demand for information products more and more, which is a significant component of digital marketing tactics (Spais & Paul, 2021). The goal is to increase brand awareness and customer participation, especially the number of target audience subscriptions and downloads, as well as the company's database (Duan & Zhang, 2021).

According to Dwivedi & Nath (2020), digital marketing permits simultaneously growing a company's reach and refining its emphasis; hence, monitoring the consumer's journey is vital for managers' strategies. However, the consumer journey is complex when considering all the channels and contact types available to consumers (Ismaili, 2020), so this is an important factor to consider.

Alongside the consumer's journey, communication is a preponderant aspect since it contributes to the establishment of ties between the firm and the customer and can bring effective advantages to a company in the follow-up. Ismaili (2020) asserts that the communication process involves the individual and specific motives of customers, their habits, the effect of trends, and word of mouth, given the exponential rise of social networks in recent years. Thus, marketing communication management must start by finding touch points, or places where customers interact with the company, and learning how customers respond to and use communication messages (Luangrath et al., 2022). The identification of touch points is one of the most important factors to consider when it comes to the digital marketing strategy of a firm. Therefore, after establishing the primary touch points, businesses must comprehend how consumers might be impacted (Ismaili, 2020). In order to boost their companies' sales, marketing

[50]



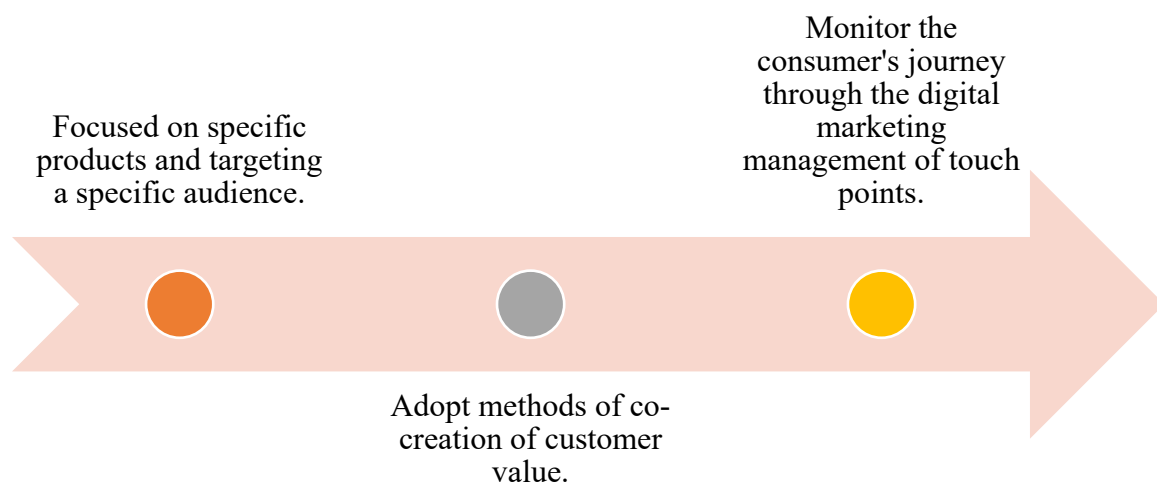


managers monitor the consumer's journey through the management of touch points (Dwivedi & Nath, 2020).

The success or failure of online communication rests heavily on a second component: content marketing, which has become one of the most important digital marketing tools. Content marketing can be defined as the method through which a business communicates with its clients without making a sale—in other words, by merely offering information (Chomiak-Orsa & Liszczyk, 2020). Juganaru, Andronache & Mihutiu (2021) assert that a digital marketing plan cannot be successful if there is no quality content marketing. Also, the content strategy is based on the idea that if businesses give their customers useful, consistent, and ongoing information, they will be rewarded with customer loyalty and more sales (Victorino et al., 2020).

Referring back to the previous point, the development of high-quality content enables a firm to communicate beyond the product, contributes to the creation of value and the consumer's engagement with the company, and can enhance the website's search engine optimization. Thus, content marketing, which often takes the form of websites, customized publications, and emails (Yim, 2020), can help a company reach more people, which can lead to more sales. To adopt the most relevant and market-oriented digital marketing tactics, a company's experts must have some creative flexibility, management must have a clear corporate vision, and they must be encouraged to engage in some degree of entrepreneurship within the organization (Homburg & Wielgos, 2022). For example, one new way to reach more people (Duan & Zhang, 2021) is to send customized marketing messages based on the interests and needs of consumers as well as their location.

Therefore, it can be stated that there are numerous digital marketing tactics that can contribute to a company's success. Taking into account the expenses and duration of each, firms can today establish a variety of techniques for enhancing their performance. However, in addition to this, a comprehensive digital marketing plan is required in order to reach the perfect consumer with an enticing message at the most opportune time and place (Slijepcevic, Radojevic & Peric, 2020).



