

Factors influencing the growth of e-commerce: The mediating role of digital marketing

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Abstract: The purpose of this research is to determine the reasons that motivate Indian e-commerce marketers to utilize digital marketing and to propose a set of seven such motivators. Digital marketing has played a crucial role in the expansion of the Indian e-commerce sector. The study included a quantitative strategy and exploratory factorial analysis. Levels of relationship between conceptual model constructs and digital marketing's influence on the growth of e-commerce enterprises were calculated using regression analysis. The growth of e-commerce can be attributed primarily to the increased use of digital marketing, which, in turn, can be attributed to the rise of digital media as a communication medium. The study's primary consequences lie in the fact that it provides insight into how businesses react to technological innovation, which can then be used to pinpoint the requirements for and the most effective approaches to maintaining this industry's long-term viability. It is vital to compare these results with those of developed nations to contribute to a global strategy, as the limitations of this study lie in the fact that the hypotheses were evaluated for the Indian e-commerce business environment.

Keywords: *Business Optimisation, Digital marketing, Digital Media, E-commerce, Market Positioning.*

1. Introduction

Digital marketing refers to the use of digital mediums to advertise a product or brand. Digital marketing also goes by the titles "online marketing," "internet marketing," and "web marketing." The concept of "digital marketing" has become increasingly mainstream in recent years, especially in some nations. Although though digital marketing has surpassed online marketing as the preferred phrase in the UK and around the world, online marketing is still commonly used in the US and web marketing is common in Italy. Using the internet and digital media to promote and sell products is called "digital marketing." The widespread adoption of digital technology has made it possible for consumers to get information whenever and wherever it's needed. The number of people using the Internet every day is expanding around the world, and companies of all sizes are finding new ways to leverage technology to get an edge in the market. Moreover, the huge opportunities that digital marketing brings have received a lot of attention, whereas the obstacles that digital enterprises face have received far less. Promotion of goods or services using digital channels, especially the World Wide Web, mobile devices, display advertising, and other digital media, is often referred to under the umbrella term "digital marketing." E-commerce engages the World Wide Web, use of the Internet, mobile applications and browsers running on mobile devices to complete commercial transact. The role digital media in E-commerce play important role to attract large numbers of online audience towards the products and services [1].

According to Verma and Nagpal [2] e-commerce (also called as digital, online, virtual market, e-Retail, etc.) is the newest and fastest-growing industry in India. Its popularity has grown in both developed and developing countries, such as India, thanks to its convenience, accessibility, and "anytime,

anywhere" concept. E-commerce has become the public face of modern-day Digital India. In 2002, nearly a decade after the rest of the world, India finally joined the e-Commerce sector [3]. For the sake of the general public, the government launched the first e-Commerce platform, IRCTC, which facilitates the purchase of train tickets. After discovering the rise was unpredictable, the airline industry embraced this idea by the end of 2003. Large companies such as Flipkart and Amazon have been actively exploring online business potential in India for some time now. Notwithstanding its status as a developing nation, India has shown extraordinary growth in e-Commerce, making it a prime market for new ventures.

2. Literature Review

2.1. E-Commerce

According to Wasiq, et al. [4] E-commerce is the process of buying and selling goods and services through online. The exponential growth of mobile equipment and wireless networks has made the reality of E-commerce. There has been a global shift to digital technology. It is imperative that people keep moving forward with their digitalization efforts at this time. Promotional and time-sensitive activities are executed through the use of a computerised strategy that involves the distribution of original copies, hoardings, and presentations using electronic devices. The rise of computerised exhibiting is mostly attributable to the popularity of web-based media. Entrepreneurs who launch a web-based business make greater use of sophisticated showcasing than those who launch other types of firms. The structure and conditions of modern advertising are subject to periodic shift as a result of shifts in the pace and nature of innovation and its updates, the scope and scale of companies' activities, the nature of organisational transformation, and the stability of markets [5].

In order to provide a better customer experience, boost website traffic, and retain visitors, internet marketing is essential, according to Kaushik, et al. [6]. Building brand recognition and customer loyalty in the e-commerce market is greatly facilitated by a well-designed, intuitive website. Search engine marketing (SEM) is a form of internet advertising that helps businesses promote their wares and services directly within search engine results pages. SEM, in which adverts are displayed on search engine results pages, is becoming increasingly important for recruiting new customers. In a similar vein, businesses can boost their online visibility with the help of SEO (Search Engine Optimization) and attract more customers [7].

