

A Theoretical Analysis of How Digital Marketing and Customer Relationship Marketing (CRM) Affect Intentions to Participate in Live Webinar Conferences

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Abstract

The COVID-19 pandemic has seriously compromised conventional Face-to-Face (F2F) instruction, and institutions of higher learning are increasingly open to adopting digital learning platforms. The limited direct contact makes webinars an alternative in business or organizing learning, workshops, or seminars. Social distancing would make the digital era expanding not only to shopping but also to online learning. In a few years, the evidence is that digital and customer relationship marketing has largely replaced traditional marketing. Many marketers place marketing at the top of their priorities. It may be looking for creative ways to do online marketing, lower cost per lead, raise click-through and conversion rates, and discover online webinar conference trends. Engaging customers and enabling them to interact with the brand through delivering digital marketing and relationship marketing is a crucial goal of digital marketing. Then, this article explains the relationship between digital marketing, customer relationship marketing (CRM), and intentions to attend live webinar conferences and proposes a theoretical model using qualitative data and content analysis. In addition, this study is based on current literature, publications, internet sources, and secondary data. Analyzing the effectiveness of digital and customer relationship marketing (CRM) that affect intentions to participate in live webinar conferences is possible. The new way of marketing in various businesses can further be extended and applied to other companies. It is recommended to study quantitative or qualitative research approaches to confirm the theoretical model in further study.

Keywords: Digital Marketing, Customer Relationship Management (CRM), Live Webinar, Conferences, Intentions to Participate

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INTRODUCTION

Human behavior has changed because of COVID-19. Webinars are an alternative to organizing learning, workshops, or seminars because of the limited direct contact. Attendees can join and participate in webinars using a computer or a mobile device. Participants can interact synchronously or asynchronously during webinars using video, audio, image, and sharing software (Khechine & Lakhal, 2018). Additionally, by ensuring effective synchronous communications, tools like webinars support instructors. Using information and communication technology for academic success is another aspect of digital learning (Elkaseh et al., 2015). Digital learning is possible by utilizing a platform as a learning environment that includes a curriculum, additional tools, and services (Songkram & Chootongchai, 2022). It allows students to access learning resources at any time and location, saving time and money on teaching. Online tutorials, live classes, and modeling-based learning are additional features of a digital learning environment (Paechter et al., 2010).

Technological advancements bring about rapid changes in human standards of living and lifestyle. People use internet search engines, features, and frequently new applications to interact daily with further information and knowledge. According to the growing power of technology, it is now possible to access information and comprehend sources and services. The way businesses and brands communicate with their customers has changed due to social media. Companies and brands must learn how to use social media in line with their business strategies (Mangold & Faulds, 2009). An essential tool for the business is customer relationship management (CRM). The goal of CRM is to maintain positive customer relationships both before and after a sale. However, the most recent changes have given consumers a market with limitless options. Social media allows users to share their life experiences, including shopping experiences, allowing users to learn a lot before making a purchase. CRM is therefore anticipated to adapt to those changes and provide the business with a competitive advantage. Online information sharing and exchanging makes the cost of a single customer making a poor purchase significant because it may be shared online and seen by millions of people (Guerola-Navarro et al., 2022)

Digital marketing refers to a broad range of advertising strategies used to connect with consumers online. Internet marketing is another name for digital marketing, but the two terms refer to different practices because digital marketing is thought to be more interactive, targeted, and measurable. Digital marketing refers to Internet marketing strategies that are increasingly popular as technology advances, including search engine optimization, search engine marketing,

content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, social media marketing, and social media optimization. Engaging customers and enabling them to interact with the brand through servicing and delivering digital media is a crucial goal of digital marketing (Sansern et al., 2022). Since marketing through social networks affects consumer product preferences and purchase intentions, the company engages in social network marketing to encourage purchases (Ahmed & Zahid, 2014). Purchase intention is the likelihood that customers will buy a good or service soon and is connected to information and product quality. Businesses use social media marketing to reach customers and deliver the desired message (Maulida et al., 2019; Hayes, 2021).

Because it is so simple to track and measure the success of marketing communications, marketing executives support digital marketing the most. The success of a digital marketing campaign can be measured by reach, views, clicks, visits, response rates, purchases made, and other metrics that relate to digital technology. Digital marketing uses digital technologies to produce integrated, targeted, and measurable communications that aid customer acquisition and retention while fostering closer relationships. According to Manzoor et al. (2020), social media usage continues to grow and significantly impacts the way companies conduct their business, courtesy of the opportunities social media has brought them.

