

Research Article

Digital Transformation of Services Marketing Through Leading Edge Technology

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Abstract:

Today the companies are on the verge of transformation on digital grounds across the globe. So, it becomes more important for the companies to bring in some innovative changes in adopting the marketing strategies in order to make their products and services easily available at the customers' disposal. The more effective the marketing strategy the better will be the impact on minds of the customers and this will automatically lead to value creation. This research mainly focused on the importance of services marketing from the digital transformation viewpoint of both the companies and the customers by adopting the 7 Ps of marketing method and by going through a detailed literature review study. The main objective of this research is to identify better opportunities for the successful growth of the companies on one hand and the customer satisfaction on the other hand. This paper outlines some of the most important and influencing factors which generally drive the digital marketing transformation. The marketers can get an opportunity to put their innovative ideas into practice and learn the art of extracting maximum output from the latest technologies available at their disposal. In today's digital era as the customers are taking lead or say the companies are becoming more customers centric, the marketers need to understand the changing landscape of digital transformation and its implications on practical grounds. Thus, this paper can drive the company's marketing transformation process on digital grounds with value creation and value addition.

Keywords: Digital marketing, digital transformation, customer satisfaction, 7 Ps of marketing, services marketing, Value creation & digital technologies

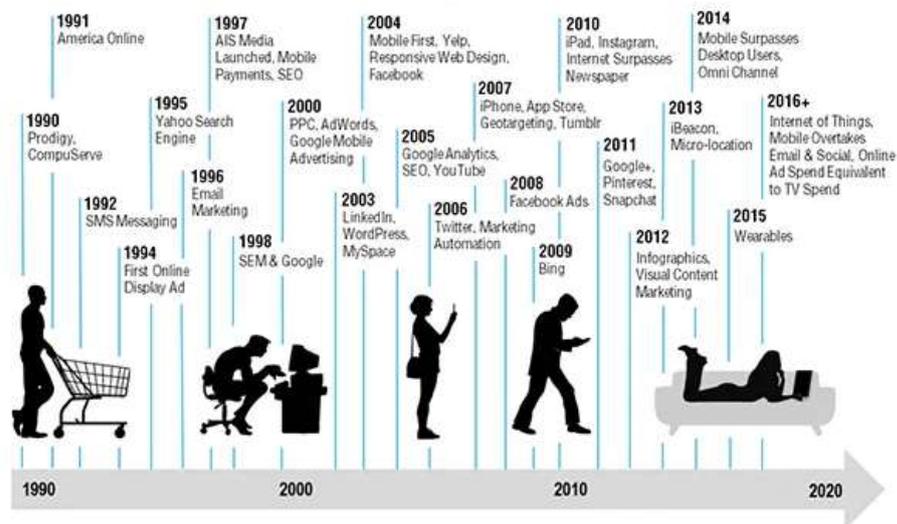
Introduction

The role of marketing in the development of business is intact but the way it is executed is radically changing due to the contributions of advanced technology. Over the past few decades, the whole world

has been experiencing a new global economic order which is branded as information communication technologies and now as digital technologies. The advancements in digital technologies will help developing nations to engage more in digital marketing. Digital marketing was that powerful platform which promoted the products and services by targeting the valuable audiences with the help of digital channels viz. social media, blogs and websites etc. (Kotler and Armstrong, 1990). (KB Manage) Digital Marketing was introduced by Philip Kotler in the year 1990.

This was the time where the Web 1.0 platform was introduced for the internet users to search the required information. Slowly and gradually the marketers witnessed a paradigm shift from using digital marketing platforms instead of traditional marketing platforms which proved to be a blessing in disguise for their successful business growth. And this gave birth to the evolution of Digital Marketing. The best examples are Yahoo (1994) and Google (1995) and e-commerce sites like Amazon (1994) and eBay (1995) which proved to be the most powerful search engines for the internet users.

The main aim of the research is to make the companies as well as the customers aware about the positive effect of digital transformation. Reason being, the more the companies becomes techno savvy the better will be the future growth prospects on one hand and there will be an automatic increase in customer satisfaction level which will positively add to the value creation for the organizations.