**Figure 2** Digital marketing strategy



Based on the aforementioned concerns and Figure 2, the author was able to synthesize the body of knowledge as follows: A digital marketing strategy is a set of activities connected to the development and implementation of a digital operational marketing plan, and it is a technique that is performed via a company's online system. It offers a distinctive perspective on remarketing and advertising at the digital level, focusing on individual items to target specific audiences of brands and organizations. Thus, digital marketing is a sort of marketing that uses digital media to promote products and services. Using a variety of digital media methods, businesses may promote customer engagement and enhance revenue. Moreover, digital media is growing increasingly popular today because customers can obtain this media effortlessly and it is accessible anytime, wherever, twenty-four hours a day. In addition, digital marketing is another method for promoting new business brands. Making greater awareness is no longer a challenge. Additionally, it can immediately contact a large number of well-defined target groups. Through digital marketing, new businesses can get known and grow quickly through a number of different channels. Digital marketing strategies are concerned that are linked to digital marketing management, as shown by the synthesis. The author discusses digital marketing management in the next section.

### Digital marketing management

Numerous businesses want to enhance their financial performance. Digital marketing's basic goal is to contribute to this progress through a large range of strategies. Measuring is one of the most important things for managers to think about if they want to know how marketing strategies affect the company's performance and whether or not they are meeting their goals. Measurement in digital marketing enables the reduction of data complexity, adds to the improvement of results, and enables the development of consumer value. One thing to keep in mind is that digital technologies make it much easier to measure the impact than traditional marketing (Miaskiewicz, 2022). This is one of the benefits of measuring in digital marketing.

The ever-increasing frequency with which customers interact with businesses through various digital platforms necessitates that marketers monitor and evaluate these interactions (Dwivedi & Nath, 2020). In this light, it is vital to discuss the performance and concept of a company from a managerial standpoint. Therefore, a company's performance can be separated into financial performance and customer service performance (Homburg & Wielgos, 2022). As a consequence, financial performance can be assessed using a scale designed to evaluate the return on sales, market share, and profit of organizations (Chomiak-Orsa & Liszczyk, 2020). For Badawi, Nurudin, and Muafi (2021), on the other hand, some performance indicators are the same as the number of sales or new clients.

According to some academics, a company's performance should be measured in accordance with previous studies on performance measurement (Vieira et al., 2021; Ewah et al., 2021; Morgan et al., 2022). Thus, these investigators consider three performance-related dimensions. According to studies, it is essential to comprehend the content, process, and context of performance measurement, namely, the designed metrics system, the process by which performance statistics are revised, and the internal and external organizational contexts in which the metrics system is implemented (Olson et al., 2021). Effective SEO management is crucial to the success of a business. According to, the primary performance indicators of effective SEO management include the search rankings of various users and consumer behavior. Regarding this final issue, it is necessary to mention, for instance, the amount of time the user spent on the page. Companies must then comprehend search engine algorithms for effective SEO management. In fact, the better a company ranks in Google's search engines, the easier it is for customers to find it, and, as more people become familiar with the brand, the more likely it is that the company will make sales (Varga & Gabor, 2021).

Modern marketers can track impressions, clicks, and conversions (Dwivedi & Nath, 2020). Several KPIs equate to leads, reach, clicks, conversion rate, giving directions, search engine optimisation, email, and social media (Juganaru, Andronache & Mihutiu, 2021). In the case of social networks, for instance, the most important performance indicators include unique measures for each

[52]



platform, such as the number of likes on Facebook and metrics corresponding to link sharing (Wilkes, Chapman & McCall, 2021). This is pertinent information for marketing managers to comprehend which techniques have contributed more positively to the organization and which have produced more unfavorable consequences. In this manner, modifications can be made and/or changes to the company's strategies in an effort to improve performance.

A company's performance can be enhanced by management that is effective and takes the analyzed elements into consideration. Thus, confirming the dynamics of the key performance indicators is the basis for evaluating the implemented methods and demands for continuous enhancement (Levy & Gvili, 2015). In particular, it's important to know what steps need to be taken to keep digital marketing profitable and to keep strategic control over KPI monitoring (Dwivedi & Nath, 2020). Regarding the measurement of any digital marketing action, deceptive metrics must be avoided (Duan & Zhang, 2021). According to Slijepcevic, Radojevic, and Peric (2020), the effects of promotions on the sales and profit of a firm may be measured more simply than the effects of commercials. Nonetheless, this does not imply that advertisements should be trusted more. In other words, simplicity of measurement should not be confused with trust in that measurement, as digital marketing measurement is nonlinear. Currently, the return on investment (ROI) of a digital marketing campaign is an important part of measurement (Yim, 2020). In the process of engaging in digital marketing, even small firms will be able to analyze their return on investment with some degree of certainty, as a result of the availability of free web-based analytic tools (Duan & Zhang, 2021). Web analytics is, indeed, a significant component of digital marketing management. Web analysis enables the collection, grouping, and development of reports on the time and location of empirical data from digital transactions (Chomiak-Orsa & Liszczyk, 2020). Web analysis, for instance, allows you to evaluate a website and discover how many people visit it, which is a crucial measurement tool in digital marketing today. In terms of online advertising campaigns, appropriately set Web Analytics makes it possible to determine the proportion of visitors to each campaign and the conversion rate, enabling the marketing manager to alter campaigns accordingly (Luangrath et al., 2022).

