

**Impact of Effective E-Commerce Marketing Strategies on the
Growth of E-Commerce Businesses (SME's)**



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Abstract

This study primarily examines the influence of Effective E-Commerce Marketing Strategies on the Growth of E-Commerce Businesses (SME's). The research considers Search Engine Optimization, Social Media Marketing, and Email Marketing as independent variables, while e-commerce business growth serves as the dependent variable. The study specifically focuses on the e-commerce industry in Pakistan to investigate the relationship between these mentioned variables. To substantiate this relationship, a survey was conducted using a structured questionnaire distributed among employees working in Pakistan's (SME's) e-commerce sector. The questionnaire aimed to gather their experiences and insights on the topic. Statistical tools such as descriptive frequencies, reliability analysis, correlation, regression, etc., were employed to analyze the data collected from the respondents. The findings obtained through these statistical tools revealed a notable and positive correlation between Search Engine Optimization, Social Media Marketing, Email Marketing (independent variables), and the growth of e-commerce businesses (dependent variable) within the e-commerce industry of Pakistan. The findings derived from these statistical analyses indicated that there is a significant and positive relationship between the usage or growth of SEO, SMM, and Email Marketing strategies and the growth of e-commerce businesses in Pakistan. This suggests that when these marketing strategies are effectively utilized, they tend to contribute positively to the growth and success of e-commerce businesses in the context of Pakistan's market.

Key Words: Search Engine optimization, Social Media Marketing, Email Marketing

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Chapter 1

Introduction

1.1 Chapter Overview

The chapter delves into the Influence of Effective E-Commerce Marketing Strategies on the Expansion of E-Commerce Enterprises (SME's). It thoroughly explores pivotal factors such as Search Engine Optimization, Social Media Marketing, Email Marketing, and Mobile Optimization, elucidating their interconnectedness within the realm of e-commerce in (SME's). Additionally, this chapter addresses the research problem and the identified gap that motivated this research study. It also encompasses the significance of the research and provides clear definitions of the key terms employed throughout this investigative endeavor. It aims to understand how different marketing strategies affect the expansion and success of online businesses. It provides clear definitions of important terms utilized throughout the research study. This is crucial to ensure that readers have a precise understanding of the concepts discussed. Overall, this chapter serves as an introductory overview that outlines the scope, key components, and objectives of the research study related to the influence of marketing strategies on the development of e-commerce businesses (SME's).

1.2 Background Study

Because of the appearance of E commerce business, the trade scene has seen a significant alteration, altering the parts of commercial duties and customer commitment. It has evolved into a vital component of the global economy, exhibiting remarkable growth trends (Farhan and Jalil, 2022). Statista (2022) forecasts a surge in global e-commerce sales, projected to escalate from \$3.5 trillion in 2019 to an estimated \$6.5 trillion by 2023. As an increasing number of enterprises transition to online platforms, the competition for customer satisfaction and loyalty is set to intensify. In this scenario, the implementation of effective e-commerce (SME's) marketing strategies becomes paramount for businesses aiming to thrive in the digital sphere (Emily, 2023).

Digital marketing includes the use of the web, virtual entertainment showcasing, web crawlers, mobile phones, show publicizing, and various mediums to attract clients. In today's consumer

landscape, the notion that if a business cannot be found through online mediums, it might as well not exist appears to mirror prevalent consumer behavior (Firdaus, 2020). It is crucial to acknowledge that leveraging digital channels is indispensable for brands, and this necessity should extend to Small and Medium-sized Enterprises (SMEs) if they intend to remain competitive and expand. However, it seems that many are not fully capitalizing on the potential of these advanced digital tools (Gilmore, 2021).

E-commerce stands as a pivotal component of the global economy. For instance, in Europe, most businesses are involved in e-commerce (92% being small-scale enterprises), contributing to over 75% of private sector jobs (European Commission, 2022). In the United States, e-commerce business handles 99.7% of all business businesses while employing half of the labor force (Private venture Organization, 2023). The significance of these endeavors cannot be overstated. Typically, organizations go all out in terms of pie and assets, attempting to attract and keep clients to ensure productivity and maintain a competitive edge. According to Merchant and Ellis (2021), presenting ideas essentially support fundamental requirements required for corporate success. They also emphasized that marketing is not a hypothetical concept, but rather a decisive component determining business points, such as benefit and market share.

E-commerce business (SME's) must grow to survive and compete effectively in the market. Ayyagari et al. (2019) indicated that in both developed and developing countries, E-commerce business contribute approximately 75% of formal employment in the manufacturing sector. Therefore, the growth of E-commerce business signifies economic progress. Sales, as a major growth factor for E-commerce business, generate income (Anjum, 2021). Achieving this involves marketing their products and services to raise awareness and make them preferable to competitors'. Consequently, the size, resource availability, and life cycle of a company dictate distinct marketing objectives, leading to various marketing methods or strategies. Jain (2020) observed that large businesses often benefit from substantial marketing budgets, enabling them to implement visible multi-channel marketing efforts. Conversely, the E-commerce business, constrained by limited resources, struggles to exploit marketing opportunities in a vast market. E-commerce business often relies on word-of-mouth marketing, limiting their growth potential. Moreover, E-commerce business tends to employ unplanned, informal, and bottom-up marketing strategies (Janson, 2021).

Digital marketing stands as the forefront strategy in every marketing endeavor for (SME's), regardless of their scale. Presently, establishing a comprehensive digital marketing plan has become an indispensable initial step when launching any company. In the contemporary technological era, digital marketing reigns as the most pervasive method (Kamal, 2016). Digital marketing fills in as a critical gadget for SME's Web-based firm, assisting their progression to custom fitted promoting plans and methods centered on their designated customers. All the while, it guarantees arrangement with the advancing intricacies of purchaser conduct (Dwivedi et al., 2020). Maintaining a corporate personality remains a basic basis for new businesses in the modern day, requiring precise brand displaying methods as opposed to conventional techniques (Mingione and Abratt, 2020). The significance of Small and Medium-sized Enterprises (SMEs) in global economic growth has escalated over recent decades (Mingione and Abratt, 2020). Governments worldwide have actively encouraged and incentivized startups to maintain competitive advantages (Glaeser et al., 2022).

Despite conventional marketing practices, there's a suggestion for startups to prioritize digital advertising. This emphasis stems from the capability of digital marketing to enable such companies to acquire potential buyers and more precisely target existing customers (Taiminen and Karjaluoto, 2021). In addition to serving as optional stages for conveying labor and products, advanced advertising plans to work with customer relations and commitment. It strengthens relationships with clients and aids in understanding their evolving assumptions. As a result, new businesses are encouraged to participate in e commerce computerized stages to provide more extensive shopper access and successful communication with providers and clients (Mazzarol, 2019). Furthermore, digital marketing exercises concentrate on critical aspects such as product image, memorability, and brand devotion (Tarunika, 2020). These factors are critical for the growth of every startup. Because digital channels provide bidirectional collaborations, businesses want to establish advanced relationships with customers, transforming them into colleagues to boost customer devotion, mindfulness, and value creation (Prabha and Tarunika, 2020). Advanced advertising appears to have the potential to connect new businesses to customers and prolong the duration of ads (Bresciani and Eppler, 2022).

In fiercely competitive business industries, organizations strive to smooth down their item and administration distribution operations while attracting customers and growing advantages. In this situation, promoting technique is widely regarded as a fundamental capability for every organization (Saying, 2021). To ensure the sustainability of the advertising process, any

organization should concentrate on four key components: product, value, advancement, and location. Showcasing Science has recently undergone scrutiny compared to other logical disciplines, propelled by various developments in global commercial sectors. As a result, many Small and Medium-sized Enterprises (SMEs) have switched from traditional to digital marketing strategies (Mobydeen, 2021). In recent years, the business environment has shifted away from traditional face-to-face interactions.

Digitalization has become an essential part of our daily lives, altering the dynamics of interaction and information exchange among both customers and businesses (Shankavaram, 2016). This shift has provided organizations with new tools and approaches, including innovative, direct, and clever methods of communicating with their clients and exploring new opportunities (Wang, Lou, Wang, and Guo, 2019). The significance of digital marketing is expanding, and competitors are increasingly adopting modern change. Nonetheless, some businesses appear to be unable to focus on digital marketing. Certain factors continue to follow traditional job methods, referring to a consistent revenue stream as a support. This trend is prevalent among various firms in their respective sectors. Interestingly, several manufacturers are employing traditional marketing methods while simultaneously exploring novel approaches to lay the groundwork for digital marketing. These companies recognize the importance of acquiring data and strive to gather valuable information (Furqan and Naqash, 2021).

Outsourcing digital marketing to external firms highlights the potential necessity for specific E-commerce companies (E-commerce SMEs) to enhance their capability to handle this aspect of their business independently and effectively (Stella, 2020). The decision to outsource demonstrates the SMEs' recognition of their limitations and their ability to adapt by entrusting external firms with the management of digital channels to effectively execute their marketing strategy. In the consulting industry, the primary focus revolves around acquiring additional data rather than analyzing the customer journey (Weber, 2019). More resources are required for the organization to perform a thorough review of its brand value. In all industries, the typical strategy entails gathering consumer feedback using conventional means such as face-to-face encounters or questionnaires rather than utilizing accessible digital platforms (Lundquist and Wang, 2022). Digital marketing has grown to be an essential component of modern corporate strategy, greatly improving business performance. According to research conducted by Chaffey and Smith (2017), there is a rising reliance on digital marketing channels for consumer interaction, lead creation, and revenue generation across multiple sectors.