(Figure 1 Evolution of Digital Marketing)

Concept of Digital Marketing:

In internet terms World Wide Web (www) is the most important platform for the marketing and trading of products and services by the markets. With passage of time there was evolution in marketing strategies which lead to the web evolution process.

Initially marketers used Web 1.0 for marketing their products and services to the end consumers (Brian Getting, 2007). According to Tim Berners-Lee, Web 1.0 was the “read-only web.” That means the viewers could only search the required information but they could not edit anything as it was read only on the web. The best example for Web 1.0 is the online shopping carts. But the only limitation of Web 1.0 was that the users could not edit any information as per their requirement so Web 1.0 was not of much use to the internet users.

In order to overcome this situation later on Web 2.0 was introduced by Berners-Lee which was one step ahead i.e., “read write” (Constantinides & Fountain, 2008). The social networking sites like YouTube, Flickr, Facebook etc., are the examples of web 2.0 where internet users can tag the videos with keywords for getting their desired information. The best part of Web 2.0 was that reviews could be easily added by the viewers. But there were some limitations for using Web 2.0 like rivals could post

negative comments about the companies, fake id and spammers increased and hackers could easily commit crime through the usage of Web 2.0 platform.

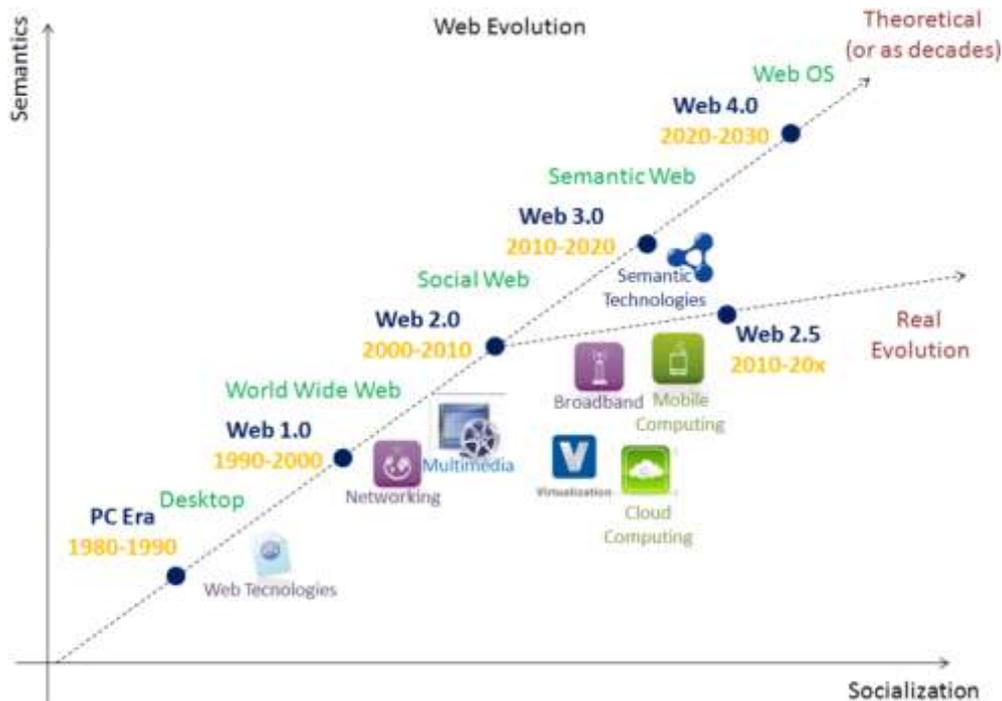
But with the increasing demand of the internet users and to get the best solution for this problem, Tim Berners-Lee introduced Web 3.0 which means “read-write-execute”. This means the internet users or viewers can easily use this Web 3.0 service as per the requirement of their companies. The best examples are Wikipedia and blogs. This web service is such software which supports computer to computer interaction through the medium of internet. The best examples are Wolfram Alpha and Apple’s Siri version which can easily sum up the huge information into knowledge and provide some useful command or say knowledge to the various people. But the biggest challenge or say limitation of using Web 3.0 was that the new entrants could find it difficult to use this and high chances were there where public or say private information could be easily misused. So, this time to get hold of the situation and to give some appropriate solution to the people.