E-commerce, as investigated by Durai and King [8] is a type of e-business that may be used as both a potent marketing tool and a simple distribution network. Instead than relying on middlemen like jobbers, wholesalers, and retailers to get products to customers, the linear distribution system eliminates these steps. Put another way, the e-commerce system is quite similar to the direct distribution system in that it uses websites to gather product orders. It eliminates middlemen in the distribution chain by relaying information directly between manufacturers and consumers. The internet and smartphone revolution are crucial to the success of e-commerce since it has altered the way in which companies interact with their customers. According to research [9] E-commerce has revolutionised the retail industry and inspired a new wave of business owners to launch online stores catering to a wide range of consumers. The last two decades have seen revolutionary shifts in the ways in which people interact and conduct business as a result of the widespread use of the internet and mobile device. Recent phenomenal growth has allowed the most successful businesses to surpass the \$1 billion mark. In particular, the scale of the e-commerce business at the time indicates significant growth in e-commerce in India.

2.2. Digital Marketing

As a framework for collaboratively connecting, creating, generating, and retaining value for all parties involved in a business's operations, digital marketing can be defined as "agile" and "technology enabled" [10]. The goal of digital marketing is to better connect businesses with their target audiences by learning how those audiences use digital technologies [11]. With the development of e-commerce, it

plays an increasingly important role in businesses and has a growing impact on the progress of businesses. The advancement of new e-commerce marketing strategies changing the digital marketing in business [12]

According to Pillai, et al. [13] the digital market's primary objective is to learn about consumers' wants and needs and provide them with the means to combine products in novel ways. The transparency of the digital market is ensured by the fact that buyers can monitor the information the company provides about the product. Because the services of the digital market are available around the clock, customers may check out the available information whenever it is most convenient for them, from the comfort of their own homes. Today, billions of people worldwide use some form of technology. Compared to previous decades, the amount of time young people spend on social media has nearly doubled. In a nutshell, the internet and social networks currently hold more allure for people than ever before. Consumers use the internet to research products and services offered by an organisation, to shop about and compare prices, and to provide feedback on their experiences with those products and services. To succeed in today's market, businesses must adapt to the changing preferences of their customers and move their marketing efforts online. Since consumers can conduct research at any time and from any location using their smart phones, mobiles and mobile apps are an integral element of the online shopping experience [14]. Successful businesses and their marketing departments rely on digital marketing strategies to reach customers and grow their brands [15].

Hypothesis 1 (H1): Digital marketing positively influences the growth of e-commerce.

2.3. Digital Media as a Means of Communication

When engaging in marketing efforts, it is essential to have efficient channels of communication with both customers and suppliers [16]. With the proliferation of free messaging apps like Skype, Facebook, WhatsApp, LinkedIn, Twitter, and Messenger made possible by digital marketing, the world has shrunk into a single community [17]. As a result, it can replace more expensive forms of marketing to increase brand recognition among customers. Promoting two-way communication between a business and its customers via its website or social media accounts is at the heart of digital marketing, as argued by Chaffey, et al. [18]. Being an integral part of digital marketing, social media marketing allows businesses to reach their intended audience through a cost-effective alternative to conventional marketing's costly publishers and distributors. As such, this criterion intends to evaluate how well customers take to digital marketing. The role of social and digital media has become the unique marketing tool due to ease of use, real time bound and global reach. Social media allow the business to build a virtual unique digital platform to make their presence online, engage with the customer and communicate with the customers to enhance the more revenue [19].

Hypothesis 2 (H2): Digital media as a means of communication positively influences the digital marketing.

2.4. Customers' Perceived Benefits

This metric aims to quantify the value that customers derive from a company's digital marketing efforts. In addition, it offers businesses the chance to better categorise their customers and so expand their customer base [20]. Customers are more likely to accept a company's services on faith if they are given the opportunity to have their questions answered and concerns addressed in real time [21]. This element determine the value perceived by the customers when communicating with the organisation via digital marketing and it also provide a platform for firms to reach segmented potential customers [22]. The business boosts the usage of digital marketing to reached the customer in real time and design the personalized marketing message to provide the greater perceived benefits and offers to the potential and existing customers [23].

Hypothesis 3 (H3): Customers' perceived benefits positively influence the digital marketing.