Hence, this study proposes an analysis to explain the relationship between digital marketing, customer relationship marketing (CRM), and intentions to participate in live webinar conferences by presenting a theoretical analysis model.

Research question

How does digital and customer relationship marketing (CRM) explain the influence on intentions to participate in live webinar conferences?

Research objective

This theoretical analysis explains the relationship between digital marketing, customer relationship marketing (CRM) and intentions to participate in live webinar conferences by proposing a theoretical model.

LITERATURE REVIEW

Digital Marketing

The concept of "digital marketing" was expanding and was defined as using digital technologies to create effective communication that aids in acquiring and keeping customers to

forge relationships with them (Smith, 2007). To improve their company's digital marketing capabilities, marketers must emphasize the value of digital analytics, digital CRM, digital advertising, display advertising, websites, social media, mobile marketing, and content marketing (Masrianto et al., 2022). And the growth of the Internet and ongoing digitization, digital advertising has increased in popularity (Gordon et al., 2021). The digital rebellion has traumatized the advertising industry in the marketing field, and businesses are now focusing on technology to build relationships with their customers through digital communication (Wind & Mahajan, 2002). Digital marketing is regarded as having a significant presence online.

Customer Relationship Marketing (CRM)

Customer relationship management (CRM) originated from relationship marketing (RM). In addition, relationship marketing focuses on customer retention through efficient customer relationship management strategies to increase a business's productivity. Systems for managing customer relationships help companies to attract new customers, build lasting relationships with them, and increase customer retention for greater profitability (Baderiya & Chawan, 2018; Sugiato, Riyadi & Budiarti, 2023). Moreover, maintaining a long-term relationship between the customer and the business is the primary goal of relationship marketing and customer relationship management (Sin et al., 2005). Digital channels like the Internet and mobile devices have significantly benefited customer relationships. Buyer and seller interactions via digital technology are called "digital relationships" (Heinonen & Michelson, 2006).

According to Shareef et al. (2019), social media marketing employs social networking sites as distribution channels to assist businesses in boosting their overall market shares in their respective industries and influencing the consumer audience's purchase intentions. According to Manzoor et al. (2020), the growth of social interactions and support has been made possible by social networking tools like online forums, community groups, ratings, recommendations, and reviews. It has forced businesses to change their operations to serve their customers better since many potential customers can access virtual networks. Wigmo & Wikström (2010) report that creating and maintaining public relations through social media has become simpler. They also show that consumers are now more powerful than ever, forcing companies to use all social media channels for marketing and advertising, including Facebook, Twitter, internet blogs, and forums. Fan & Gordon (2014) point out that social media offers analytical data on consumer purchase intentions, consumer trust, competitor strategies, and the supply chain performance of the business.

Webinar Conferences

A shared-use system called a digital learning platform is intended for higher education institutions to create an educational model that demands digital technologies (Matsunaga, 2018). Numerous institutions are actively planning educational reform by implementing such a digital learning platform (Zhou et al., 2020). A webinar provides a distributed, interactive learning environment across time and space (Karabulut & Correia, 2008). A webinar, a combination of the words "web" and "seminar," enables participation from a distance in a synchronous session. The conference participation can be bilateral and real-time, adopting video or audio broadcasting, recordings, electronic presentations, shared applications, and whiteboards (Wang & Hsu, 2008). Webinars relying on commercial tools like WebEx, Microsoft GoMeeting, ReadyTalk, and GoToMeeting were first used by organizations for training purposes. Such technologies provided cost and time savings. Web-based seminars are known as webinars. Participants and facilitators interact ubiquitously and in sync in real-time using voice-over IP technology and webcam equipment. It is done online between distant geographic locations. Recent years have seen increased interest in using webinars in education, particularly during the COVID-19 pandemic (Al-Ahmari et al., 2021). The pandemic has altered how education is provided, allowing students and teachers to communicate online from anywhere in the world without having to physically attend a seminar room (Ebner & Gegenfurtner, 2019). The use of webinars is not only in education/academic areas but also in workers who implement Work from Home. The use of webinars then becomes required when seminars or job discussions must still be conducted virtually.

Intentions to Participate in Live Webinar Conferences

The behavior pattern of a consumer willing to purchase a specific brand is known as purchase intention. Additionally, buy consumers decide to use the brand for their purchases through a decision-making process called intention (River et al., 2010). Customers rely more on their friends and families for product information when deciding which brand to buy. Facebook and other social networking sites have facilitated customer-brand interaction. Social context influences consumers' buying intention favorably. The widespread distribution of all types of content on well-known social media platforms like Facebook, Twitter, Instagram, and YouTube (Arora et al., 2019), the ongoing emergence of more dynamic and adaptable new platforms like Twitch or TikTok (Zhang, 2021), their unprecedented integration into people's daily lives (Tafesse

& Wood, 2021), as well as their increase in popularity, have given businesses and organizations new opportunities to interact with their target market.