Davis (2010) came up with the best solution which will give the internet users an ease of sharing ideas, exchanging views and doing business online with the help of digital marketing. (Almeida, 2017) Davis introduced Web 4.0 where he realised that there was a paradigm shift in using the web versions as per the changing trends and technologies. Generally speaking, Web 4.0 has emerged as a mix blend of Web 2.0 and Web 3.0 which if utilised in an appropriate manner can give the marketers desired results. The best example of Web 4.0 can be the daily life reality on virtual ground say for example people can search their lost items like laptops, car keys or say mobile phones with the help of Google.

The below is the comparison table for Web 1.0, Web 2.0 and Web 3.0

WEB 1.0	WEB 2.0	WEB 3.0
1996-2004	2004-2016	2016+
The Hypertext Web	The Social Web	The Semantic Web
Tim Bemers Lee	Tim O’ Reilly Dale Dougherty	Tim Berners Lee
Read Only	Read and Write Web	Executable Web
Millions of User	Billions of User	Trillions+ of Users
Echo System	Participation and Interaction	Understanding self
One Directional	Bi-Directional	Multi-user Virtual environment

(Table 1 Comparison of Web 1.0, Web 2.0 & Web 3.0)



(Figure 2 Web Evolution)

The researcher through this research has tried to emphasize on the importance of marketing for the organizations on one hand and value creation and customer's satisfaction on the other hand by adopting the concept of 7P's of marketing in an enhanced manner through the medium of digital transformation. The research is purely qualitative in nature and it focuses more on the adoption and implication of new technologies by the services marketing companies for their successful growth in future. Digital transformation can really be proved to be a blessing in disguise for both the organizations and customers as well from future perspective. Those organizations who will adopt digital transformation technologies in an appropriate manner will definitely add to the value creation on one hand and the customers will be highly satisfied and this will add to the credibility and successful growth in future.

Review of Literature

1. **Atiya Naaz Bukhari & Dr. Roshan Kazi (2016)** through their research on client relationship management & value creation have emphasised on how important CRM can be proved for the technological advancement of the companies. They have focused on four dimensions:
 - Customer Selection Orientation,
 - Business Cycle Orientation,
 - Cross-Functional Integration, and
 - Dual Value Creation.
 And also they have used a questionnaire survey of 35 IT companies in Pune by using Binomial test in SPSS. Through this research they proved that there is a positive connection between CRM and value creation for any organization.
2. **Jasvinder Singh and Shivani Saini (2016)** through their research have tried to throw light on the importance of CRM along with customer satisfaction and customer loyalty which can help organizations to improve in a better way for becoming successful. Here they have tried to propose a model to understand the positive connection between the customers and the organizations in order to get the desired results. They found that there is a positive influence on the minds of customers who are satisfied and thus they add to the value creation for the company.