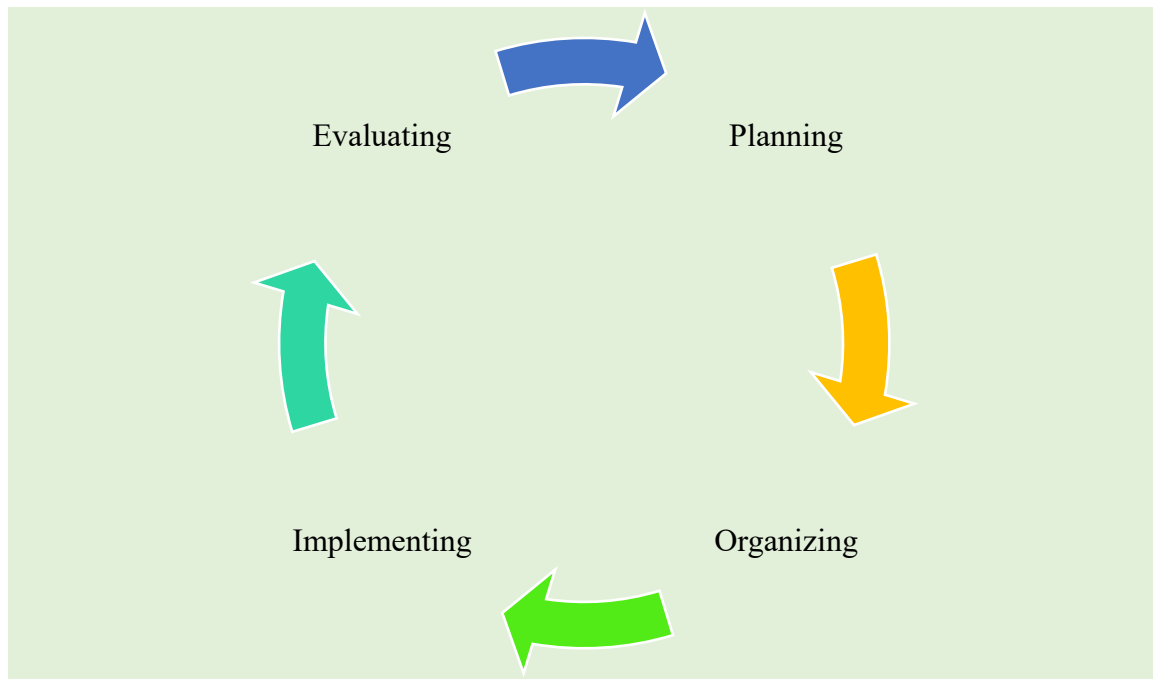
In light of what has been stated, businesses should utilize Web Analytics and its metrics system to evaluate digital marketing performance (Miaskiewicz, 2022). In addition to quantitative data, customer behavior must also be taken into consideration, which raises questions about consumer involvement (Badawi, Nurudin & Muafi, 2021). Therefore, it is not ideal to make judgments purely based on Web Analytics data, as Web Analytics data should only be utilized as a component of performance evaluation (Ewah et al., 2021). In continuation of the principle presented in the previous paragraph, it is vital to give digital marketing indicators/metrics such as brand value, customer satisfaction, and customer loyalty, in addition to sales and profits, the importance they deserve with reference to corporate success (Kamkankaew, 2021). These indicators enable strategic decision-making and a view of the company's future, taking into account the company's existing metrics. In order to improve the interaction between businesses and consumers as well as the return on investment, it is important to understand how and where qualitative metrics may be measured and how they can be utilized in conjunction with Web analytics (Victorino et al., 2020).

With regard to digital marketing measurement, however, businesses encounter challenges, albeit in a manner distinct from that of a few years ago. Technological obstacles and data integration are becoming less of a hindrance to firms' efforts to boost website conversion rates. On the contrary, people and processes are currently considered to be the most significant obstacles. On the one hand, this occurs because certain personnel are sometimes insufficiently dedicated and skilled, and on the other hand, since many businesses spend a significant portion of their budget on digital tools that they end up not using, or on ways that simply do not function (Juganaru, Andronache & Mihutiu, 2021).

In order to increase development potential, a business should evaluate its structure and investments in Web analytics and digital marketing optimization (Chomiak-Orsa & Liszczyk, 2020). However, as online marketing outcomes converge with offline marketing results, the motivation for



businesses to be more disciplined with digital marketing should drive the necessary adjustment (Wilkes, Chapman & McCall, 2021).