Behavioral intention may be determined via the creative use of Web technology and online brand familiarity, rapidly evolving and displacing traditional purchasing processes (Rahman & Mannan, 2018). According to Saxena & Deshpande (2017), the motivation behind a person's decision to choose one behavior over another is their intention, and this intention plays a crucial role when attitudes are closely related to it. It is clarified that purchase intention research examines consumers' decision-making, consumption, and disposal behaviors. The effects of these processes on the world consider concepts from psychology, biology, chemistry, and economics due to customer purchase intention. Additionally, intentions could be viewed as an individual's subjective evaluations of a specific item to respond to a particular action. People most affected significantly impact millennial buying, and attitudes toward social media advertising have a positive impact (Pandey, Sahu, & Dash, 2018). Efendioğlu (2019) also found evidence that social media is a main consumption channel that influences purchase intention and has a positive effect. Additionally, digital marketing significantly impacts brand loyalty and behavioral intention (Laksamana, 2018).

Underpinning Theory

Stimulus-Organism-Response (SOR) Theory

Environmental psychologists Mehrabian and Russell first proposed the stimulus-organism-response (SOR) model to explain and forecast how various environmental stimuli affect human cognition, emotions, and behavior. With the addition of the "O" variable, which starts to focus on the inner consciousness of organisms like humans, the SOR model of Mehrabian et al. is a modified and optimized version of the S-R model proposed by Woodworth. "S" (stimulus) refers to the outside factors affecting a person. According to the model, various external stimuli affect a person's internal state, affecting how they make decisions. The systematic analysis has frequently used the SOR model, in which a collection of intrinsic variables connects stimulus and response. The SOR model was applied to the online environment to investigate the impact of environmental factors on consumers' willingness to use the Internet and make purchases there (Nagoya et al., 2021; Kim, Lee & Jung, 2020).

Theory of planned behavior (TPB)

The theory of planned behavior (TPB) explains it related to the theory of reasoned action (TRA) from. The theory of planned behavior's fundamental idea describes a person's intention to

engage in a specific behavior was proposed by Ajzen in 1985 and 1991. Due to the broad scope of this study, the conceptual framework was derived from the theory of planned behavior. According to this theory, customers' purchase intentions can be investigated using variables like attitude, behavioral control, and subjective norm, which result in a particular behavior. The theory of planned behavior includes the relationship between attitude and intention as a critical component. The more optimistic a person is, the more likely they are to engage in a particular behavior. A person's positive or negative emotions toward engaging in a specific behavior are called their attitude. Users of social media platforms like Facebook and Twitter are anticipated to engage in brand communications, which ultimately results in purchase intention toward brands if they have a favorable attitude toward social media marketing. Customers' purchase intentions are positively impacted by the behavioral responses of social media users to social media marketing, such as Facebook brand pages and Twitter tweets. Customers who follow brand activities on social media have expressed concern about finding information. As a result, they react to marketing messages and eventually buy the brands (Chu et al., 2013).

RESEAECH HYPOTHESES

H1. There is a significant relationship between digital marketing and intentions to participate in live webinar conferences.

H2. There is a significant relationship between customer relationship marketing (CRM) and intentions to participate in live webinar conferences.

RESEAECH METHODOLOGY

This exhaustive literature review included a narrative summary. Narrative synthesis aims to summarize and explain the synthesis results through academic writing. The qualitative research process consists of four steps: research design, data collection, and data analysis, including report preparation. Content analysis is a qualitative method that employs verbal, visual, or written data to describe specific phenomena systematically and objectively, thereby facilitating the production of valid conclusions (Siripatthanakul et al., 2023). It is also a flexible method of data analysis applicable to systematic qualitative evaluations. Systematic qualitative evaluators must modify content analysis techniques to match highly organized and contextualized material to locate knowledge and theory. Lastly, qualitative content analysis was employed in this study (Kok & Siripatthanakul, 2023; Viphanphong et al., 2023).