3. **The researchers Mariam H. Ismail, Mohamed Khater, Mohamed Zaki (2017)** have tried to find out that in spite of efforts made by the companies still there are some gaps identified by them in the smooth working of organizations with the help of digital technologies. They have used some digital strategies in order to get the best available result at their disposal by adding some better insights and by knowing the exact position of companies by adopting digital transformation.
4. **NeerajSahu, Hepu Deng and AlemyehuMollah (2018)** through their investigation with the Delphi technique followed by the semi structured interview method found that there are many gaps in the working methods of companies which needs to be improved with the help of digital technologies which can ultimately help to improve the customer satisfaction experience.
5. **P N V V Satyanarayana, Dr N Udaya Bhaskar, Prof N S Murthy & Dr M V Subba Rao (2018)** while carrying out their research on ethical marketing identified that quality is the key to value creation and that a satisfied customer can become the career for spreading a positive word of mouth publicity for the products and services and thus can help companies to achieve success in long run. A structured questionnaire was used to collect the data by using secondary sources for their research.
6. **T. Poorani & S. Thiyagarajan (2018)** through their study on value creation in HR companies have thrown light on how e-consulting can help in improving work efficiency of the employees and how this can add to value creation for the companies by developing a model to identify the gaps and to give the best available solution to the companies.
7. **Anmar Muzaffar Hadi & Salam Jassem Hmood (2020)** while conducting their research on digital transformation strategies in the financial competition have used many statistical methods by obtaining the results through standard deviation and arithmetic mean methods which showed that there is quite a significant relation between the digital transformation strategies and the financial competition.
8. **Virendra Mohan Johari & Ms Pallavi Gautam (2020)** through their study have tried to emphasize on offering a conceptual framework by pointing out the various strategies and problems of services marketing companies and to give the best available solution to the challenges faced by the companies for future growth and development. Original questionnaire along with the covering letter was shared with the respondents to collect the desired responses. "For the sample as a whole, mean scores (on a 1 to 5 scale) were calculated for each problem area, business practices and strategy".
9. **Sonal Purohit, Justin Paul & Rikee Mishra (2021)** had conducted a survey on new marketing mix concept for the successful growth of companies where they observed that there is a paradigm shift from conventional marketing to modern marketing and to justify this and they have used primary data collection method by using questionnaire tools for collection the primary data and the responses were collected from the people of both urban and rural markets in BPO. By using 5 Ps they have emphasised on the revised marketing mix strategies for customers which can be useful for getting better customer satisfaction and better value addition to the companies.

Aim and Objectives of research:

The main aim of conducting this research is:

- To understand the importance of the digital technologies which can help companies to transform on digital grounds.

Main objectives of research are as follows:

- To analyse the impact of digital transformation on the organizations working patterns and their willingness to adapt the change.

- To examine how important digital transformation can be proved for value creation of organizations and customer satisfaction as well.
- To provide better solutions to the challenges faced by the organizations for adopting digital transformation for betterment and growth of their businesses.

Statement of Study:

- **Marketing & Web 2.0: What is changing?**

The time when Web 2.0 was used as a direct marketing tool, Efthymios & Stefan (2008) through their research on conceptual foundations and marketing issues have tried to prove that Web 2.0 proved to be evolutionary medium for the marketers who desired to win the hearts of their customers by using the web 2.0 application platform such as amazon, flicker, google, Netflix and yahoo. The more the customers were satisfied by the services provided by the marketers the better it added to value creation for the organizations. But as it is rightly said that where there are positives there are bound to be negatives.

The marketers could not handle Web 2.0 this platform in an appropriate manner because despite of its usefulness many people mis used the online sites and tried to misguide the customers so rather than an opportunity this became the biggest challenge and threat for the companies and also it became the most crucial hurdle in way of success of the companies. There was a shift in market power which tremendously affected the value offerings to fulfil the customers' needs at that given point of time.

For the effective results Web 4.0 platform was adopted by the marketers which proved that the demand of 7 P's of services marketing was on rise and it was witnessed that there was a paradigm shift from 4 P's of services marketing towards adopting the 7 P's of services marketing mix for the various services available at the marketers as well as customers disposal.

Web 4.0 platform will attract more internet users and customers with the help of the 7 P's of services marketing mix over the traditional 4 P's of services marketing.

- **Services Marketing:**

The American Marketing Association defines services marketing as "an organisational function and a set of processes for identifying or creating, communicating, and delivering value to customers and for managing customer relationship in a way that benefit the organisation and stake-holders".(Dr. Karunakaran, March 2014) Services are defined as deeds, processes and performances. They are all intangible marketing offers provided to customers to satisfy a need or want. Services can be defined as; "A form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything." (Philip Kotler)

Most popularly known as 7 P's of marketing mix, Services marketing generally consist of tactics which a company uses to promote their products and services and also encourage customers to buy their products and services.