2.5. Market Positioning

Research by Torres, et al. [24] shows that 81% of commercial sector SMEs employ digital marketing to excel in their industry. So, the marketer needs to step up their game. Hence, the purpose of this consideration is to ascertain the role of these digital tools in the positioning of the Market and to provide an explanation for why they have been used. In the modern era of digital marketing, retail firms can effectively segment the potential customers through the big data analytics and understand the customised needs to meet the demand up to maximum extent and understand market positioning [25].

Hypothesis 4 (H4): Market positioning online positively influences the digital marketing.

2.6. Business Optimization

The economic gains that can be delivered by internet-based tools and platforms require a far less initial investment because digital marketing requires fewer production resources [10, 26]. Furthermore, the assets utilised to boost website engagement among customers are linked to company optimization as they establish the advertising campaign's ROI [27]. Some of the most well known and in demand facets of digital marketing are keyword optimization, or pay-per-click advertising, social media marketing, mobile marketing, search engine optimization, web analytics, content marketing, marketing automation, rate optimization and content creation as investigated by Debbarma and Nandi [28]. Technology and the innovative application of management information systems facilitate the interaction between e-marketers and their customers (MIS). Marketers rely on technology, data, and their own intuition to build brands and grasp opportunities. The advent of e-commerce has set off a chain reaction that is transforming the way trade is conducted. In a similar vein, this metric assesses how well the commercialization process may be sped up.

Hypothesis 5 (H5): Business optimization using digital platforms positively influences the digital marketing.

2.7. Perceived Advantages of Using Digital Tools

It alludes to the apparent competitive edge that digital marketing gives businesses over their rivals. Gono, et al. [29] state that compatibility and relative advantage are two of the most important elements in determining how widely ICT technologies are used. Organization can also expand its market reach by going worldwide, as there are customers all over the world [30, 31].

Consumers living in metropolitan areas favour purchasing online over visiting physical stores because it is more convenient and less expensive for them. There is no need for consumers to endure the hassle of going to crowded malls, standing in long checkout lines, or wasting time scouring multiple websites for things they want. From groceries to new homes, consumers can find it all on e-commerce websites. Digital marketing is helping businesses reach more customers, streamline their operations, lower their costs, and provide more customised offerings. Access to the internet is now commonplace in both urban and rural areas. But digital marketing has enormous growth potential in India's rural areas. The rising number of teenage internet users opens up a new demographic for online businesses to target. There are many ways in which online marketing excels over more traditional forms, including a wider potential customer base, a larger variety of products at more affordable prices, and the opportunity to conduct business around the clock [32].

Hypothesis 6 (H6): Perceived advantages of using digital tools positively influences the digital marketing.

2.8. Target Customers

According to research by Dudhela and Chaurasiya [33] major digital platforms are increasingly developing advertiser-friendly solutions that make it possible for both small and large businesses to effectively market to early adopters. As a result, there has been an increase in investments in digital marketing [34]. Digital video commercials now feature cautions advising viewers to keep cuts brief [35]. To find their voice, many brands are focusing on creating content aimed at a younger audience and using digital mediums. This has increased the audience dividend on smartphones by giving users more access to a wider variety of content, focusing their entertainment ideas, and attracting a larger

audience. Ad budgets could be sustained or threatened depending on how rapidly the emerging digital content business adopts scientific measuring tools. Innovations in the core products are having a big impact on customer acquisition and retention because of the digital store and service experience. Successful businesses are those who are always innovating new services and creating new, user-friendly products [36].

Hypothesis 6 (H6): *Targeting the Customers through digital platforms positively influences the digital marketing.*

2.9. Strategy and Plans

Menon, et al. [3] investigated how businesses might use digital marketing channels and approaches to monitor the success of their campaigns in real time. It's important to remember that although while digital marketing is closely linked to the internet, traditional channels are also vital. As the use of smartphones and tablets has skyrocketed in recent years, mobile has emerged as a popular digital marketing platform. With its growing influence, social media has become an important tool for achieving digital marketing objectives. The original purpose of social networks was to improve personal interaction. As a result, sites like Facebook and Twitter have matured into powerful instruments for online advertising [37]. Today, the success of a business depends heavily on how visible it is online. A corporation should take this into account when developing its marketing strategy and implement a comprehensive digital strategy. Without a digital advertising strategy, new customer acquisition, brand awareness, and substantial revenue-generating opportunities are at risk [6, 38].