1.3 Research Gap Analysis

E-commerce businesses (SMEs) indicate that encounter distinct challenges when adapting their marketing operations to digitalization, unlike larger or established companies. Despite this, there is a dearth of detailed studies examining the strategies employed by E-commerce businesses (SMEs) in this area, revealing a significant research gap. This study aims to address this gap by critically evaluating and analyzing the digital transformation of E-commerce businesses (SMEs) utilizing effective digital marketing strategies within a competitive business environment (Shan and Wajiha, 2022). The current body of literature focuses on brand growth through effective digital marketing strategies primarily centers on larger companies. Hence, there is a need to incorporate recent research on digital media for brand projection and promotion, utilizing digital tools as a strategy for digital marketing and brand awareness specifically within the context of E-commerce businesses (SMEs). The existing literature lacks comprehensive information on the digital marketing process tailored for E-commerce businesses, particularly concerning strategic online marketing models to expand their digital business activities (Rana, 20221). Empirical studies demonstrate the Internet's pivotal role in establishing growth strategies for E-commerce businesses (SMEs). Therefore, this study aims to contribute to research by exploring how digital marketing dynamics can facilitate the brand growth of E-commerce businesses through effective media marketing strategies tailored to their specific products and services (Akash, 2020). There is a need to grasp how these methods interact to improve overall market viability and further create company outcomes, which remains an area that requires further investigation. Because of the rapid progress of innovation, new devices, and stages are continually appearing in the internet company showcasing market. However, contemporary writing usually fails to analyze the influence of these emerging developments on online commercial organizations (Mehmood, 2019). Research into the potential of innovations like artificial intelligence, augmented reality, chatbots, and voice search in increasing advertising execution and growing client devotion is critical in providing vital experiences to organizations investigating this strong digital marketing.

Online business encompasses several companies, each with unique qualities and challenges. Regardless, winning inquiry generally necessitates industry-specific exams, as opposed to summed-up findings that may overlook area-specific nuances. Directing investigations into the implications and viability of internet companies promoting systems inside ventures like style, hardware, or food and beverages may give important pieces of information and tailored

recommendations for those regions. By addressing these gaps, future research may provide practical insights, recommendations, and frameworks that enable organizations to optimize their marketing efforts and achieve long-term success in the digital era.

1.4 Problem Statement

E-commerce SMEs play a crucial role in national economies, contributing significantly to employment. Their sustainability relies on sales, profits, market expansion, and recovering initial investments. Despite challenges in adopting digital marketing, SMEs have better access to resources. Effective digital marketing is vital for SME growth, fostering cost-effective interactions with target audiences and building brand image. In various industries, E-commerce SMEs show strong growth potential by offering innovative goods and services through digital platforms, making them a prime marketing choice for those with limited resources. Digital marketing proves quicker and more performance-oriented for SMEs compared to traditional strategies.

1.5 Research Questions

Following are the research questions of this study:

RQ1: What is the impact of Search Engine optimization on E commerce Businesses growth?

RQ2: What is the impact of Social Media Marketing on E commerce Businesses growth?

RQ3: What is the impact of Email Marketing on E Commerce Businesses growth?

1.6 Research Objectives

Following are the research questions of this study:

RO1: To find the impact of Search Engine optimization on E commerce Businesses growth.

RO2: To find the impact of Social Media Marketing on E commerce Businesses growth.

RO3: To find the impact of Email Marketing on E Commerce Businesses growth.

1.7 Significance of the Research

This study has focused on assessing the Impact of Effective E-Commerce Marketing Strategies on the Growth of E-Commerce Businesses (SME's). The present study has important implications for both theory and practice.

1.7.1 Theoretical Significance

This study holds theoretical significance by reinforcing the proposition that factors like the impact of effective E-commerce marketing strategies on the growth of E-commerce businesses establish a groundwork for enhanced SMEs in the E-commerce sector. Moreover, this research is poised to contribute significantly to the understanding of the topic for research scholars, E-commerce business students, and industry stakeholders, thereby aiding in the expansion of knowledge within the relevant literature domain.

1.7.2 Practical Significance

The ongoing review is likely to enhance business support for factors such as Search Engine Optimization (SEO), Social Media Marketing and Email Marketing, within an organizational framework, which may serve as a unique source of competitive advantage in the long term. As the purpose of this study is also to explore the fundamental nature of these factors, the findings may suggest a shift towards organizational strategies that inhibit the emergence of more advanced E-commerce businesses (SMEs). Furthermore, this study reinforces the argument that various factors are crucial aspects that need to be unlocked for E-commerce enhancements. The insights from this study will significantly assist stakeholders in the E-commerce industry in understanding the correlation between factors like Search Engine Optimization, Virtual Entertainment Marketing, Email Marketing, and Mobile Optimization, and the growth of E-commerce businesses, particularly SMEs.

Chapter 2

Literature Review

2.1 Chapter Overview

This chapter provides a comprehensive review of the pertinent literature concerning the factors pivotal to digital marketing, namely Search Engine Optimization, Social Media Marketing, Email Marketing, and Mobile Optimization, and their correlation with E-commerce businesses (SME's). Additionally, this chapter outlines a theoretical framework derived from the advancements in these factors—Search Engine Optimization, Social Media Marketing, Email Marketing, and Mobile Optimization—encompassing their impact on E-commerce businesses (SME's). Additionally, this section includes a graphical representation of the theoretical framework, illustrating the relationships and proportions among the constructs of these factors. Furthermore, anticipated connections between these factors have been articulated for experimental testing in subsequent sections of this thesis.

2.2 Introduction

Over the years, numerous E-commerce businesses have strived to endure digital growth by introducing innovative concepts and ideas, aiming to carve out their niche in the fiercely competitive corporate environment. While some have made substantial impacts, a significant portion has encountered challenges in establishing themselves. Statistics indicate that only 51% of newly established E-commerce businesses (SME's) survive beyond their initial five years (Ripsas, S., et al., 2018). The competitive landscape poses a daunting challenge for these companies to compete with well-established organizations equipped with robust marketing strategies. According to Montgomery (2018) research, 17% of failing E-commerce enterprises blame their failure on a lack of a complete digital marketing strategy, resulting in poor marketing performance.

Recognizing the crucial role of E-commerce in bolstering a robust economy, it becomes imperative to address the challenges to ensure their long-term presence and viability (Ates et

al., 2018). The evolution of what is now recognized as the information network society has brought about multifaceted changes (Castells, 2019), significantly impacting the performance of E-commerce businesses (SMEs) and their role in the broader economic landscape. These companies significantly differ from larger firms in operational and market structures, directly affecting their access to capital, resources, and their ability to attract customers to their brand (Hausman, 2022). While extensive literature emphasizes the relevance and opportunities presented by digitalization in brand creation and correspondence within the commercial environment, there is limited research specifically tailored for authoritative development and tactics concerning advanced advertising. Existing literature will generally focus on critical viewpoints, emphasizing the need for Online company brands to develop cautiously, draw support through quality contributions, and expand agreements for higher benefit returns (Fridel, 2021).

According to research, corporate digitization, and expansion, together with efficient marketing techniques, are crucial for E-commerce enterprises' (SMEs') long-term profitability. Integrating innovation into the digital environment is regarded as critical for building a brand, increasing brand recognition, and boosting commercial performance (Rogers, 2016). Consistently leveraging digital platforms significantly influences consumer buying behavior and brand loyalty, portraying a brand's business positively (Acker et al., 2020). Building successful connections with target consumers, constantly updating activities and events, generating a distinct brand image through digital networking, and fostering excellent relationships within the online community are all part of achieving sustainable development (Hajili et al., 2017). SMEs have the potential for development and tremendous prospects to capture clients through new products and services, utilizing the digital environment as the ultimate marketing platform in this context (Montgomery, 2018).

The literature analysis on digital marketing methods associated with the e-business model is elucidated through various studies conducted by different researchers. Correia (2019) delves into numerous aspects of digital marketing, including consumer involvement, mobile marketing, online advertising, and social media marketing, discussing associated challenges and potential benefits. Hoang, T. P., and Van, N. T. (2015) focused study into elements influencing site design enhancement (digital optimization) on Hotdeal.vn, a specific online bargains site. V. Baltes (2016) emphasizes the significance of inbound marketing as a key component of a computerized promoting process, emphasizing client acquisition and commitment through exceptional content, online entertainment presence, Website

optimization, and lead support. Mandal and Joshi (2017) present new perspectives on computerized promoting systems, emphasizing perspectives like market examination, interest group recognizable proof, objective setting, channel selection, and execution estimation, emphasizing the requirement for continuous observing and transformation to the developing advanced scene and adjusting advanced advertising exercises to overall business targets.

Mort and Drennan (2021) explore the challenges and implications that mobile digital technology poses for marketing, discussing possibilities like tailored marketing communication, location-based services, and mobile advertising, providing insights into mobile marketing's influence on customer behavior, opportunities, and challenges within this domain. Bhaskar, P. P., & Kumar, D. P. (2017) investigate digital marketing's role in communicating with customers through digital platforms and the internet, exploring international e-commerce possibilities and technologies like mobile commerce, electronic funds transfer, supply chain management, internet marketing, and more. McKinsey Quarterly in 2016, address the organizational implications of digital marketing, offering strategies for businesses to adapt and optimize their marketing functions within the evolving digital landscape. Khupse, M. H. (2017) discuss the online medium of digital marketing and its utilization by companies for promotion and brand awareness, conducting quantitative research to evaluate how marketing communication and social media advertising impact an organization's image and revenue. Collectively, these studies contribute to understanding various facets of digital marketing strategies, their implications, challenges, and the need for adaptation within the ever-changing digital ecosystem.

2.3 Digital Marketing Acceptance in (SME's) Business

Digital marketing, as defined by various authors, encompasses modern trading approaches that identify shared needs among firms, dealers, and consumers, aiming to cut costs and enhance product efficiency (Hafiz, 2018). It utilizes the internet and its advantages to achieve marketing objectives (Sabri, 2020), employing digital methods for trading exchanges instead of direct communication (Surrah, 2019), and giving importance to electronic distribution within digital marketing to maintain an ongoing online presence (Shmit, 2020). Additionally, Nusair (2019) describes digital marketing as a comprehensive use of information technology, focusing on reformulating marketing strategies for customer benefit, efficient retailing, targeting, determination, and location detection. It refers to expanding planning viability for carrying out circulation, advancement, and estimating systems, as well as plans to execute explicit exchange

trades that satisfy both consumer requirements and firm goals at the same time (Nusair, 2022). Essentially, computerized marketing entails applying specialized ways to deconstruct buyer demands and devising solutions to meet these needs over the internet or comparable communication media.