**Figure 3** Digital marketing management

Based on the aforementioned concerns and Figure 3, the author was able to synthesize the body of knowledge as follows: Digital marketing management is the process of planning, organizing, implementing, and evaluating the use of approaches for digital marketing operations. Measurement in digital marketing simplifies data in order to maximize results, enhance operations, and facilitate the growth of consumer value. Keep in mind that digital technology makes it easier to measure the impact of marketing than traditional marketing. Therefore, digital marketers are the foundation for evaluating operational techniques and the requirement for constant development. Digital Marketing Evaluation Compared to a few years ago, businesses now face unique obstacles. Technology and data integration obstacles are becoming less of a hindrance to businesses' efforts to raise their digital performance conversion rates. Businesses should look at the structure and cost of online marketing performance analysis and long-term digital marketing optimization. Digital marketing management are concerned that are linked to digital consumer behavior, as shown by the synthesis. The author discusses digital consumer behavior in the next section.

### **Opportunities and challenges in digital consumer behavior**

A consumer's essential position in the establishment and operation of organizations is inherent to the science of digital marketing. In this way, in addition to the notions outlined in the preceding part, it is vital to attempt to comprehend the current consumer's motives and wants. Substantial technical advancements have resulted in substantial modifications to consumer behavior. Thus, consumers acquired access to a variety of interaction channels with products and services (Key, 2017). In this manner, the customer is able to rapidly disseminate vast amounts of information over networks, thereby achieving global reach (Chaffey, 2010).

[54]

**Citation:** Kamkankaew, P., Sribenjachot, S., Wongmahatlek, J., Phattarowas, V., & Khumwongpin, S. (2022). Reconsidering the Mystery of Digital Marketing Strategy in the Technological Environment: Opportunities and Challenges in Digital Consumer Behavior. *International Journal of Sociologies and Anthropologies Science Reviews (IJSASR)*, 2 (4), 43-60; DOI: <https://doi.org/10.14456/jsasr.2022.29>





Digital channels and media are currently deemed pervasive (Luangrath et al., 2022; Miaskiewicz, 2022). Interacting with other people via websites, social networks, or applications, consumers view products of interest on their smartphone, tablet, or computer. The consumer will simply be able to browse the products and compare costs in order to purchase them in real stores or, alternatively, to purchase them online and, for instance, return them to a physical store.

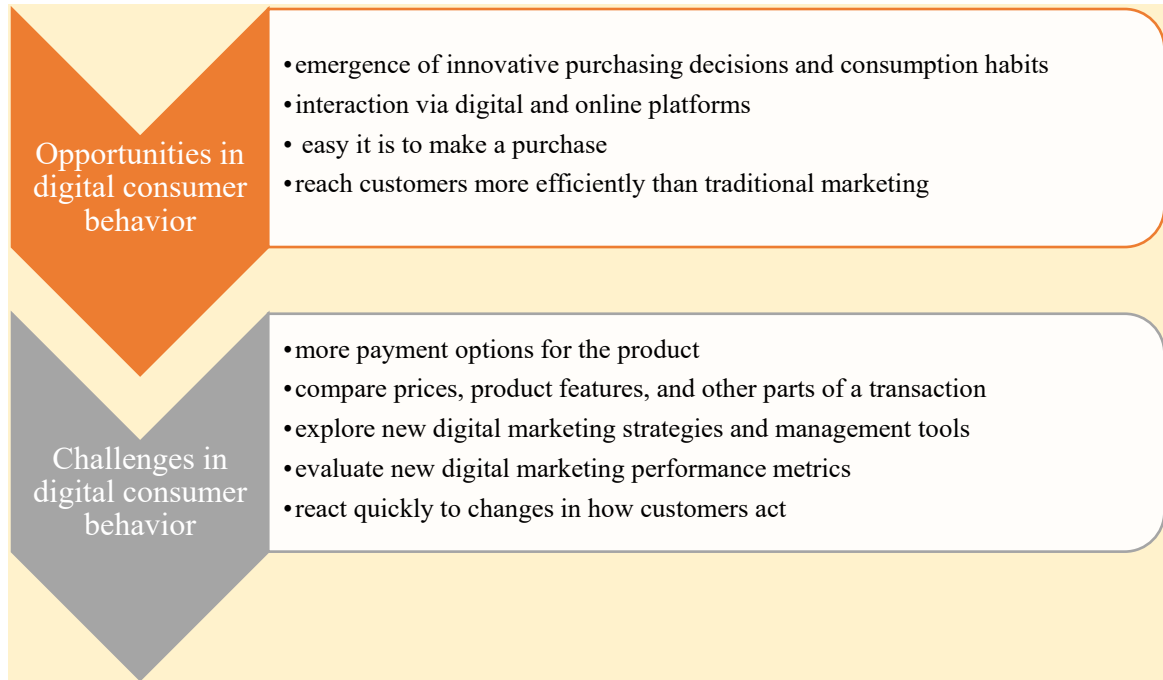
The digital customer looks for solutions to problems online, is demanding, and presently favors special and personalized items, while spending a significant amount of time on social networks. Prior to making a purchase, the modern customer considers a variety of choices, seeking a high-quality product and service in a variety of formats, languages, and geographies (Goldman et al., 2021). In addition, it has greater access to information than it did a few years ago, and it is permanently connected to the various gadgets. New shopping methods, channels, and customer interactions necessitate an updated understanding of customer and brand management as well as a redefinition of marketing mix KPIs and customer relationship management (CRM) on the part of businesses (Giunta, 2020). In this regard, it is essential for businesses to comprehend that boosting their performance is likewise related to these adjustments. In other words, organizations must be able to quickly adapt to changes, identify and seize opportunities (Miaskiewicz, 2022).