The article proposes a theoretical model by content analysis to present a planned quantitative approach study. According to Ardianto (2016), a quantitative approach is a research strategy that employs numbers to expose data about the subject of interest. On the other hand, this study's paradigm is positivistic. The survey method used in this study is a questionnaire to collect data from the respondents who are believed to represent a particular population (Kriyantono, 2014). In addition, the relationship between digital marketing, customer relationship marketing (CRM), and online purchase intentions to live webinar conferences. The closed-end questionnaire (Likert's Rating Scale) is in a plan to gather data. The validity and reliability of measurement instruments are designed in evaluated. It is crucial to realize that an object's validity refers to how accurately it gauges the researcher's theoretical framework or hypotheses (Limna et al., 2022, a). The study demographic profile is based on the study of (Siripipattanakul et al., 2022 and Sitthipon et al., 2022). Therefore, this study is an analysis to propose a theoretical model for further quantitative research.

Research Instrumentation

Original Questions	Modified Questions
Digital Marketing (Sansern et al., 2022)	
<ol style="list-style-type: none"> 1. Digital marketing helps me in searching the right product via Facebook Live. 2. Digital marketing via Facebook Live provides me with quality information. 3. Product information on Facebook Live is reliable. 4. It's easy to compare the products on Facebook Lives. 5. Customers' opinion exchange with others is possible through Facebook Live. 6. Digital marketing via Facebook is convenient for me. 7. Facebook live marketing attends to my complaints promptly. 8. Facebook live marketing has attracted me. 	<ol style="list-style-type: none"> 1. Digital marketing, such as social media, helps me search for live webinar conferences that match my requirements. 2. Digital marketing provides me with quality information about live webinar conferences. 3. The information on digital marketing, such as social media and websites of live webinar conferences, is reliable. 4. Comparing the live webinar conferences on digital marketing platforms, such as social media and websites, is easy 5. Digital marketing, such as social media and live webinar conferences' websites, allows learners to share their opinions with others.

<p>9. Facebook Live always updates new services and products.</p>	<p>6. Digital marketing, such as social media and the websites of live webinar conferences, is convenient for me.</p>
<p>Customer Relationship Marketing (CRM) (Sansern et al., 2022)</p>	
<p>10. Facebook Live marketing response to my needs. 11. Facebook Live marketing pays attention to developing ongoing customer relations.</p>	<p>7. Digital marketing, like social media and live webinar conference websites, responds quickly to my complaints. 8. I'm interested in marketing through digital channels like social media and websites for live webinar conferences. 9. Marketing via digital channels, such as social media and the websites of live webinar conferences, always announces new services and promotions. 10. Marketing through digital channels like social media and live webinar conference websites meets my needs. 11. Marketing through digital channels, like social media and the websites of live webinar conferences, focuses on building long-term relationships with customers.</p>
<p>Intentions to Participate in Live Webinar Conferences (Sansern et al., 2022)</p>	
<p>12. I would intend to become a Facebook Live shopper. 13. My willingness to become a Facebook Live shopper is based on online shop marketing. 14. My intention to be a Facebook Live shopper depends on maintaining customer relationships.</p>	<p>12. I intend to become a live webinar conference participant through digital marketing, such as social media and websites. 13. My willingness to become a live webinar conference participant is based on digital marketing, such as social media and the website. 14. My intention to be a live webinar conference participant depends on maintaining customer relationships.</p>

RESULTS AND DISCUSSIONS

According to Lim (2023) and Limna et al. (2022; b), technological advances create the tools to develop consumer-centric business operations. Even though many companies are shifting from traditional to digital marketing, many businesses are still ineffective at implementing digital marketing strategies. The importance of digital marketing in the current digital era and the technological advancements could influence how businesses interact with customers. Using digital marketing techniques in marketing practices is one method for integrating these technologies. Digital marketing is integral to the hospitality industry because it enables businesses to interact with prospective clients who spend most of their time online. Not all companies allocate annual allocations to enhancing the efficacy of digital marketing strategies, such as social media, which only make promotions without follower interaction.

The finding supports Ferrer-Estévez & Chalmeta (2023) that customer relationship management (CRM) should be more sustainable by combining business strategy, customer-focused business processes, and computer systems that integrate sustainability into customer relationship management.

The results support Tao-Ing (2022) and Woodeson (2022) that the behavioural intention may be classified as intentions to return, intentions to recommend, a propensity to pay more, or loyalty. The behavioral intention may be affected by satisfaction. Intentions to recommend is the behaviour that motivates others to spread positive word of mouth across multiple platforms. The high perception of the experience's value makes it permissible to incur additional costs in exchange for their willingness to pay more.

According to theoretical analysis supported Smith (2007), Masrianto et al. (2022), Gordon et al. (2021) and Wind & Mahajan (2002) that expanding the concept of "digital marketing" was defined as the use of digital technologies to create effective communication that aides in acquiring and retaining customers to forge relationships with them. Marketers must emphasize the value of digital analytics, digital CRM, digital advertising, display advertising, websites, social media, mobile marketing, and content marketing to enhance their company's digital marketing capabilities. As a result of the expansion of the Internet and ongoing digitization, digital advertising has gained prominence. The digital uprising has traumatized the advertising industry in the marketing field, and businesses are now focusing on technology to develop customer relationships through digital communication. Digital marketing is considered to have a significant online presence.