The term "Digital Marketing" has evolved to encompass the promotion of products and services using digital platforms. It is the use of digital technology into corporate processes in order to attract consumer attention, sustain and expand brands, retain customers, and significantly enhance sales (Kanan and Li, 2017). This strategy entails an agile, technology-driven framework in which organizations engage with consumers and stakeholders to build, deliver, and sustain brand value via digital technologies, which outperform traditional media channels (Scharl, Dickinger, and Murphy, 2020). Involving modern media in promoting exercises incorporates devices like messages, versatile promoting, website improvement, viral promoting, and virtual publicizing, as well as improving association among clients and specialist organizations, cultivating long-term purchaser brand connections, advancing brand mindfulness, and creating client interest (Martinez and Garolera, 2019).

To attract and collaborate with customers, advanced promoting clearly advances things and administrations using computerized channels and innovations. Site design improvement publicizing, virtual amusement advertising, email promoting, and content marketing are all part of the procedures (Chaffey and Smith, 2021). Nusair (2022) emphasizes the application of information technology to enhance market-effective retailing, targeting, decision-making, and location-based strategies, aiming to enhance the predictive performance of ideas, distribution, advertising, and pricing, outlining specific trade exchanges to satisfy both consumers and businesses. In industries like the E commerce sector, digital marketing plays a critical role in advertising to a wider audience, increasing sales, and retaining existing clients (Ghimire & Gurung, 2019).

Over time, "digital marketing" has evolved from advertising through digital platforms to a broader concept encompassing digital technology to engage consumers, sustain brands, retain customers, and enhance revenue (Kannan and Li, 2017). Essentially, it is an adaptable, technology-driven strategy that facilitates collaboration among SMEs, consumers, and partners to create, connect, generate, and sustain value for all stakeholders (Kannan and Li, 2017). It targets consumers through various platforms using media devices like mobile phones, computers, and digital tools, aiming to understand how customers engage with emerging

technology and effectively communicate with them (S. Teixeira et al., 2018). It operates across both online and offline realms (Bala and Verma, 2018) and employs tools like internet marketing to achieve marketing goals (Chaffey, 2019). Digital marketing leverages information technology to integrate traditional channels with marketing communications. It involves strategies like social media, email marketing, online advertising, search engine optimization, pay-per-click, and viral marketing (Adriana, 2020). These devices improve collaboration, enable time-sensitive portable advertising, optimize site material for client openness, boost client awareness through digital marketing and disperse data through various channels for brand consideration and item knowledge.

2.4 E Commerce Industry of Pakistan in (SME's)

E-commerce is rapidly expanding in Pakistan and has emerged as a major trend among internet users. This expansion might be ascribed to the introduction of dependable and trustworthy websites or portals that enable smooth transactions. Furthermore, the widespread availability of high-speed internet access has played a critical role in propelling the growth of e-commerce for (SMEs) in Pakistan (Kashan, 2022). Without a doubt, e-commerce is becoming a key contribution to the country's economy. Pakistan's E-commerce (SME) sector is predicted to produce US\$6.4 billion by 2023, indicating an annual growth rate of 6.23 percent. By 2021, the market had already reached a value of US\$4.2 billion, placing Pakistan as the 46th biggest market in this industry globally (Asher, 2020). Pakistan's market share remains insignificant in contrast to the global E-commerce sector, providing lots of room for expansion. This study aims to examine the issues plaguing Pakistan's E-commerce industry (SMEs) and propose effective solutions to them.

The lack of customer trust is a key barrier for our nation's e-commerce business. Because internet purchases are still recent, consumers are concerned about potentially fraudulent activities. According to a survey conducted by the Pakistan Telecom Authority, more than 60% of Pakistanis need trust in making on the web installments, ruining the development of the business (Mansha, 2022). E-commerce-based business (SMEs) need to carry out secure installment strategies, straightforwardly unveil item/administration data, and proposition solid client assistance to construct trust among their clients. Another deterrent includes restricted admittance to innovation and computerized foundation, particularly in country Pakistan (Mushtaq, 2021). This restricted availability makes it trying for organizations to arrive at expected clients, given confined web and portable organizations. Indeed, even in metropolitan

regions, unfortunate organization quality outcomes in sluggish page stacking and an unacceptable client experience (Mansha, 2022).

To address this issue, the Pakistani government should invest in a computerized foundation to improve network quality and openness. Small and medium-sized enterprises (SMEs) may aid by offering remote payment options and establishing physical storefronts in rural areas. A third criterion considered by little and medium-sized enterprises (SMEs) is the lack of integrated elements driving temperamental conveyance administrations (Asad and Tabeer, 2021). Conveyance delays are typically caused by gridlock, a lack of street foundation, and unconnected dispatch administrations, resulting in client dissatisfaction, and hindering web-based business development. Companies might work with established logistics services to ensure product delivery on time (Akhlaq, 2020). In contrast, the government may strengthen logistics infrastructure by investing in road infrastructure and enacting regulations that promote the growth of the logistics business. Because just 35% of Pakistanis have basic digital abilities, their involvement in the e-commerce sector is limited. To overcome this barrier, e-commerce businesses might provide educational courses to improve their clients' digital literacy. Furthermore, the government might engage in educational, and training programmed to increase digital literacy among the general people (Shah and Tanweer, 2021).

To capitalize on this opportunity, Pakistani organizations must ensure adherence to quality standards in their goods and administrations, as well as reliable transportation services. In the face of these obstacles, administrative assistance is critical to the success of E commerce corporation. Equivocal agreements stymie progress and increase vulnerability (Umar, 2020). To encourage e-commerce growth, the Pakistani government should set specific rules and regulations, such as tax breaks, simplified procedures, and assistance for small and medium-sized firms (SMEs). Given that 58.4 percent of internet users make frequent online transactions, improving the mobile user experience in e-commerce may considerably enhance its scalability. Furthermore, social media platforms are effective instruments for e-commerce marketing, as proven by the widespread usage of channels such as Facebook by local firms in Pakistan. With 49.2 million users in the country, harnessing social media platforms may be quite beneficial for selling products and services (Salah, 2022).

The primary focus of the e-commerce (SME's) sector has largely centered around consumer products and accessories. In Pakistan, online customers actively seek and buy consumer electronics, inquire about job opportunities, access online education and counseling services,

and engage in transactions related to the buying and selling of vehicles, computers, financial services, food, groceries, and various other products and services (Ambreen, 2023). These diverse consumer choices and the associated data they generate constitute a valuable resource used extensively in targeted advertising efforts. Overall, e-commerce has enormous development potential and can significantly contribute to the national economy (Mehar, 2022). However, overcoming the problems is critical to realize its full potential. Establishing a favorable climate for e-commerce growth necessitates building customer trust, upgrading the technology base, establishing a trustworthy logistics system, boosting digital literacy, and providing regulatory help. It is our responsibility as Pakistanis to focus on this sector and make the necessary efforts to enhance it to help our country and its people.

2.5 Social Media Marketing

Numerous research, including those by Kumar et al. (2016), Ibrahim (2022), and Altfest et al. (2017), have investigated how social media impacts consumer spending behavior favorably. Positive perceptions of a brand's social media marketing (SMM) improve brand loyalty by increasing brand awareness and value. Furthermore, as Altfest et al. (2017) describe, excellent customer experiences contribute to strong customer-based brand equity. Seo and Park (2018) investigated the impact of brand value, brand image, and mindfulness in SMM on customer response, emphasizing the importance of SMM in establishing exceptional customer-based brand value, which includes brand consistency, perceived quality, and brand mindfulness (Koay et al., 2020).

The large data of customers on social media not only impacts consumers, but it additionally acts as a vital platform for organizations and marketers that use it as a communication hub and marketing tool (Yadav & Rahman, 2016). Companies are increasingly focusing their marketing tactics on developing online communities on websites and social media applications, promoting involvement and communication (Chen et al., 2021). Consequently, engaging customers within these online communities has become a pivotal marketing activity. According to Zhou and Wang (2019), many companies are shifting their marketing strategies from traditional methods to more social media-oriented approaches due to the potential it offers, such as a vast number of internet users, convenient internet accessibility, and high-speed connections. Thus, marketers are encouraged to embrace social media marketing due to the rapid expansion of internet usage (Ibrahim, 2022).

SMEs typically persist and thrive through their presence on social media brand pages, fostering new consumers, reinforcing existing ones, and influencing their social media marketing to build brand awareness and enhance their brand image among their customers, ultimately driving business success (Dollwet, 2020). Previous research, exemplified by Stelzner (2021), indicated that 92% of marketers view social media as beneficial for their businesses. Social media communication components enable businesses to directly interact and communicate with their consumers, providing a platform for customer feedback, complaints, and other inputs that positively impact the business's decision-making process (Tauten & Solomon, 2017). Social media now offers marketers various opportunities for interaction and collaboration with end-users compared to traditional marketing techniques (Gros, 2022), resulting in heightened market competition as businesses increasingly rely on social media for bolstering brand image and customer loyalty instead of traditional marketing techniques (Ibrahim, 2022).

Social media marketing acts as a means for brands to create awareness by advertising products on different platforms, fostering customer interaction, especially considering the substantial audience on these platforms compared to traditional marketing strategies (Weinberg, 2019). Researchers like Choi et al. (2019) view SMM as a tool to communicate and establish a relationship between customers and brands, while others, like Felix et al. (2017), see it as integrating social media into marketing communication to enhance value for customers and marketers. These criteria involve using web-based entertainment platforms to further expand virtual entertainment promotion activities like engagement, information sharing, personalization, and more (American Marketing Association, 2017). Relationship marketing's primary goal is to maintain connections between buyers, advertisers, investors, etc. Furthermore, web-based entertainment marketing activities highlight areas of strength for a company (Choi et al., 2019), serving as a blend of marketing and relationship building.