However, an important element must be mentioned, however, in relation to the study of consumer behavior and the development of tactics tailored to their consumption needs and desires: the security of customer data. In this regard, businesses should pay close attention to the type of tools they employ in order to respond to consumer preferences, as well as how they employ these tools, while always protecting consumer privacy and rights (Dwivedi & Nath, 2020). Specifically pertaining to the behavior of the digital consumer, he searches online for solutions to his issues, is demanding, and today favors exclusive and personalized items while spending a significant amount of time on social networks (Badawi, Nurudin & Muafi, 2021). In turn, new purchase tools, new channels, and new interactions with customers necessitate an updated understanding of customer management (Goldman et al., 2021). Thus, organizations must be able to respond quickly to changes in consumer behavior as well as promptly identify and exploit possibilities (Emini & Merovci, 2021).

Regarding customer behavior, which has evolved through time, they have attempted to come closer and closer to consumers. Consequently, the company's digital marketing tactics must accommodate the new consumer habits and pace. The online marketer should recognize that consumers seek unique, unrepeatable experiences and exclusive products that fulfill their actual demands. Thus, in the near future, they want to apply our integrated digital marketing strategy in order to produce a unified experience across the numerous platforms where they operate. Therefore, the online marketer should recognize that it is important and crucial to stay up with the current consumption rate and expand the brand's global presence.

In a digital context, the online marketer should have opinions regarding the company's marketing and management. They underlined the growing importance of digital marketing for the organization, despite the fact that they have few digital tactics in place now. The company's new strategy plan, in which digital marketing methods play a prominent part, is on the horizon, though. Taking into account the importance of the omnichannel experience, the company plans to build an e-commerce platform, join digital platforms in many countries, make a bet on more social networks, and come up with an integrated distribution strategy.

Lastly, the online marketer should have a great deal of worry about the modern customer, their consumption behaviors, and the introduction of various digital platforms and tools, which make the modern consumer more knowledgeable, innovative, and interested in ease. Prior to making a purchase, customers consider an increasing number of considerations, despite their relatively rapid decision-making process. As a result, it is critical for the success of a corporation to gamble on multiple digital initiatives. It's important to note that once these things were done, the brand started to use the new digital strategy.



**Figure 4** Opportunities and challenges in digital consumer behavior

Based on the aforementioned concerns and Figure 4, the author was able to synthesize the body of knowledge. These are the opportunities in digital consumer behavior as follows: the emergence of innovative purchasing decisions and consumption habits; customer interaction via digital and online platforms; customers today are becoming more aware, creative, and concerned with how easy it is to make a purchase; digital marketers can contact customers more efficiently than traditional marketing. Additionally, the challenges in digital consumer behavior are as follows: customers have more payment options for the product; customers can compare prices, product features, and other parts of a transaction, which makes them think about buying longer and less likely to buy on the spot; marketers must explore new digital marketing strategies and management tools; marketers must evaluate new digital marketing performance metrics; businesses must react quickly to changes in how customers act and quickly spot and take advantage of opportunities.

## Conclusion

Regarding the impact of digital marketing on a company's performance, it can be concluded that it plays an ever-increasing role at the management level, given the exposure, renown, and potential for growth on a financial level that can result from the use of more suitable digital formats and the right consumer approaches. Even though it's not possible to get specific numbers from the interviews to figure out how digital marketing affects business performance, the company is working on a number of digital strategies to reach new customers, make them loyal to the brand, and increase sales. The growth of technology and the increasing number of digital consumers who use the internet to entertain, inform, and purchase goods and services are causing organizations to feel a greater need to work with these audiences, frequently employing more accessible tactics than in traditional marketing. Thus, it is possible to contribute to answering the study question of how a digital marketing strategy

[56]



affects consumer behavior by demonstrating that digital strategies have an effect on digital engagement, trust, emotions, and e-satisfaction, and consequently on consumer e-loyalty to the brand. A consumer who is pleased with a given online purchase, for instance, is more likely to connect positively with the brand and have faith in it. Thus, if a consumer has a strong positive emotional connection to a brand, it will be easier for that consumer to show brand loyalty.