Hypothesis 7 (H7): *Assessing Strategy and plans by employing digital channels positively influences the digital marketing.*

3. Objective

- To identify the factors determining the role of digital marketing in the growth of E-commerce in India
- To propose a conceptual framework showing the relationship between factors determining the role of digital marketing and the growth of E-commerce in India
- To conduct an empirical analysis to validate the proposed framework showing the relationship between factors determining the role of digital marketing and the growth of E-commerce in India

4. Conceptual Framework

The conceptual framework as shown in Figure 1 represents the relationship between factors determining the role of digital marketing and the growth of E-commerce in India.

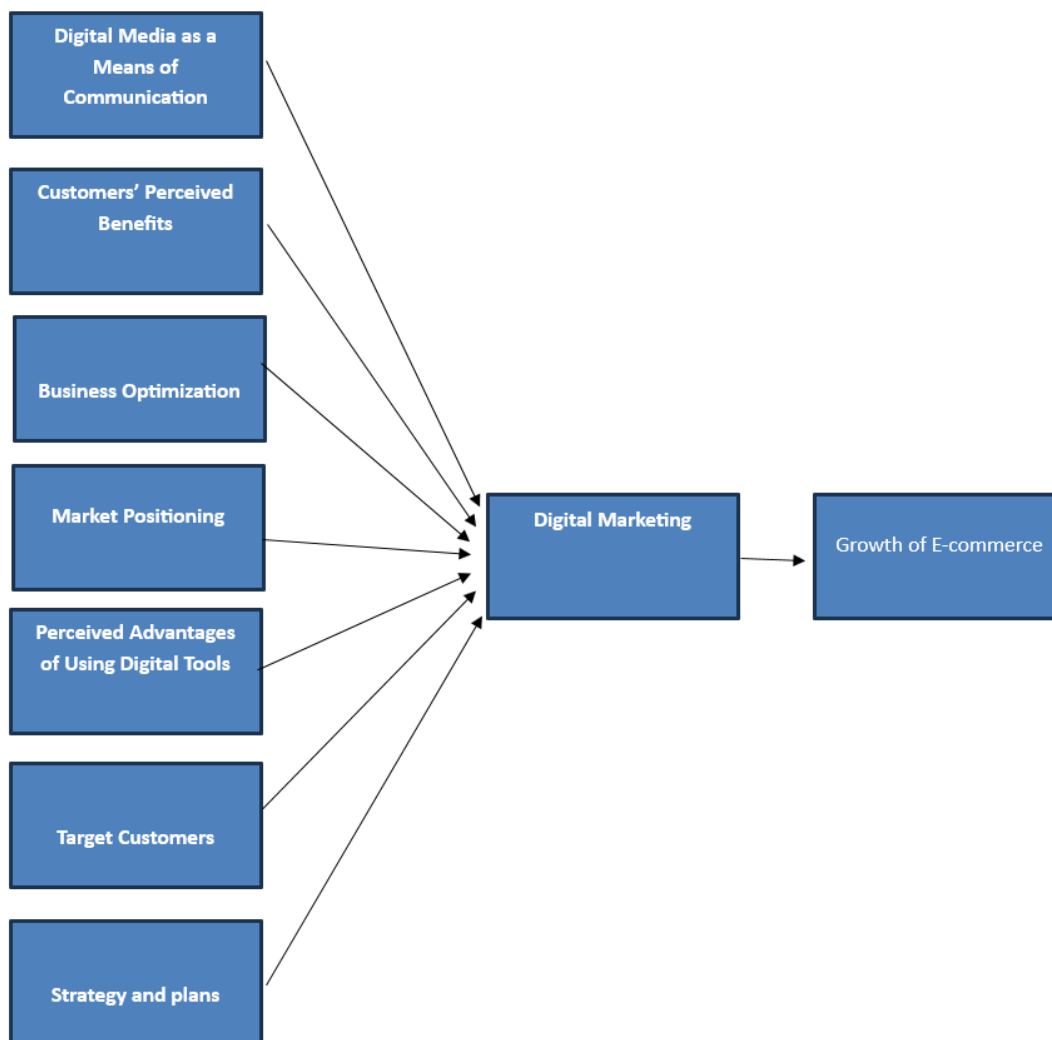


Figure 1.

The conceptual framework showing the relationship between factors determining the role of digital marketing and the growth of E-commerce in India.

5. Research Methodology

The expansion of the E-commerce industry in India was studied by surveying professionals in the field of digital marketing to learn what criteria define the significance of digital marketing. The current study used a random-sampling technique to acquire primary data from a sample of 249. The survey was done with the use of a predetermined set of questions.