Social media marketing activities encompass a range of online marketing strategies involving digital promotional activities such as email campaigns, SMS campaigns, and online advertising campaigns (Barefoot & Szabo, 2020). Social media essentially transforms customers into marketers and advertisers, actively sharing product knowledge, reviews, and comments about different brands and products, thereby promoting these products within their social circles (Akar & Topco, 2022). Consequently, social media marketing activities foster brand values and equity by cultivating strong customer-brand relationships (Ismail, 2017). Currently, many online marketers utilize social media communities to establish a network for their brands, aiming to build brand relationships with their customers (Kelly, 2020).

When observed within the context of online entertainment marketing, SMM activities serve as a means for brands to communicate with customers, enhancing their brand image (Tsai and Men, 2018), brand value (Godey et al., 2016), customer critical analysis (Godey et al., 2016), customer value (Kim and Ko, 2019), and brand success (Phan et al., 2018). For instance, Godey et al. (2016) discovered that videos and photos posted by various organizations on their social media pages significantly influence brand value. Hence, firms utilize platforms like Facebook as marketing tools by fostering positive customer experiences through interactions and reviews, effectively acting as advocates for their products (Arenas-Gaitan et al., 2019). Building areas of strength for a brand relationship typically involves increasing brand reliability, as highlighted in extensive branding literature (Tanveer et al., 2021). These strong customer-brand relationships assist customers in pricing, quality, and specific services (Liao et al., 2020), contributing to brand localization, which positively impacts customer satisfaction, leading to positive word-of-mouth and strong brand loyalty (Lee et al., 2022).

According to Kim and Ko (2020), online entertainment marketing activities play a crucial role in generating interest in the market and attracting significant customers to purchase a particular brand, fostering brand value in customers' minds. The efficiency of internet entertainment promotion activities correlates with increased customer purchases of a brand's products. Their identified features to measure SMM distraction, communication, popularity, customization, and word-of-mouth demonstrated a positive impact on value, relationship, and brand equity. Extensive literature supports the significant impact of SMM activities on brand value. Studies like those by Godey et al. (2016) explored the effects of web-based entertainment marketing activities on brand awareness, image, and their influence on customer behavior. Overall, such research validates the significant impact of various aspects of virtual entertainment advertising—distraction, association, and popularity on brand image and awareness. Additionally, Tanveer et al. (2021) affirm that web-based entertainment marketing exercises affect brand loyalty. Biglin (2018) identified a continued relationship between web-based entertainment promotion activities and brand awareness, image, and loyalty for leading brands. Clients who engage with brand pages on social media exhibit loyalty to the brand, strengthening its image (Ismail, 2017), fostering significant areas of strength for the brand relationship. This review highlights the crucial role of virtual entertainment marketing activities in nurturing customer loyalty and thereby enhancing brand recognition.

Research has also shown the potential of web-based entertainment marketing activities in various product contexts; for instance, Gautam and Sharma (2017) explored the mediation

effect of customer relationships between virtual entertainment marketing activities and purchase intent in the realm of luxury fashion companies (Fernando et al, 2021). In a study by Sano (2019) within the hospitality industry, it was discovered that web-based entertainment marketing activities significantly influence shaping customer habits and perspectives, emphasizing customization's impact on customer satisfaction, purchase intent, and word-of-mouth. Seo and Park (2018) extended this exploration, including entertainment in the previously mentioned aspects and examining the impact of virtual entertainment marketing activities on consumer response and brand value, specifically.

2.6 Search Engine Optimization (SEO)

Search Engine Marketing (SEM), also known as search engine advertising, remains an incredibly effective strategy for expanding businesses within an increasingly competitive market. Word Stream stands out as a prominent provider of SEM solutions. According to Santanu Kumar Das and Dr. Gauri Sankar Lal (2016), Search Engine Marketing involves enhancing website visibility in search engine results pages through paid advertising and optimization techniques. It leverages search engines to promote websites or businesses to potential customers and drive targeted traffic (Das and Lall, 2016). Heinze, A., Fletcher, G., and Chadwick, C. (2010) emphasize that SEM encompasses various strategies aimed at improving website rankings and increasing traffic (Heinze, Fletcher, and Chadwick, 2010). Blakeman (2014) underscores the importance for marketers to focus on SEM due to users' heavy reliance on search engines, albeit with associated costs (Blakeman, 2014).

The optimization of a website for Search Engine Optimization (SEO) is crucial. This involves incorporating relevant keywords into website content, meta tags, URLs, and obtaining quality backlinks from reputable sites. As defined by Dr. Gauri Sankar Lal (2016), SEO aims to enhance website visibility and ranking on optimizing specific keywords. Paid Per Click marketing (PPC) is defined by M. Weideman (2020) as an advertising approach in which advertisers decide the maximum cost per click that they are ready to spend (Weideman, 2020). In today's digital world, having a strong online presence is critical for e-commerce success. With so many websites competing for attention on search engines like Google, using efficient SEO methods to improve exposure and outperform competition becomes critical. This extensive essay digs into the importance of SEO for e-commerce enterprises, explaining how it promotes organic traffic, increases conversions, and assures overall online success. 2019 (Mubashir). SEO is the process of optimizing a website's content, structure, and components

to increase its exposure on search engine results pages (SERPs). Businesses that improve their SEO increase their chances of ranking prominently in organic search results, increasing visibility, traffic, and prospective consumers. The main e-commerce aim is to drive relevant and high-quality traffic. SEO helps with this by optimizing content to meet search queries and attracting customers who are actively looking for items or services. It is also critical to convert these visitors into clients. SEO advice may help with keyword targeting, landing page optimization, and enhancing user experience to increase conversion rates (Cummings 2019).

In a fiercely competitive online sphere, building brand authority is crucial. SEO aids in this by increasing visibility and credibility, establishing a website as an authoritative industry source. Keyword research forms the foundation of successful SEO, helping match content with potential customer queries (Rachna, 2019). On-page optimization fine-tunes various elements like meta tags, header tags, URLs, and internal links for improved SEO performance. Quality, engaging content plays a pivotal role in attracting and retaining users, boosting SEO value through natural keyword incorporation. Backlinks from reputable sources determine website credibility (Maria, 2022). Acquiring high-quality backlinks via outreach, guest blogging, or influencer partnerships enhances SEO strategy. Integrating social media into the SEO strategy allows businesses to engage with their audience, promote products, and drive traffic. SEO is pivotal for e-commerce success, improving visibility, attracting traffic, increasing conversions, and establishing authority. Thorough keyword research, on-page optimization, quality content creation, and backlink building are all essential components in outranking competitors and securing top search rankings on Google (Logan, 2021).

Over the past decade, there has been a noticeable surge in competition among various e-commerce websites, primarily due to the continuous emergence of new companies in the market. Consequently, internet marketing has become an indispensable requirement for every e-commerce platform. E-commerce transcends mere online trading; it signifies enhancing operational efficiency across all business facets (Dupree, 2021). Essentially, e-commerce refers to conducting business electronically over computer networks. Its fundamental activities involve the buying and selling of products, shipping goods, and generating financial statements. Integration of payment gateways such as PayPal or CC Avenue enables online payment reception (Hussain, 2020). Conversely, internet marketing encompasses the process of reaching a targeted audience, promoting, selling, and advertising products and services. Many companies are adopting internet marketing platforms for their e-commerce websites because merely creating a website isn't sufficient; it needs to be visible to potential buyers. Strategies

like SEO and PPC ensure visibility on search engines, while SMM enhances visibility on social media platforms (Maxwell, 2022). Internet marketing significantly enhances online visibility, website traffic, and brand awareness, consequently leading to increased sales. It offers cost-growth, expediency, simplicity in marketing, and transcends geographical barriers. Moreover, the outcomes of advertising are measurable, a capability absent in traditional marketing practices. Due to these reasons, internet marketing has become a necessity in the constantly evolving and competitive marketplace. The correlation between e-commerce and internet marketing lies in the latter's ability to render e-commerce websites visible to potential buyers (Kpadia, 2022).

Marketers are currently witnessing global business opportunities and witnessing new developments in the market, which have transformed marketing strategies and practices. The marketing environment has become more dynamic and volatile. The pervasive use of technology and increased reliance on computers has propelled marketing to a global scale (Angelina, 2019). Thus, there's an imperative need to stay abreast of the rapidly changing trends in the marketing landscape. Marketing must adopt a customer-oriented, alert, positive, forward-looking, and innovative approach to stay relevant and effective (Kavkaz, 2018). There exist additional avenues beyond paid social media ads, paid search engine ads, and email campaigns to effectively drive substantial traffic to your online store. To generate enduring and top-notch traffic, integrating search engine optimization (SEO) into your marketing strategy is imperative. Numerous e-commerce entrepreneurs tend to disregard SEO due to the perceived immediacy and predictability of other methods (Sunny, 2022). However, SEO holds equal value compared to paid ads and campaigns and, in certain scenarios, offers even more advantages to online stores. In the following sections, I will elucidate on how SEO profoundly influences e-commerce brands and delineate the fundamental components crucial for a successful SEO strategy (Walker, 2019).