Different digital methods employed by brands can therefore have an effect on electronic client loyalty and, consequently, on the performance of businesses. Customers who like and trust a certain brand, for example, are more likely to stick with it. This can lead to more sales, either directly from these customers or through their recommendations to family, friends, and even strangers, which often happens through social networks and recommendation websites.

### Implications for digital marketing management

In this paper, the effect that digital marketing has on consumer performance and behavior was analyzed. In this way, this study may have significance for management as it discusses elements that contribute to the success of a business today and the understanding of consumer behavior. By implementing a certain digital strategy, managers will be able to comprehend consumer behavior. In turn, businesses will have to build digital strategies that are best adapted to the tastes, habits, and needs of customers, with a focus on methods that include consumers and produce value for them. Thus, the customer must feel a connection to the company and be loyal to it, which helps boost sales.

Specifically, online marketers and businesses will be able to bet on Facebook to generate emotions, improve customer contentment through surveys, and appeal to customer trust with publications that illustrate the brand's quality. It should also boost its commitment to social networks such as LINE, Instagram, and TikTok, as well as sponsored advertisements, in an effort to increase consumer connection. Furthermore, in order to determine what to improve, online marketers and businesses should attempt to comprehend some consumer loyalty indicators, such as whether they advocate the brand, what their preferences are, and their view of goods and services and comparable companies.

### Reference

- Abbaspour, O. M., & Hashemi, G. A. (2021). Finding effective nodes to maximize the trusting behavior propagation in social networks. *Computing*, 103(12), 2995–3016.
- Ahn, R. J. (2022). Exploration of Parental Advertising Literacy and Parental Mediation: Influencer Marketing of Media Character Toy and Merchandise. *Journal of Advertising*, 51(1), 107–115.
- Amorim-Ribero, E. M. B., Nelva, E. R., MacabiraA, M. O., & Martins, L. F. (2022). Well-Being at Work in Processes of Organizational Change: The Role of Informal Social Networks. *Revista de Administração Mackenzie*, 23(1), 1–26.
- Asmi, K., Lotfi, D., & Abarda, A. (2022). The greedy coupled-seeds expansion method for the overlapping community detection in social networks. *Computing*, 104(2), 295–313.
- Aydin, B., Arica, R., & Arslanturk, Y. (2021). The Effect of Novel Coronavirus (COVID-19) on Travel Risk Perception. *Journal of Yasar University*, 16(61), 378-392.
- Bacon, D. R., & Stewart, K. A. (2022). What Works Best: A Systematic Review of Actual Learning in Marketing and Management Education Research. *Journal of Marketing Education*, 44(1), 6–24.
- Badawi, B., Nurudin, A., & Muafi, M. (2021). Consumer Conformity, Social Ties and EWOM in Digital Marketing. *Ingénierie Des Systèmes d'Information*, 26(6), 569–576.
- Blomster, M., & Koivumaki, T. (2022). Exploring the resources, competencies, and capabilities needed for successful machine learning projects in digital marketing. *Information Systems & E-Business Management*, 20(1), 123–169.
- Carter, E. V. (2009). Competency Codes: Marketing Management for the Digital Future. *Marketing Management Journal*, 19(1), 16–36.