There are two sections to the questionnaire: In the first section, Questions about the respondents' personal characteristics were asked. In the second section, respondents were surveyed about their opinions on the elements that influence the significance of digital marketing to the development of the E-commerce Industry in India. A Likert scale from 1 to 5 is used to indicate how much you agree or disagree with each claim.

6. Result Analysis

SPSS version 22 was used to analyse the data. The study uses exploratory factor analysis to determine construct validity and Cronbach's alpha to examine internal consistency. Using regression analysis, the likely relationships between the variables were identified.

6.1. Demographic Characteristics

Table 1 provide the demographic information of the respondent. The sample survey represents most respondents have aged less than 30-39 years. Majority of respondent are private employees. 85.5% of respondent are male, 14.5% are female. 36.9 % respondents are associated with the firm more than 6-10 years and 34.5 % are 3-5 years. 32.5% employees are holding the content managers and 34.5 % are 34.5% holding CRM managers position. Most respondents either have a professional's degree, bachelor's degree and master's degree.

Table 1.
Demographic Profile of the respondents.

		Frequency	Valid %			Frequency	Valid %
Gender Profile	Male	213	85.5	Length of Affiliation	1-2 years	55	22.1
	Female	36	14.5		3-5 years	86	34.5
Age Profile	21-29 years	36	14.5		6-10 years	92	36.9
	30-39 years	70	28.1		11 years and more	16	6.4
	40-49 years	48	19.3	Current Designation	Digital marketing head	65	26.1
	46-55 years	59	23.7		CRM manager	86	34.5
	60 Years and older	36	14.5		Content marketing manager	81	32.5
					Others	17	6.8
Highest Education Level	Bachelor Degree	30	12.0				
	Master Degree	67	26.9				
	Professional Education	108	43.4				
	Other	44	17.7				

6.2. Exploratory Factor Analysis

For consistency checks in the EFA, Principal Component Analysis was employed. According to Hair, et al. [39] a factor loading of 0.40 or higher is regarded to be meaningful, while a loading of 0.50 or higher is considered to be extremely important. In this analysis, we used a factor loading of 0.50 as a cut-off criterion.

Results from the exploratory factor analysis are presented in Table 2. If the value of the KMO Measure of Sample Adequacy is between 0.5 and 1.0, the data will benefit. Bartlett's sphericity test shows how dependent the variables are on one another. Researchers can learn the result of the test by calculating its level of significance. Very tiny values suggest significant relationships between the variables (less than 0.05). In general, factor analysis shouldn't be conducted on data with a p-value greater than 0.10. In doing so, they prove that factor analysis is a valid method for studying this data. Due to their low loadings, two of the original 43 items were eliminated, leaving 41 items for the final analysis.

Table 2.
Results of Exploratory Factor Analysis.

Variable	Statement Items	Factor loadings	KMO Measure of Sample Adequacy (>0.5)	Bartlett's Test of Sphericity		Items confirmed	Items dropped	Cum % of loading
				Chi Square	Sig. (<0.10)			
Digital Media as a means of communication (DMMC)	DMMC1	0.898	0.737	444.777	0.000	5	0	54.990
	DMMC2	0.755						
	DMMC3	0.677						
	DMMC4	0.500						
	DMMC5	0.836						
Customers Perceived Benefit (CPB)	CPB1	0.764	0.734	206.113	0.000	4	1	44.594
	CPB2	0.800						
	CPB3	0.080						
	CPB4	0.744						
	CPB5	0.668						
Business Optimisation (BO)	BO1	0.191	0.851	987.979	0.000	4	1	69.577
	BO2	0.915						
	BO3	0.935						
	BO4	0.945						
	BO5	0.915						
Market Positioning (MP)	MP1	0.841	0.748	254.468	0.000	4	0	58.342
	MP2	0.798						
	MP3	0.600						
	MP4	0.794						
Perceived Advantages of using Digital Tools (PAUDT)	PAUDT1	0.941	0.708	2829.376	0.000	5	0	88.646
	PAUDT2	0.938						
	PAUDT3	0.942						
	PAUDT4	0.950						
	PAUDT5	0.937						
Target Customer (TC)	TC1	0.874	0.820	744.543	0.000	5	0	68.890
	TC2	0.896						
	TC3	0.869						
	TC4	0.802						
	TC5	0.692						
Strategy and plans (SP)	SP1	0.635	0.663	556.180	0.000	4	0	66.713
	SP2	0.848						
	SP3	0.932						
	SP4	0.823						
Digital Marketing (DM)	DM1	0.843	0.881	607.680	0.000	5	0	67.715
	DM2	0.859						
	DM3	0.770						
	DM4	0.846						
	DM5	0.793						
Growth of e-commerce (GEC)	GEC1	0.855	0.851	527.378	0.000	5	0	64.008
	GEC2	0.746						
	GEC3	0.779						
	GEC4	0.813						
	GEC5	0.804						