E-commerce SEO revolves around optimizing the content of your online store, aiming to facilitate easy crawling by search engines and securing a prominent position on the Google search results page. This optimization involves crafting comprehensive product descriptions across all product pages, strategically embedding relevant keywords (Gunnar, 2022). Additionally, enhancing your company's ranking can be achieved by acquiring backlinks from websites frequented by your target audience. The primary objective of e-commerce SEO is to augment organic traffic directed to your website through search engines like Google, Bing, Yahoo, and others. Organic traffic denotes the influx of visitors to your store that doesn't

necessitate payment, originating directly from Google searches. Each Google search engine results page (SERP) features 10 organic results amid paid advertisements (Basko, 2019). Implementing e-commerce SEO strategies can elevate the visibility of your product pages, potentially positioning them on the first page of these results. While appearing on the second or third SERP can still positively impact sales, most shoppers tend not to venture beyond the initial page. As a result, ranking first on Google remains a prized success for e-commerce companies (Peter, 2020).

2.7 Email Marketing

Email marketing continues to be a powerful tool for internet company ventures to connect with their customers and increase sales. A study led by Vesanen (2019) investigates the feasibility of email promotion activities, emphasizing their role in sustaining customer contacts and increasing change rates. This investigation emphasizes the significance of personalization, conveyance of important material, and division processes in advancing email-promoting systems specifically designed for online commercial organizations. A few creators have highlighted the benefits of email marketing. Jackson and DeCormier (2020) emphasize the value of email in developing heartfelt ties with clients. Wrede (2022) coins email as the "killer Internet platform," citing its trackability and precise targeting capabilities. Businesses leverage email due to its cost-growth in reaching large audiences, yielding heightened response rates and fostering customer loyalty.

Furthermore, Yang, Min, and Garza-Cook (2018) demonstrate that email marketing campaigns have a significant impact on organizational performance, influencing factors such as customer registration form design, database quality, and industry sectors. This study highlights the benefits of email promotions, highlighting the great potential of email marketing and digital advertising. According to Lohse, Bellman, and Johnson (2022), email marketing was one of the first kinds of digital marketing due to its unique character. Honda and Martin (2002) investigate the acquisition of key audience email addresses, whether through consumer consent or vendor rental/purchase. Carlton (2019) and Blakeman (2023) illustrate two communication pathways between marketers and customers: Opt-in (permission-based) and Opt-out (users permit contact unless they request cessation), alongside the intrusive practice of Spam, unwanted and unsolicited emails. Gentries (2020) acknowledges the widespread use of Opt-out but notes it's not recommended by marketers.

Al-Gohary (2019) notes email marketing's utilization in direct commercial communication, sharing customer information and providing personalized content. Additionally, personalized email campaigns and newsletters are mentioned as effective strategies. S. Jeff Cold (2018) introduces Really Simple Syndication (RSS) as an alternate technology for distributing content but highlights email's preference among users due to its comprehensive nature. Carlton (2019) accentuates email marketing's benefits: cost-growth, time-saving attributes, fostering customer relationships, and providing prompt campaign feedback. Chaffey (2022) underscores the growth boost of email marketing when integrated with other communication channels. Email marketing is still a powerful advertising channel, addressing a form of direct computerized promoting that uses mail to advance an organization's things and administrations. It is coordinated into promoting mechanization endeavors and keeps customers up to date on the most current contributions and arrangements. Furthermore, it is important within the overall marketing strategy, contributing to lead generation, brand awareness, relationship development, and client retention across many advertising processes (Adessive, 2019). The use of email advertising may improve the relationship between a company and its customers. It also helps to strengthen the company's reputation and cultivate client loyalty.

Email marketing within the realm of digital marketing involves the dissemination of promotional messages and content to a specific list of email subscribers. In e-commerce, this practice proves to be an efficient method for interacting with customers, advertising products, nurturing connections, and amplifying sales (Jennifer, 2020). Fundamentally, email marketing begins with assembling a roster of subscribers who willingly provide their email addresses to your business. Subsequently, targeted email campaigns are formulated and dispatched to this compiled list. These campaigns encompass diverse content ranging from product promotions, exclusive offers, newsletters, to updates on products and more (Maryeri, 2021). A primary advantage of email marketing in e-commerce lies in its ability to facilitate direct and personalized communication with customers. By segmenting your email list based on customer behaviors and interests, tailored messages can be crafted to resonate better with subscribers. This personalized approach aids in fostering trust and loyalty among customers, eventually translating into increased sales and revenue for your business (Jagil, 2020). Overall, email marketing serves as a robust tool for e-commerce enterprises to engage their audience effectively, elevate brand recognition, and drive sales. However, it is crucial to adopt a strategic and deliberate approach towards email marketing to optimize its impact and evade common pitfalls (Focul, 2022).

2.8 Theoretical Framework

The literature review's primary objective is to align with the report's purpose, which focuses on exploring digital marketing strategies and resources that support (SME's) companies in competing with established businesses while ensuring successful expansion. To achieve this, understanding the concept of startups and their significant characteristics was essential. Furthermore, this investigation delves into digital marketing concepts and techniques geared to satisfy the research goal of concentrating on the relevance and influence of digital marketing on the successful formation of SMEs. This investigation shed light on the relationship between new firms and advanced promotion, explaining why business visionaries should incorporate digital marketing into their jobs. The investigation also looked at the execution of digital marketing phases, including strategy considerations and, most notably, improved showcasing tactics. The writing audit provided insights into how new companies might develop by coordinating advanced advertising, specifically in terms of brand mindfulness, trust-building, and buyer mindfulness, as the proposal planned to investigate the likely effect of digitized promoting on the development of web-based business SMEs by upgrading deals, values, and cultivating client connections.

By contributing to brand exposure, trust-building, and customer awareness, digital marketing plays a critical part in the successful formation and expansion of (SMEs). It is a critical component of startup growth and provides a cost-effective method of marketing without restricting product and service exposure (Chaffey, 2020). Digital marketing is the essence of startup development since it allows (SMEs) to keep constant touch with consumers and obtain input to shape the brand's identity and product quality. Integrating networks and marketing placement contributes to the development of a strong online brand, which has a substantial influence on brand trust and consumer purchase decisions (Teixeira et al., 2018). Furthermore, digital marketing is critical in attracting customers and fostering brand involvement through various digital platforms (Yasmin et al., 2020). It benefits both startups and customers, eventually positively affecting firm sales (Yasmin et al., 2019).

2.8.1 The Generational Theory

The time in which a person is born has a significant influence on their perspectives and attitudes. It contends that several factors such as family, friends, cultural influences, major events, and the greater environment in which we grow up impact our values (Jurkiewicz and

Brown, 2018). People born at the same period, according to generational marketing theory, will typically exhibit similar behaviors owing to comparable influences and experiences that have shaped their perspectives. Social media is important in today's technologically evolved society, sometimes known as the digital or technical information era. By demonstrating how various generations interact with accessible information, generational theory is crucial to digital marketing. This understanding enables small and medium-sized enterprises (SMEs) to successfully adjust their marketing material utilizing information technology to resonate with different age cohorts. Businesses may design more focused and attractive marketing tactics that correspond with the specific interests and behaviors of each age by embracing generational theory.

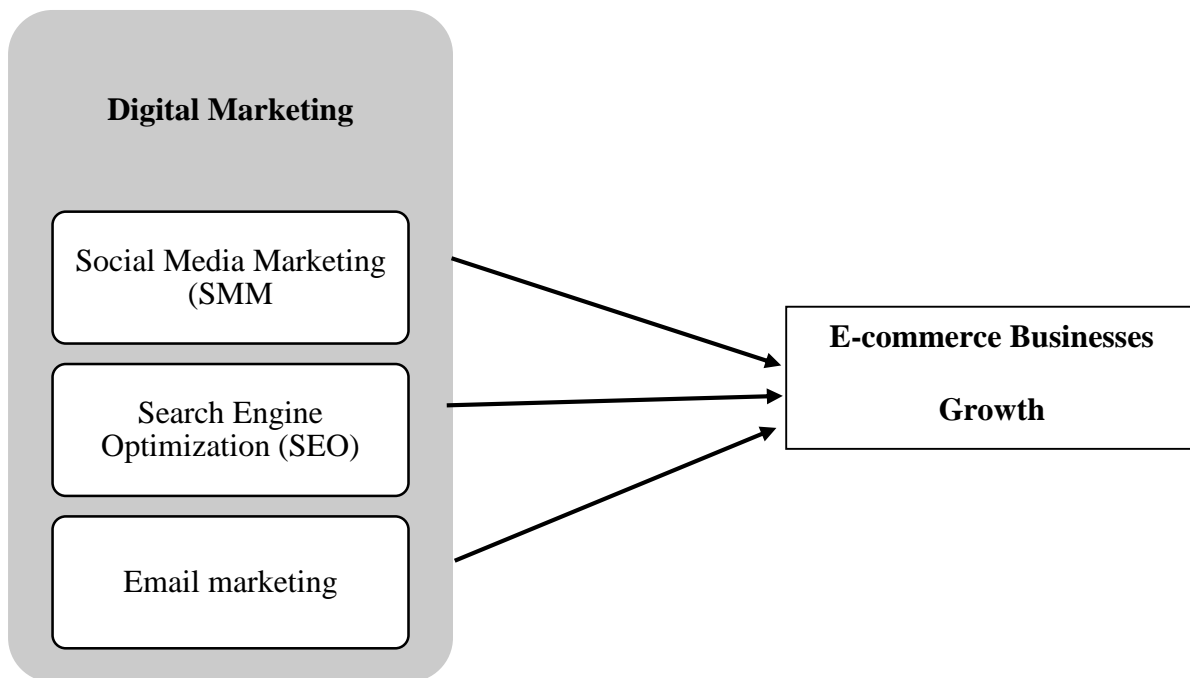
2.8.2 The Social Network Theory

The fundamental foundations of the organization strategy are drawn from numerous primary concepts initially provided by sociologists such as Georg Simmel and anthropologists who focused on diverse informal societies. In this approach, informal community theory delves into deconstructing links between people, species, or even stuff. It serves as a framework for understanding the patterns emerging within social networks and their impact or attitudes. In the realm of digital marketing, tools play a crucial role as they enable marketers to listen, comprehend, and interpret client conversations. Moreover, these tools enable marketers to capitalize on various potential avenues to disseminate messages across different networks. Studies indicate that potential users hold substantial influence within diverse networks. Social network theory perceives social relationships in terms of clusters and bottlenecks. Individuals function as players within the network, interconnected in various ways. In essence, this theory proves beneficial in the context of this study as it allows for an examination of how E commerce business of (SME's) can leverage their networks to meet the needs of their clients effectively. By embracing the insights from social network theory, E commerce business can strategize and optimize their networking approaches for client satisfaction (Durkin, Pauric & Niall, 2020).