- Chaffey, D. (2010). Applying organisational capability models to assess the maturity of digital-marketing governance. *Journal of Marketing Management*, 26(3–4), 187–196.
- Chauhan, P., Agrawal, M., & Chauhan, G. K. (2015). Understanding the Critical Aspect of Digital Marketing for Meaningful Strategic Marketing Perspective. *Journal of Marketing & Communication*, 11(3), 21–29.
- Chinakidzwa, M., & Phiri, M. (2020). Impact of Digital Marketing Capabilities on Market Performance of Small to Medium Enterprise Agro-Processors in Harare, Zimbabwe. *Business: Theory & Practice*, 21(2), 746–757.
- Chomiak-Orsa, I., & Liszczyk, K. (2020). Digital Marketing as a Digital Revolution in Marketing Communication. *Business Informatics / Informatyka Ekonomiczna*, 2(56), 9–19.
- Clement, A. P., Bakabbey, K. N., Andy, A. O., & Banafo, A. G. (2021). Live-Streaming Consumer Experience; the Future of E-commerce and Digital Marketing in Africa: Evidence from China. *International Journal of Information & Management Sciences*, 32(2), 157–176.
- Cristian, M., Elena, E., & Camelia, V. (2008). Digital Marketing - an Opportunity for the Modern Business Communication. *Annals of the University of Oradea, Economic Science Series*, 17(4), 982–987.
- Daj, A., & Chirca, A. (2009). The Adoption of Digital Marketing in Financial Services under Crisis. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, 2, 161–166.
- Dholakia, U. M. (2005). Concept discovery, process explanation, and theory deepening in e-marketing research: The case of online auctions. *Marketing Theory*, 5(1), 117–124.
- Duan, W., & Zhang, J. (2021). The Comparative Performance of Online Referral Channels in E-Commerce. *Journal of Management Information Systems*, 38(3), 828–854.
- Dwivedi, R., & Nath, P. (2020). Digital Marketing: Disruption, Expansion and its Impact on Businesses. *Parikalpana: KIIT Journal of Management*, 16(1/2), 25–43.
- Electronic Transactions Development Agency of Thailand. (2022). *Thailand Internet User Behavior 2021*. Retrieved from [https://www.etcha.or.th/th/Useful-Resource/publications/Thailand-Internet-User-Behavior-2021\\_Slides.aspx](https://www.etcha.or.th/th/Useful-Resource/publications/Thailand-Internet-User-Behavior-2021_Slides.aspx)
- Electronic Transactions Development Agency of Thailand. (2022). *Value of e-Commerce Survey in Thailand 2021*. Retrieved from <https://www.etcha.or.th/th/Useful-Resource/publications/Value-of-e-Commerce-Survey-in-Thailand-2021-Slides.aspx>
- Emini, A., & Merovci, S. (2021). Do-it-yourself Marketing and Digital Marketing Adoption: Evidence from a Developing Country. *Business Systems Research*, 12(2), 1–16.
- Ewah, S., Etuk, S. G., Eke, C. U., & Usani, N. E. (2021). Social Media Driven Marketing and Performance of Micro, Small and Medium Scale Enterprises in Akwa Ibom State, Nigeria. *International Journal of Management, Accounting & Economics*, 8(12), 934–947.
- Gillpatrick, T. (2019). The Digital Transformation of Marketing: Impact on Marketing Practice & Markets. *Economics: Casopis Za Ekonomsku Teoriju i Analizu*, 7(2), 139–156.
- Giray, L. (2022). Meet the Centennials: Understanding the Generation Z Students. *International Journal of Sociologies and Anthropologies Science Reviews (IJSASR)*, 2 (4), 9-18
- Giunta, C. (2020). Digital Marketing Platform Tools, Generation Z, and Cultural Considerations. *Journal of Marketing Development & Competitiveness*, 14(2), 63–75.
- Goldman, S. P., van Herk, H., Verhagen, T., & Weltevreden, J. W. (2021). Strategic orientations and digital marketing tactics in cross-border e-commerce: Comparing developed and emerging markets. *International Small Business Journal: Researching Entrepreneurship*, 39(4), 350–371.
- Hacamo, I., & Kleiner, K. (2022). Competing for Talent: Firms, Managers, and Social Networks. *Review of Financial Studies*, 35(1), 207–253.
- Hasbi, I., Pradana, M., Wijaksana, T. I., Reshanggono, A. S., & Arwiyah, M. Y. (2021). Digital Marketing, Functional and Hedonic Quality Effects on Perceived Value of Indonesian Shopping Center. *Journal of Management Information & Decision Sciences*, 24(6), 1–8.