6.3. Reliability Analysis

With the use of a Chronbach Alpha calculation, we can now say that the questionnaire may be relied upon. Nunnally and Bernstein [40] say that for novel scales, an alpha as low as 0.60 is fine. Alternatively, an established scale with an alpha of 0.70 is typically required to ensure internal consistency. Cronbach's alpha was set at 0.7 for this research.

Table 3.
Results of the Reliability Examination.

	Independent Variable	Cronbach Alpha
1	Digital Media as a means of communication (DMMC)	0.783
2	Customers Perceived Benefit (CPB)	0.734
3	Business Optimisation (BO)	0.947
4	Market Positioning (MP)	0.748
5	Perceived Advantages of using Digital Tools (PAUDT)	0.968
6	Target Customer (TC)	0.886
7	Strategy and plans (SP)	0.832
8	Digital Marketing (DM)	0.880
9	Growth of e-commerce (GEC)	0.858
Over all Questionnaire		0.983

Cronbach's alpha values in Table 3 are above the minimal threshold of 0.7. The overall dependability of the questionnaire is indicated by a Cronbach's alpha rating of 0.983.

6.4. Correlation Analysis

The results of the correlation study show that there is a strong link between all of the variables. The entire variables have a significant correlation with each of the nine variables examined. Correlation between " Growth of e-commerce (GEC)" and " Perceived Advantages of using Digital Tools (PAUDT)" is the highest (0.956), followed by .941 between Target Customer (TC) and Perceived Advantages of using Digital Tools (PAUDT) while " Customers Perceived Benefit (CPB)" and " Digital Media as a means of communication (DMMC)" have the least significant relationships (0.705).

Table 4.
Correlations between proposed variables.

	DMMC	CPB	BO	MP	PAUDT	TC	SP	DM	GEC
Digital Media as a means of communication (DMMC)	1								
Customers Perceived Benefit (CPB)	0.705**	1							
Business Optimisation (BO)	0.900**	0.827**	1						
Market Positioning (MP)	0.822**	0.798**	0.898**	1					
Perceived Advantages of using Digital Tools (PAUDT)	0.838**	0.801**	0.904**	0.821**	1				
Target Customer (TC)	0.837**	0.808**	0.923**	0.837**	0.941**	1			
Strategy and plans (SP)	0.858**	0.752**	0.911**	0.859**	0.874**	0.881**	1		
Digital Marketing (DM)	0.810**	0.815**	0.897**	0.861**	0.907**	0.930**	0.866**	1	
Growth of e-commerce (GEC)	0.828**	0.769**	0.881**	0.820**	0.956**	0.899**	0.827**	0.894**	1

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

6.5. Regression Analysis

The predictor-criterion relationship between the dependent and independent variables is established using enter regression analysis. It was done to measure the influence of independent variables [Digital Media as a means of communication (DMMC), Customers Perceived Benefit (CPB), Business Optimisation (BO), Market Positioning (MP), Perceived Advantages of using Digital Tools (PAUDT), Target Customer (TC), Strategy and plans (SP)] on Digital Marketing (DM) and its influence on the Growth of e-commerce (GEC) at 95% confidence level.

6.6. Digital Marketing as Dependent Variable

A number of separate regression models are developed and tested for the Digital Marketing (DM) as dependent variable. Seven variables i.e., Digital Media as a means of communication (DMMC), Customers Perceived Benefit (CPB), Business Optimisation (BO), Market Positioning (MP), Perceived Advantages of using Digital Tools (PAUDT), Target Customer (TC), Strategy and plans (SP) were separately taken as independent variables in regression models with Digital Marketing (DM) in India as dependent variable as depicted in table 5.