2.9 Research Framework

Independent Variables

Dependent Variable



2.10 Hypothesis Formulation

H1: Social Media Marketing has significant impact on E commerce businesses growth.

H2: Search Engine Optimization has significant impact on E commerce businesses growth.

H3: Email Marketing has significant impact on E commerce businesses growth.

Chapter 3

Research Methodology

Introduction

In this chapter, the methodology is to be described which is used to investigate the Impact of Effective E-Commerce Marketing Strategies on the Growth of E-Commerce Businesses (SME's). This chapter includes research design, research instrument, population and sample size, data collection, data analysis, etc.

3.1 Research Design

Mackey and Gass (2015) define research design as the critical mechanism for managing data collection, estimation, and analysis. According to Flick (2015), a research plan is a comprehensive plan that demonstrates the specialist's methods and strategies for acquiring and examining critical data. To accomplish the examination objectives, a positive technique was used for this evaluation. Subjective and quantitative methodologies can be used to guide exploration (Kumar, 2019). Because this study is based on urgent data, it was designed as a cross-sectional outline using a quantitative technique. Furthermore, a quantitative approach is employed. Gathering and examining mathematical facts and plans to quantify relationships, sentiments, methods of acting, or designs are examples of quantitative inquiry. This strategy is suited for this investigation since it considers the collection of organized data to quantify clear characteristics and break down examples or relationships within the data. In general, this investigation is planned with the specific goal of gathering and dissecting material utilizing a quantitative technique through a cross-sectional review configuration, aligning with the positivist way of thinking of seeking discernible and measurable differences (Marsh, 2020).

3.2 Research Variables

Certainly! In the context of research methodology, variables are elements or factors that are being measured, observed, or controlled in a study. They are fundamental components used to understand relationships, patterns, or effects within a research investigation. This study encompasses two categories of variables: independent and dependent variables. Within this research, Search Engine Optimization, Social Media Marketing, and Email Marketing are

regarded as independent variables. Meanwhile, E-commerce businesses growth serves as the dependent variable, aiming to explore the correlation between these variables for assessing the efficacy of digital marketing.

3.3 Research Approach

The study has adopted a positivist paradigm to maintain objectivity, employing quantitative research methodology. Specifically, this study follows a deductive research approach. This deductive approach initiates by crafting hypotheses based on existing literature and subsequently designing research strategies to both establish and evaluate these hypotheses. Researchers extensively gather and analyze data and information from literature to either corroborate or refute the proposed hypotheses (Jonker & Pennine, 2010). In essence, the deductive approach begins with theory development, hypothesis formulation, and the subsequent observation derived from the collected data. This study adopts a cross-sectional nature and confines itself to the positivism philosophy, a commonly utilized approach by many researchers in recent times.

3.4 Research Strategy

A research strategy establishes a structured plan and guidance for conducting a study. In this study, a Survey research design has been implemented. Surveys employ the technique of questionnaires to gather data concerning the practices, circumstances, and perspectives of individuals (Dupree, 2019). The primary aim of this study is to collect information on the literature topic and analyze the gathered data to draw conclusions. Subsequently, quantitative analytical techniques have been applied to infer and evaluate the proposed relationships (McCusker & Gunaydin, 2015). The primary objective of this study is to gather information related to the literature topic being investigated. Researchers aim to collect data through the survey method and then analyze this gathered information thoroughly. The analysis process involves examining the data for patterns, correlations, or relationships between variables studied in the research. After collecting and analyzing the data, quantitative analytical techniques are applied (Feroz, 2018). These techniques help researchers draw inferences and conclusions regarding the proposed relationships among the variables under investigation. Quantitative analysis involves using statistical tools and methods to interpret the data and determine the strength or significance of relationships between variables.

3.5 Research Instrument

To gauge the respondents' perspectives on the variables under scrutiny, a well-structured questionnaire was employed as the data collection tool. Various methods exist for data collection. In this quantitative study, a structured questionnaire based on a 5-point Likert scale has been utilized as the data-gathering instrument. For primary data collection, the study has opted to use a validated and previously tested structured questionnaire. The data was obtained through a structured questionnaire derived from earlier studies. The questionnaire has been adapted from Indra Bahadur Basnet (2022) *Impact of Digital Marketing on Organizational Performance: Nova University of Applied Science*.

3.6 Unit of Analysis

The unit of analysis for this study has been individual comprised of employees working in E-commerce businesses including (Daraz, Telemart, Priceoye and Shopify).

3.7 Population

Population refers to the categorization of individuals, events, or entities relevant to the researcher's inquiry (Flick, 2015). In this study, the target population comprises employees engaged in E-commerce businesses such as Daraz, Telemart, Priceoye, and Shopify. The estimated population chosen for this study totals 250 employees actively working within E-commerce businesses.

3.8 Sample Size

The significance of an appropriate sample size or number of observations cannot be overstated in research. Inadequate sample sizes may lead to unreliable data, and subsequently, the derived results may lack generalizability. In this study, the sample consisted of 152 respondents who were employees actively involved in E-commerce businesses such as Daraz, Telemart, Priceoye, and Shopify. The determination of the sample size was guided by Morgan's Table (Krejcie & Morgan, 1970).

3.9 Sampling Technique

Data collection in this study utilized a simple random sampling method, gathering responses from employees through an adopted questionnaire. The simple random sampling technique is

widely acknowledged as a popular method for selecting a sample from a population for various purposes. This method ensures that each member of the population has an equal chance of being chosen as part of the sample (Youta, 2018). Consequently, data was gathered from 250 employees employed in E-commerce businesses, applying this simple random sampling approach.

3.10 Data Collection Procedure

After meticulously adopting the questionnaire, it underwent further simplification to facilitate an easier answering process, ensuring the reliability of responses from the involved respondents in data collection (Flick, 2015). The data collection process involved the researcher distributing structured questionnaires among respondents (employees) within the e-commerce business industry of the twin cities of Pakistan. The questionnaires were disseminated physically and through online platforms such as "Google Docs," allowing for the collection of data on a personal basis. Subsequently, the data collected from the questionnaires was appropriately synchronized to facilitate the formulation of logical findings and conclusions for the study.

3.11 Data Analysis Techniques

Endless information collection, the information investigation stage began by using several tests to deal with the examination interaction (Kumar, 2019). To lead the information examination, measurable instruments such as relapse and link investigation were applied with the guidance of SPSS programming. The purpose of this study was to investigate the extent and direction of the relationship between the free variables – Search Engine optimization, Social Media Marketing, Email Marketing - and the dependent variable, E-commerce business growth adequacy. The measurable apparatuses of relapse and association used for information examination are recognized as extremely solid and genuine instruments widely used for complete information investigation objectives all over the globe.

3.11.1 Correlation Analysis

Correlation analysis is a statistical tool that showcases the magnitude and direction of the relationship between two or more variables (Usmani, 2017).

3.11.2 Regression Analysis

Relapse research is an empirical tool used to illustrate the extent of the connection or relationship between two or more components (Tomako, 2017).

Chapter 4

Data Findings and Analysis

Introduction

In this section, the results and examination of the information gathered via the structured questionnaire are presented. By the end of this section, the reader will have a thorough comprehension and knowledge of the entire dataset, its organization, collection sources, and the foundations and skills of the key professors involved in the review. The emphasis in this section is on introducing and analyzing the outcomes obtained from the information received via the organized survey. The goal is to provide a detailed evaluation and explanation of the gathered data. This section often includes factual examination, diagrams, tables, or any other key visual aids that show the results of the survey responses. It might include mathematical synopses, patterns, instances, or linkages discovered in the data. The collected data is analyzed, dissected, and decrypted to isolate crucial bits of knowledge. This involves investigating the implications of the discoveries about the investigation goals, hypotheses, or hypotheses. The sources of information: Data about where the information came from, including insights into the foundations and capacities of the professors involved in the data collection process. Essentially, this section is to provide a comprehensive summary and meticulous explanation of the information obtained, broken down, and the system used to ensure the per user's clarity and comprehension of the examination interaction.

4.1 Data Analysis

4.1.1 Reliability

Cronbach's alpha, a device employed as a continuous quality coefficient, is the focus of this section. It explains how the selected objects inside a set have a mutually beneficial connection. The closer the dependability coefficient is to one, the higher the interior consistency unwavering quality. Cronbach's alpha is a statistical measure used to evaluate the internal consistency or dependability of many variables inside a poll or test. It determines how closely related a set of components or things are. Cronbach's alpha has a value between 0 and 1. A higher Cronbach's alpha suggests that the collection's components have more grounded core consistency. In other words, if the questions in a questionnaire or test consistently measure the same underlying concept or notion, Cronbach's alpha will be near 1. Cronbach's alpha, for

example, can assist in identifying whether several items (questions) in a questionnaire meant to measure customer satisfaction consistently reflect the same underlying idea of contentment. If the alpha score is high (closer to 1), it indicates that the items in the questionnaire are assessing the same concept consistently. Cronbach's alpha is used by researchers to confirm that the items they have grouped are dependable and consistently assess the desired construct. It aids in the validation of the questionnaire or test by showing.

Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Social Media Marketing	.815	5
Search Engine Optimization	.757	5
Email Marketing	.801	5
E Commerce Business Growth	.832	3

The Cronbach's alpha values displayed in the reliability statistics exhibit high acceptability within the context of this study. These values distinctly signify a heightened level of reliability and consistency inherent in the questionnaire predominantly used in the research conducted for this study. The Cronbach's alpha values, approaching very close to 1, illustrate both the reliability of the utilized questionnaire and the dependable responses provided by the respondents.