- Heinonen, K., & Strandvik, T. (2007). Consumer responsiveness to mobile marketing. *International Journal of Mobile Communications*, 5(6), 603–617.
- Homburg, C., & Wielgos, D. M. (2022). The value relevance of digital marketing capabilities to firm performance. *Journal of the Academy of Marketing Science*, 50(4), 666–688.
- Ismaili, P. B. (2020). Digital Marketing - a Novel Sequential Approach Using Knowledge Digraph Contribution. *Journal of Business & Behavioral Sciences*, 32(1), 72–86.
- Juganaru, M., Andronache, R., & Mihutiu, F. R. F. (2021). Using Digital Marketing to Study Customer Behavior. *Ovidius University Annals, Series Economic Sciences*, 21(2), 773–778.
- Kamkankaew, P. (2021). A Stakeholder-Oriented Sustainability Brand Management: An Introductory Review. *RMUTT Journal of Management and marketing*, 8(1), 99-129.
- Kamkankaew, P., Chaunwan, C., Phattarowas, P., Limpiaongkhanan, P., Khumwongpin, S. & Sribenjachot, S. (2021). The Impact of Disposal Behavior on Business after the COVID-19: A Preliminary Holistic View of Thai Business. *MUT Journal of Business Administration*, 18(2), 26-42.
- Key, T. M. (2017). Domains of Digital Marketing Channels in the Sharing Economy. *Journal of Marketing Channels*, 24(1–2), 27–38.
- Kotler, P. & Armstrong, G. (2020). *Principles of Marketing*. 18th Edition. Pearson.
- LeBoeuf, B. (2006). Four dimensions for managing digital assets to deliver higher-value, lower-cost global marketing and advertising. *Journal of Digital Asset Management*, 2(2), 75–79.
- Leppaniemi, M., Karjaluo, H., Lehto, H., & Goman, A. (2010). Targeting Young Voters in a Political Campaign: Empirical Insights into an Interactive Digital Marketing Campaign in the 2007 Finnish General Election. *Journal of Nonprofit & Public Sector Marketing*, 22(1), 14–37.
- Levy, S., & Gvili, Y. (2015). How Credible is E-Word of Mouth Across Digital-Marketing Channels? *Journal of Advertising Research*, 55(1), 95–109.
- Liu, R., An, E., & Zhou, W. (2021). The effect of online search volume on financial performance: Marketing insight from Google trends data of the top five US technology firms. *Journal of Marketing Theory & Practice*, 29(4), 423–434.
- Luangrath, A. W., Peck, J., Hedgcock, W., & Xu, Y. (2022). Observing Product Touch: The Vicarious Haptic Effect in Digital Marketing and Virtual Reality. *Journal of Marketing Research (JMR)*, 59(2), 306–326.
- Miaskiewicz, T. (2022). The Website Traffic Project: Facilitating Engagement and Learning in an Introductory Digital Marketing Class. *Marketing Education Review*, 32(2), 150–154.
- Morgan, N. A., Jayachandran, S., Hulland, J., Kumar, B., Katsikeas, C., & Somosi, A. (2022). Marketing performance assessment and accountability: Process and outcomes. *International Journal of Research in Marketing*, 39(2), 462–481.
- Olson, E. M., Olson, K. M., Czaplewski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. *Business Horizons*, 64(2), 285–293.
- Opper, S., & Burt, R. S. (2021). Social Network and Temporal Myopia. *Academy of Management Journal*, 64(3), 741–771.
- Patrutiu, B., L. (2015). Content marketing - the fundamental tool of digital marketing. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, 8(2), 111–118.
- Ramko, K., & Jarosch, M. (2005). Digital marketing redux: Pharmaceuticals take a second look at e-detailing. *Journal of Medical Marketing*, 5(2), 134–136.
- Rowley, J. (2008). Understanding digital content marketing. *Journal of Marketing Management*, 24(5–6), 517–540.
- Rundin, K., & Colliander, J. (2021). Multifaceted Influencers: Toward a New Typology for Influencer Roles in Advertising. *Journal of Advertising*, 50(5), 548–564.
- Shutaleva, A. V., Novgorodtseva, A. N., & Ryapalova, O. S. (2022). Self-presentation in Instagram: promotion of a personal brand in social networks. *Economic Consultant*, 37(1), 27–40.
- Slijepcevic, M., Radojevic, I., & Peric, N. (2020). Considering Modern Trends in Digital Marketing. *Marketing*, 51(1), 34–42.



- Spais, G., & Paul, P. (2021). A Crisis Management Model for Marketing Education: Reflections on Marketing Education System's Transformation in View of the Covid-19 Crisis. *Marketing Education Review*, 31(4), 322–339.
- Tiago, M. T. P. M. B., & Verissimo, J. M. C. (2014). Digital marketing and social media : Why bother ?. *Business Horizons*, 57(6), 703-708.
- Todor, R. D. (2016). Blending traditional and digital marketing. *Bulletin of the Transilvania University of Brasov, Series V: Engineering Sciences*, 9(1), 51–56.
- Torres-Romay, E. (2022). Measurement of Advertising Effectiveness in Social Networks: Current Overview and Development of a Model. *Journal of Marketing Development & Competitiveness*, 16(1), 12–27.
- Varga, I. E., & Gabor, M. R. (2021). The Influence of Social Networks in Travel Decisions. *Economics: Casopis Za Ekonomsku Teoriju i Analizu*, 9(2), 35–48.
- Victorino, K., Sordi, J. D., Alborno Gonçalves, M., Henrique Rauber, L., & Jahn, N. M. (2020). The Use of Digital Marketing: An Analysis of Companies in a Technological Park. *Revista de Empreendedorismo e Gestao de Pequenas Empresas*, 9(4), 672–694.
- Vieira, V. A., Severo de Almeida, M. I., Gabler, C. B., Limongi, R., Costa, M., & Pires da Costa, M. (2021). Optimising digital marketing and social media strategy: from push to pull to performance. *Journal of Marketing Management*, 1–31.
- Wang, Y., S. & Tang, T., I. (2003). Assessing Customer Perceptions of Website Service Quality in Digital marketing Environments. *Journal of End User Computing*, 15(3), 14-31.
- Wilkes, S., Chapman, C., & McCall, L. (2021). Influential Article Review - On Instagram, Endorsers' Digital Marketing Campaigns. *Journal of Marketing Development & Competitiveness*, 15(4), 15–31.
- Yim, K., H. (2020). A Study on Digital Marketing Promotion Strategy and Implementation Strategy Implementation Plan of Global SMEs. *Journal of Digital Convergence*, 18(11), 195–205.