According to the results of the enter regression analysis in Table 5, seven factors i.e Digital Media as a means of communication (DMMC), Customers Perceived Benefit (CPB), Business Optimisation (BO), Market Positioning (MP), Perceived Advantages of using Digital Tools (PAUDT), Target Customer (TC), Strategy and plans (SP) were found to be significant predictors of " Digital Marketing (DM)." Using the R square values of 0.655, 0.664, 0.742, .804, 0.822, 0.866 and 0.750, we can see that each of these seven variables separately (DMMC, CPB, MP, BO, PAUDT, TC and SP) are capable of explaining " Digital Marketing (DM)" to the degree of 65.5%, 66.4%, 74.2%, 80.4%, 82.2%, 86.6% and 75.0% respectively.

The ANOVA results for the regression model are provided, demonstrating validity at the 95% confidence level." A brief overview of the corresponding coefficients in Table 5 provides beta values of Digital Media as a means of communication (DMMC), Customers Perceived Benefit (CPB), Business Optimisation (BO), Market Positioning (MP), Perceived Advantages of using Digital Tools (PAUDT), Target Customer (TC), and Strategy and plans (SP) Factors as .810, .815, .861, .897, .907, .930 and .866 correspondingly, the results of which are fairly indicative of their significance on "Digital Marketing (DM)".

Table 5.
Regression Result- Digital Marketing as Dependent Variable.

Independent Variable	Dependent Variable	Model Summary		ANOVA ^a			Coefficients ^a		
		R	R Square	Mean Square	F	Sig.	St. Coefficients Beta	t	Sig.
DMMC	DM	0.810 ^a	0.655	103.533	469.909	0.000 ^b	0.810	21.677	0.000
CPB	DM	0.815 ^a	0.664	104.958	489.182	0.000 ^b	0.815	22.117	0.000
MP	DM	0.861 ^a	0.742	117.157	709.316	0.000 ^b	0.861	26.633	0.000
BO	DM	0.897 ^a	0.804	126.964	1011.929	0.000 ^b	0.897	31.811	0.000
PAUDT	DM	0.907 ^a	0.822	129.836	1140.517	0.000 ^b	0.907	33.772	0.000
TC	DM	0.930 ^a	0.866	136.740	1592.052	0.000 ^b	0.930	39.901	0.000
SP	DM	0.866 ^a	0.750	118.420	739.871	0.000 ^b	0.866	27.201	0.000

6.7. Growth of E-Commerce (GEC) AS Dependent Variable

The regression model is developed and tested for the Growth of e-commerce (GEC) as dependent variable. Digital Marketing (DM) was taken as independent variable in regression models with Growth of e-commerce (GEC) in India as dependent variable as depicted in tables 6(a), 6(b) and 6(c).

According to the results of the regression analysis in Tables 6(a), 6(b) and 6(c), the factor Digital Marketing (DM) was found to be significant predictor of Growth of e-commerce (GEC). Using the R square value of 0.799 as shown in table 6(a), we can see that Digital Marketing (DM) is capable of explaining Growth of e-commerce (GEC) to the degree of 79.9%.

The ANOVA results in table 6(b) for the regression model are provided, demonstrating validity at the 95% confidence level." A brief overview of the corresponding coefficients in table 6(c) provides beta values of Digital Marketing (DM) Factor which is fairly indicative of its significance on Growth of e-commerce (GEC).

Table 6(a).
Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.894 ^a	0.799	0.798	0.35346

Note: a. Predictors: (Constant), Digital Marketing (DM)

Table 6(b).
ANOVA^a.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.604	1	122.604	981.362	0.000 ^b
	Residual	30.858	247	0.125		
	Total	153.462	248			

Note: a. Dependent Variable: Growth of e-commerce (GEC).

b. Predictors: (Constant), Digital Marketing (DM).

Table 6(c).
Coefficients^a.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.354	0.078		4.557	0.000
	Digital Marketing (DM)	0.881	0.028	0.894	31.327	0.000

Note: a. Dependent Variable: Growth of e-commerce (GEC).

7. Test Results for Hypotheses

Regression Analysis was used to quantify the strength of the correlation between the various hypotheses, and their inclusion in the model's estimation was a key step in the statistical study. The SPSS-calculated values for all of the hypotheses are presented in Table 7. This evidence suggests that they correspond to the theoretically predicted associations. Table 7 demonstrates that all eight hypotheses proposed within the study's conceptual framework were acceptable.

Table 7.
Summary of Test Results for Hypotheses.