4.1.2 Descriptive Frequencies

The analyst coordinated the acquired information into separate classifications or groupings during the time spent leading the examination. These classes were designed to provide a more feasible translation of the data collected. The example size, which refers to the number of review participants, was divided into several groups based on specified guidelines. These guidelines considered the respondents' orientation, age groups, expert assignments or occupation titles, and the length of their expert engagement in terms of years. The review

members' consideration guidelines were based on their responses to these specific queries. People who provided information by the standard standards about orientation, age, work assignment, and extended periods of engagement were deemed qualified and were later remembered for the evaluation. This categorization and subsequent selection of members based on these specific models take a more detailed and nuanced study of the obtained data related to these unmistakable segment and expert factors.

Demographics		Frequencies	Percentages	Cumulative Percentage
Gender	Male	87	75	75
	Female	63	25	100
Age	Less than 30 years	82	33	33
	30 – 45 years	26	50	83
	More than 45 years	42	17	100
Designation	Senior Managers	13	5	5
	Middle Level Managers	34	14	19
	Support Staff	105	81	100
Experience	Less than 5 years	17	47	47
	5 – 10 years	88	35	82
	More than 10 years	45	18	100

According to gender, 187 respondents, comprising 75%, were male, while 63 respondents, making up 25%, were female. Regarding age distribution, 82 respondents, accounting for 33%, were under 30 years old. Conversely, 126 respondents, constituting 50%, fell between the ages of 30 and 45, whereas 42 respondents, making up 17%, were over 45 years old. In terms of job titles, 13 respondents, totaling 5%, held senior managerial positions, whereas 34 respondents, representing 14%, were middle-level managers. Additionally, 205 respondents, comprising

81%, worked as support staff. With regards to experience, 117 respondents, making up 47%, had less than 5 years of experience. Similarly, 88 respondents, accounting for 35%, had experience ranging between 5 and 10 years, while 45 respondents, representing 18%, possessed over 10 years of experience.

4.1.3 Correlation Analysis

The degree of the association between two things is referred to as correlation. When there is a strong link, the correlation is high; when there is a weak relationship, the correlation is low, showing that the components have minimal association. Correlation analysis is the process of determining this connection using available data. The correlation coefficient, which varies from -1 to +1, represents the relationship's intensity and direction. A -1-correlation value shows that when one variable declines, the other variable increases. A positive correlation number, such as +1, indicates that when one variable grows, so does the other. Pearson's r is a well-known correlation coefficient. This coefficient is appropriate for decomposing two factors assessed on a stretch scale, where increasing values demonstrate the relationship between the factors. The Pearson connection was used in this review to determine the link between the two pieces that were broken down.

		Social Media Marketing	Search Engine Optimization	Email Marketing	E Commerce Business Growth
Social Media Marketing	Pearson Correlation	1			
	Sig. (2-tailed)				
Search Engine Optimization	Pearson Correlation	.468**	1		
	Sig. (2-tailed)	.000			
Email Marketing	Pearson Correlation	.487**	.506**	1	
	Sig. (2-tailed)	.000	.000		
E Commerce Business Growth	Pearson Correlation	.511**	.479**	.524**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	152	152	152	152

The information presented in the table highlights the strong and statistically significant connections between different marketing strategies—social media marketing, search engine optimization (SEO), email marketing—and their impact on the growth of e-commerce businesses.

For instance, the correlation coefficient values indicate the strength and direction of these relationships. A coefficient value closer to 1 (or -1) signifies a stronger association between the variables. The positive direction indicates that as one variable increases, the other tends to increase as well.

Regarding social media marketing, the correlation coefficient of .511** suggests a notably robust and positive relationship with e-commerce business growth. This means that as social media marketing efforts increase or improve, the growth of e-commerce businesses also tends to rise significantly.

Similarly, the relationship between search engine optimization (SEO) and e-commerce business growth, indicated by a correlation coefficient of .479**, also demonstrates a strong

and positive association. Enhanced SEO strategies appear to be strongly linked with increased growth in e-commerce businesses.

Additionally, the correlation coefficient of .524** between email marketing and e-commerce business growth reveals a strong positive relationship. This implies that when email marketing initiatives are enhanced or expanded, there's a significant tendency for e-commerce business growth to improve.

Overall, these results suggest that investing efforts and resources into social media marketing, search engine optimization (SEO), and email marketing can substantially contribute to enhancing the growth of e-commerce businesses.

4.1.4 Regression Analysis

Another important phrase used in the information examination process is "relapse investigation." This stage is critical in determining if the link between components is direct or indirect, and whether these elements are autonomous or subservient. In our research, we employed linear regression analysis to evaluate our variables. Results obtained through this comprehensive process yield the most pertinent and dependable data.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 ^a	.492	.485	.51589

a. Predictors: (Constant), Search Engine optimization, Social Media Marketing, Email Marketing

The value of R, standing at 0.505 or 50.5%, signifies the strength and direction of the correlation between the independent variables (Search Engine Optimization, Social Media Marketing, Email Marketing) and the dependent variable (e-commerce business growth). A value closer to 1 indicates a strong positive correlation. In this case, the 0.505 value suggests a notably strong and positive relationship between these marketing strategies and e-commerce growth.

R-squared, denoted as R², represents the proportion of variance in the dependent variable (e-commerce business growth) explained by the independent variables (Search Engine

Optimization, Social Media Marketing, Email Marketing). The R² value of 0.492 or 49.2% indicates that approximately 49.2% of the variability observed in e-commerce business growth can be accounted for by variations in these marketing strategies. A higher R² value signifies a better fit of the model to explain the variation in the dependent variable.

Adjusted R-squared (Adjusted R²) is a modification of R² that considers the number of predictors in the model, penalizing the addition of unnecessary variables. It indicates how well the chosen model fits the data while adjusting for the number of predictors. In this study, the Adjusted R² of 48.5% suggests that about 48.5% of the variability in e-commerce business growth is accounted for by the chosen model, considering the relevance of the variables included.

Overall, these statistical measures collectively indicate that the chosen marketing strategies (Search Engine Optimization, Social Media Marketing, Email Marketing) exhibit a strong collective influence on e-commerce business growth, explaining a considerable portion of its variability in the observed data. The high values of R, R², and Adjusted R² signify a substantial and meaningful relationship between these marketing approaches and e-commerce success.

4.1.5 ANOVA

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	128.316	4	28.216	23.217	.000
1 Residual	146.296	244	1.082		
Total	274.612	248			

a. Dependent Variable: E commerce business growth

Search Engine optimization, Social Media Marketing, Email Marketing

The significance level of this model is .000, which is less than .05, indicating an extremely high level of significance. In statistical analysis, the significance level, often denoted as α (alpha), is a critical value used to determine the significance of results. The standard significance threshold is 0.05 or 5%. When a model or experimental outcome shows a significance level of .000, it indicates that the p-value (the probability of obtaining results as extreme as the observed

outcomes when the null hypothesis is true) is extremely low, practically approaching zero. In this context, having a significance level lower than .05 indicates an extremely high level of statistical significance. A significant level of .000, being less than the conventional threshold of .05, strongly supports the idea that the observed relationship or effect in the model is highly unlikely to have occurred by chance. Therefore, it provides robust evidence to reject the null hypothesis (the assumption that there is no relationship or effect) and accept the alternative hypothesis, highlighting the importance or impact of the variables or factors being studied. In simpler terms, a significance level of .000 reinforces the idea that the findings or relationships observed in the model are highly reliable and unlikely to be due to random chance, thus emphasizing the strength and validity of the results.

4.1.6 Coefficients

Coefficients					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	.316	.215		3.182	.002
Social Media Marketing	.172	.081	.165	2.656	.002
¹ Search Engine Optimization	.198	.084	.196	2.821	.002
Email Marketing	.478	.097	.458	3.514	.003

a. Dependent Variable: E commerce business growth

The information presented in the table showcases the contributions of different variables—social media marketing, search engine optimization (SEO), and email marketing—towards the growth of e-commerce businesses.

Social Media Marketing

The table indicates that social media marketing contributes 17.2% with a magnitude of .002 to e-commerce business growth. This means that virtual entertainment advertising systems account for about 17.2% of the difference or influence seen in the adequacy of e-commerce business. The extent worth of .002 indicates the seriousness of this commitment.

Search Engine Optimization (SEO)

Similarly, search engine optimization contributes 19.8% with a magnitude of .002 to the growth of e-commerce businesses. This implies that about 19.8% of the variability in e-commerce growth can be linked to the implementation or impact of SEO strategies. The magnitude value of .002 represents the strength of this relationship.

Email Marketing

Notably, email marketing emerges as a substantial contributor, accounting for 47.8% with a magnitude of .003 towards e-commerce business growth. This indicates that a significant proportion, nearly 47.8%, of the observed growth in e-commerce can be associated with the influence or impact of email marketing strategies. The magnitude value of .003 signifies the strength and importance of this contribution.

Overall, these findings suggest the varying degrees of influence that different marketing strategies—social media, SEO, and email marketing—have on the growth of e-commerce businesses. While each strategy contributes to e-commerce success, email marketing appears to have the most substantial impact based on the provided data.

4.2 Data Findings

Based on the results, the following conclusions can be drawn regarding the study's hypothesis.