The findings also support Heinonen & Michelson (2006), Baderiya & Chawan (2018), Sugiato, Riyadi & Budiarti (2023) and Sin et al. (2005) that the origin of customer relationship management (CRM) is relationship marketing (RM). In addition, relationship marketing focuses on customer retention through efficient customer relationship management strategies to boost a business's productivity. Systems for managing client relationships assist businesses in acquiring new customers, fostering long-lasting relationships with them, and retaining more customers for greater profitability. Moreover, the primary objective of relationship marketing and customer relationship management is the maintenance of long-term customer relationships. Digital channels like the Internet and mobile devices have positively impacted customer relationships.

Therefore, the relationship between digital marketing, customer relationship marketing (CRM) and intentions to participate in live webinar conferences could be explained in Figure 1 as the conceptual framework.

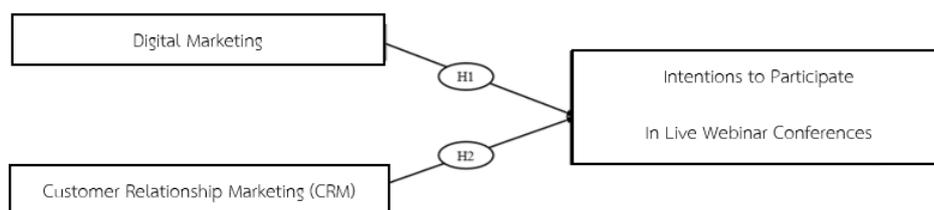


Figure 1. Analyzed Theoretical Model

The analyzed theoretical model summarizes the impact of digital marketing and customer relationship marketing (CRM) on intentions to attend live webinar conferences. Businesses have begun concentrating on digital advertising via social media such as Facebook, Twitter, and LinkedIn, which has altered customers' attitudes and sparked rebellion in the sector (Khan & Siddiqui, 2013). The rise in social networking sites (SNS), especially Facebook and Twitter, has influenced how consumers behave toward brands. Additionally, it has been found that consumers view advertisements forwarded to them via social media favorably (Taylor et al., 2011). Sudirjo (2020) explained that social media offers various services, including blogs, social networking, social media sharing, social bookmarking, social news, social geolocation and meeting, and community building. Social media marketing has been used to promote goods and services on social media. Promoting a website, goods, or services through online social networks and interacting with the public to boost marketing results is known as social media marketing (Dwivedi

et al., 2021). Through social media, consumers can learn all there is to know about a product, increasing their likelihood of wanting to purchase it. Consumers' propensity to purchase may increase with increased engagement in social media activities, which will last several weeks. Social media promotion influences consumer-buying interest (Xie & Lee, 2015).

It is consistent with earlier research by Sinaga & Sulistiono (2020), which found that social media promotion and electronic word-of-mouth positively and significantly impact purchase intention. Both electronic word-of-mouth and social media promotion variables significantly and positively impact purchase intention and partially influence this decision (Yusiana et al., 2021). Efendiolu (2019) also found evidence that social media is used as a main consumption channel that affects purchase intention and has a positive effect. Additionally, it was discovered that social media marketing significantly impacts customer behavioral intention (Laksamana, 2018).

CONCLUSIONS

Digital marketing and consumer relationship management (CRM) are crucial to the success of a marketing campaign. Research shows digital marketing and CRM are the most critical factors for promoting and selling products or services. Essentially, live webinar conferences are a developing marketing trend and necessity. A collection of applications businesses use to manage client databases, customer interactions, and everything about customer requirements and satisfaction. Digital marketing must be used integrated to enhance customer relationships and behavioral intention to improve consumer behaviors. Therefore, digital marketing and customer relationship marketing must be impeccable if businesses want to retain customers. Maintaining customer retention is the only method for a business to expand. However, many crucial factors in ensuring marketing success are knowing which social media platforms a company's target market uses and customer relationships. It is possible to analyze the effectiveness of Internet marketing with various businesses. It can be expanded to compare internet marketing strategies unique to different companies to responses to customer needs, expectations and satisfaction.

LIMITATIONS

This study is a conceptual review. It may not precisely explain the relationship between digital marketing, customer relationship marketing (CRM) and intentions to participate in live webinar conferences. Therefore, a survey is recommended for quantitative and qualitative research for further study.

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