Hy. No.	Independent Variables	to	Dependent Variables	R-Square	Beta Coefficient	t-value	Sig Value	Status of Hypotheses
H1	Digital Marketing (DM)	→	Growth of e-commerce (GEC)	0.799	0.894	31.327	0.000	Accepted
H2	Digital Media as a means of communication (DMMC)	→	Digital Marketing (DM)	0.655	0.810	21.677	0.000	Accepted
H3	Customers Perceived Benefit (CPB)	→	Digital Marketing (DM)	0.664	0.815	22.117	0.000	Accepted
H4	Market Positioning (MP)	→	Digital Marketing (DM)	0.742	0.861	26.633	0.000	Accepted
H5	Business Optimisation (BO)	→	Digital Marketing (DM)	0.804	0.897	31.811	0.000	Accepted
H6	Perceived Advantages of using Digital Tools (PAUDT)	→	Digital Marketing (DM)	0.822	0.907	33.772	0.000	Accepted
H7	Target Customer (TC)	→	Digital Marketing (DM)	0.866	0.930	39.901	0.000	Accepted
H8	Strategy and plans (SP)	→	Digital Marketing (DM)	0.750	0.866	27.201	0.000	Accepted

8. Discussion

This research helps us understand the motivations of e-commerce marketers in their use of digital marketing by illuminating the aspects that shape their decisions. The results indicate that a better position in the e-commerce sector is achieved the more benefits clients perceive. Businesses should factor in the acquisition of capabilities that increase their chances of succeeding in international markets as part of their strategic planning processes. In this regard, Alshaketheep, et al. [41] provide the case of China, a country that effectively manages each brand presented on the web via digital marketing and positions goods internationally, which compete daily with local, regional, and national markets. Laužikas and Miliūtė [42] agree that an increase in internet users is a boon to a company's market standing. That's why digital marketing is so effective at penetrating new areas. It is important to note that market positioning enables businesses to significantly enhance their business models and implement improvement plans based on the knowledge gained from the utilisation of cutting-edge technologies that reveal the interest of a target audience in a given product or service.

The more the company's consumers reaped the benefits, the more the company saw the value in implementing digital technologies. This is one way in which technical tools can greatly benefit a company's efficiency. In order to define long-term strategies that add value to digital advertising, businesses should give top priority to innovative projects based on digital tools that allow them to expand their customer network based on their scientific knowledge and specialised skills. Social media posts, such those found on Instagram, that promote a business's products and services to a specific audience. Facebook, as an interactive digital platform, is similarly useful for implementing marketing ideas in print media.

According to Grishina, et al. [43] the rise of the digital sphere has fundamentally altered the organisational framework of enterprises, while consumer spending has shot through the roof because of the new possibilities it provides. As this is an unique and inventive approach of ensuring customer happiness, it argues that organisations which operate through digital media have an advantage. Like digital marketing, digital advertising transforms digital marketing into a significant benefit for online retailers.

9. Conclusion

In today's fast-paced environment, companies can't afford to ignore the online world. What works and what doesn't are articulated through a framework that perfectly complements the product's fit for the user. Computerized advertising is not allowed in India for good reason. Businesses' primary tactic for attracting new customers in today's increasingly digital marketplace is to reach out to them when they're already on their computers or mobile devices. It's for this reason that digital marketing strategies have become the focus of most organisations. The efficient use of more than three methods of marketing, including as email, social media, and mobile marketing, has led to a technological leap forward in the field of marketing and an increase in the number of organisations successfully putting viable business concepts into action. It might therefore be argued that the success of a company and the use of digital marketing strategies go hand in hand.

10. Limitations and Recommendations

The findings of this study have yet to be translated into actionable guidelines for the implementation of digital marketing strategies in the context of electronic commerce. However, this research examines the e-commerce industry in a developing nation, which is pertinent because, as stated by Fatima [44] it is time to analyse the acceptance of the technology with which users from developing countries interact and comprehend a firm's behaviour in regards to technological change. This could aid in determining what is required and what techniques have proven effective in maintaining this industry's viability.

Just online commerce in India is examined in the study. In addition, due to the cross-sectional nature of the research design, additional studies are required to analyse other factors influencing the expansion of e-commerce in addition to the implementation of digital marketing. For this study into the effects of digital marketing on e-commerce expansion, we narrowed the focus to seven key factors. but Some more variables might be included in future studies to increase their significance. Participation was low (n=249), hence the study's generalizability can't be said to have been very strong. It's possible that a larger sample taken from the entire population would provide more definitive results.

Transparency:

The author confirms that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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