Hypothesis	Statement	Accepted/Rejected
H1	Social Media Marketing has significant impact on E commerce businesses growth.	Accepted
H2	Search Engine Optimization has significant impact on E commerce businesses growth.	Accepted
H3	Email Marketing has significant impact on E commerce businesses growth.	Accepted

Chapter 5

Conclusion And Recommendations

5.1 Discussion

This research study aimed to explore the influence of Effective E-Commerce Marketing Strategies on the Growth of E-Commerce Businesses (SME's). It examined Search Engine Optimization, Social Media Marketing, and Email Marketing as independent variables, while E-commerce growth was considered the dependent variable. The research focused on the E-commerce industry in Pakistan to investigate the relationships between these variables. To collect responses from employees working in Pakistan's E-commerce industry, a structured questionnaire was utilized. A significance level of 5% was set to evaluate the acceptance or rejection of hypotheses in this study. Based on this significance level, hypotheses H1, H2, and H3 were either accepted or rejected. Because the importance of Search Engine Optimization, Social Media Marketing, and Email Marketing for e-commerce firm development was less than 0.05, hypotheses H1, H2, and H3 were accepted and proven significant by the theoretical framework. This validation points to a strong association between aspects like Search Engine Optimization, Social Media Marketing, and Email Marketing and the growth of E-commerce enterprises in Pakistan's twin cities.

The study sought to comprehend the links between these marketing tactics and the growth trends found in E-commerce firms in Pakistan's twin cities. The goal was to establish how much these methods impact the growth and success of firms in this region (Sawera, 2019). A systematic questionnaire was provided to personnel actively engaged in Pakistan's E-commerce business to collect data for the study. This strategy sought firsthand ideas and opinions from those who were actively involved in these marketing strategies and business success (Kbir and Musa, 2020). Acceptance of these hypotheses implies a positive and notable association between the components studied—SEO, SMM, and Email Marketing—and the development observed in E-commerce enterprises in Pakistan's twin cities. This means that these marketing methods are important in supporting and increasing the growth of E-commerce companies in this region. In conclusion, the findings of the study establish a meaningful link between effective marketing strategies (SEO, SMM, Email Marketing) and the growth experienced by E-commerce businesses in Pakistan's twin cities, providing valuable insights into the influential factors driving success in this industry (Akash, 2022).

5.2 Conclusion

Based on the previously mentioned findings and results, it can be concluded that factors such as Search Engine Optimization, Social Media Marketing, and Email Marketing have a notably positive impact on the growth of E-commerce businesses in Pakistan. Alternatively, it can be expressed that alterations in these factors lead to definite changes in the growth of E-commerce enterprises in the twin cities of Pakistan. As discussed in Chapter 1, the primary objective of this study was to analyze the influence of Search Engine Optimization, Social Media Marketing, and Email Marketing on the growth of E-commerce businesses. To collect data and evaluate the impact of each variable, a structured questionnaire was distributed among employees working in Pakistan's E-commerce sector. The relationship between Search Engine Optimization, Social Media Marketing, Email Marketing, and E-commerce business growth was empirically examined concerning demographics such as gender, age, designation, and experience, revealing a positive correlation between them. Moreover, the correlation analysis highlighted a positive correlation between Search Engine Optimization, Social Media Marketing, Email Marketing, and E-commerce business growth, demonstrating magnitudes of .511, .479, and .524 respectively. Furthermore, the regression analysis indicated a significant relationship between these independent variables (Search Engine Optimization, Social Media Marketing, Email Marketing) and the dependent variable (E-commerce business growth). In summary, based on the findings, it is evident that factors such as Search Engine Optimization, Social Media Marketing, and Email Marketing positively impact the growth of E-commerce businesses within the Pakistani E-commerce sector. Based on these comprehensive analyses and findings, it can be emphatically concluded that the identified factors—Search Engine Optimization, Social Media Marketing, Email Marketing—play crucial roles in positively influencing and contributing to the growth and success of E-commerce businesses operating within the Pakistani E-commerce sector, specifically in Pakistan. In essence, the study underscores the pivotal role of these marketing strategies in driving the growth and prosperity of E-commerce enterprises, offering valuable insights into the factors shaping success within this burgeoning industry in Pakistan.

5.3 Recommendations & Future Research

The study found that digital marketing tactics have a substantial influence on the growth of e-commerce in SMEs. It emphasizes the importance of augmenting traditional ways with efficient procedures and offers specific solutions for improving performance.

Develop a Comprehensive Digital Marketing Strategy

1. According to the research, digital marketing tactics have a substantial influence on the growth of e-commerce in SMEs. It emphasizes the significance of supplementing traditional approaches with productive processes and offers specific tactics for performance improvement. It is critical to align E-commerce Industries' digital marketing strategy with overall business goals. This alignment ensures that efforts are directed towards the anticipated results, which helps overall corporate success.
2. Leveraging various digital marketing channels can amplify the strategy's reach and growth.

Utilize Social Media Marketing

1. Analyze the demographic and preference details of your target audience to select the most suitable social media platforms for your e-commerce business.
2. Enhance brand awareness and engagement through consistent, visually compelling content across social media platforms.
3. Use social media advertising to broaden brand reach and attract specific traffic to the website or online store.

Embrace Email Marketing

1. Introduce an email marketing approach centered on personalized and targeted campaigns that align with customer segments and preferences.
2. Integrate marketing automation tools to streamline the email marketing process and guarantee timely communication.
3. Regularly track and assess email campaign performance metrics to refine growth.

Monitor and Measure Performance Metrics

1. Deploy analytics tools to monitor and quantify the influence of digital marketing on both customer satisfaction and revenue generation.
2. Continuously observe essential performance indicators (KPIs) such as website traffic, conversion rates, customer engagement, and ROI to glean valuable insights for well-informed decision-making.
3. Regularly scrutinize data to recognize trends, glean insights, and pinpoint areas necessitating improvement, thereby facilitating the optimization of digital marketing strategies.

Conduct Market Research and Customer Surveys

1. Conduct frequent market research to stay updated on industry developments, customer preferences, and emerging digital marketing platforms.
2. Utilize customer surveys to gather insights on digital interactions, satisfaction levels, and channel preferences.
3. Utilize statistical research and study findings to refine and enhance digital marketing strategies.

5.4 Research Implications

Based on the findings, this study offers major managerial implications that might assist new firms. It provides startups with a complete awareness of the significant value digital marketing has for businesses, particularly in terms of its potential influence on company growth. Furthermore, this research provides startup businesses with meaningful insights into incorporating digital marketing into their business plans.

The study's findings imply that organizations should actively engage their staff in digital activities, allowing them to demonstrate their digital talents. This strategy might include identifying target markets and appropriate channels for interaction. Given the paucity of resources, businesses should carefully select forums with a large reach and easy interaction generation. Furthermore, marketing strategy material may successfully represent the organization's skills and abilities, so subtly supporting the firm's performance. These recommendations aim to guide startups in strategically incorporating digital marketing, considering resource limitations, and leveraging employee skills to maximize impact and outreach.

This research significantly enhances our understanding of how digital marketing contributes to the advancement of start-up companies, particularly in terms of fostering brand awareness, establishing trust, and increasing consumer recognition. While digital marketing's relevance has been extensively studied, there exists limited research on its specific effects on the growth of start-up ventures. This study aligns with earlier findings that emphasize the importance of digital marketing. However, unlike previous reports that highlighted the cost-growth of digital marketing, this study's results do not sufficiently confirm this aspect. Consequently, this paper aims to contribute to existing research by emphasizing the substantial impact of digital marketing on enhancing brand awareness and fostering customer loyalty. It specifically

explores the utilization of various digital channels and content strategies for achieving these goals within start-up companies.

5.5 Research Limitations and Future Research

The study focused on the impact of effective e-commerce marketing strategies on the growth of e-commerce businesses, utilizing insights derived from a limited number of respondents. However, this restricted pool of participants might lead to varying outcomes when applied in different contexts or within larger and more diverse populations of e-commerce ventures. Furthermore, the study's reliance on a small sample size has drawbacks. A limited sample size limits the capacity to make wide and conclusive conclusions or generate results that can be applied uniformly to all e-commerce enterprises. Because of the small number of participants, the results may not reflect the complete range of e-commerce firms. Despite these constraints, this study manages to shed light on prevalent trends and tendencies seen within the growth patterns of e-commerce enterprises, providing useful insights. A larger and more diversified dataset is highly suggested for future study to build on these findings. Data gathered from a larger range of e-commerce businesses, including both small and large-scale operations, can give a more thorough knowledge of the influence of e-commerce marketing techniques on business growth. Surveys including the opinions of numerous stakeholders, like founders and marketing managers, might help to enhance the dataset, and provide comprehensive insights into the issue.

Furthermore, performing similar research in other nations and sectors can lead to more reliable and diversified results. This method broadens the scope of study, resulting in a more complete viewpoint and increasing the relevance and trustworthiness of research findings in the field of e-commerce marketing strategies and business growth.

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Appendix

Name: _____

Gender: _____

Age: _____

Designation: _____

Experience: _____

Social Media Marketing

		SA	A	N	DA	SDA
		1	2	3	4	5
SMM1	Social Media Marketing help to retain the customer					
SMM2	Social Media Marketing help to retain the customer					
SMM3	Social Media marketing helps to improve the sales volume					
SMM4	Social Media Marketing help to enhance the number of sales					

Search Engine Optimization

		SA	A	N	DA	SDA
		1	2	3	4	5
SEO1	Organizational growth is impacted by the influence of SEO and content marketing strategies.					
SEO2	Utilizing content communities like Flickr and YouTube contributes to advancing organizational growth.					
SEO3	Incorporating Customer Relationship Management into social network marketing contributes to the growth of organizations.					
SEO4	Leveraging content communities within social network marketing influences the growth of organizations.					

Email Marketing

		SA	A	N	DA	SDA
		1	2	3	4	5
EM1	Email marketing helps to retain the customer					
EM2	Email marketing plays a key role in customer satisfaction					
EM3	Email marketing help to improve the sales volume					
EM4	Email marketing help to enhance the number of sales					

Growth of E Commerce Business

		SA	A	N	DA	SDA
		1	2	3	4	5
GEB1	It helps in improving sales					
GEB2	It contributes to the enhancement of services.					
GEB3	It contributes to reducing turnovers.					
GEB4	It aids in enhancing the product portfolio.					

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