Figure 3 7ps of Services Marketing

The model was an extension of the product marketing mix popularly known as 4 P's. (Export Program management, 2018) "The original marketing mix was proposed by Jerome McCarthy in his 1960 book Basic Marketing. Extending this model to services, the Services Marketing Mix was developed by Bernard H. Booms and Mary J. Bitner in 1981". With passage of time there was an evolution in the markets for using the leading edge technologies which can improve the market conditions of the companies and this gave birth to digital transformation era. (Enterprisers project)

Digital Transformation

"Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers. It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure". Through the medium of digital transformation services marketing companies can serve their customers better and obtain desired results. Digital transformation platform if utilised properly by the marketers as well as customers, it can be proved to be "blessing in disguise" in this leading edge technology era.

Research Methodology:

The survey method is used to solicit primary data from a sample of 85 respondents. It is considered most appropriate for this research study because it can measure respondent's approach, and it is well suited to the research question taken up for this research study.

Data Collection: Questionnaire instrument was used to collect the data for the research study. A well structure questionnaire was designed in google form.

Sampling: This research study mainly focused on companies and customers. Total number of respondents taken up for this research study was 100 out of which 85 responses were received.

Hypothesis:

H1: People are using Whatsapp platform frequently for getting connected socially.

H1: Digital Technologies improve the work efficiency of an employee in an organization.

H1: The technology also has a positive effect on value creation for organizations by adopting digital transformation.

H1: Digital marketing important for promotion of products and services in an effective way.

Testing of Hypothesis and tools for analysis:

Questionnaire was coded and analysed using Statistical Packages for Social Sciences (SPSS) for the data analysis; and Chi-Square Test was used for testing of hypothesis.

Results and Interpretation:

After collecting the data from the respondents with support of a structured questionnaire, the findings are given as follows:

Table-1: Platforms used for getting connected socially

Sr. No.	Platform using for connected socially	No. of respondents	Percentage of Respondents (%)	Chi ² (df)
1	Whats-app	70	82.35	152.788 (3)
2	Facebook	12	14.12	
3	Twitter	0	0	
4	Not using any platform	3	3.53	
Total		85	100	

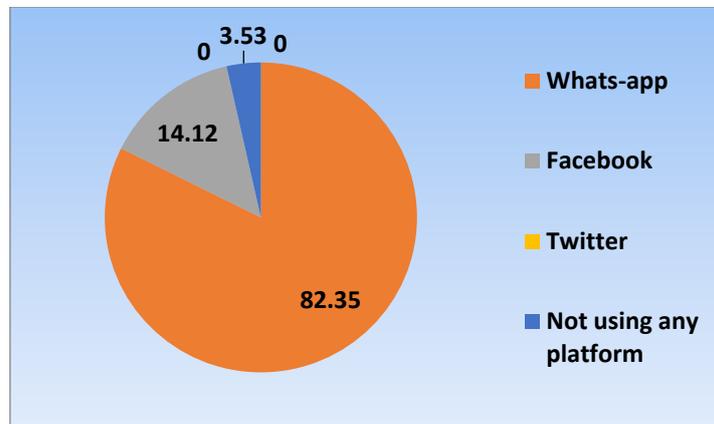


Chart 1 Platform are using for connected socially

Chart 1 highlights the response of respondents regarding the platforms used for getting connected socially. In response to the question whether they used the platform for getting connected socially, 82.35% of respondents replied that they are using Whats-app platform.

Table 1 shows that Chi-Square test was used for independence, the value of X² is 152.788 and the degree of freedom (DF) is 3. This implies that there is a significant variation among the respondents as far as the use of platform for getting connected socially is concerned. Thus from the total population of 85 users, maximum number of respondents, i.e., 70 (82.35%) use the Whats-app platform and whereas the remaining respondents 12 (14.12%) use the Facebook platform and 3 (3.53%) are not using any platform forgetting connected socially.

Table-2: Digital Marketing is important for business growth

Sr. No.	Digital Marketing is important for business growth	No. of respondents	Percentage of Respondents (%)	Chi ² (df)
1	Yes	79	92.94	135.976 (2)
2	No	2	2.35	
3	Not Sure	4	4.71	
Total		85	100	

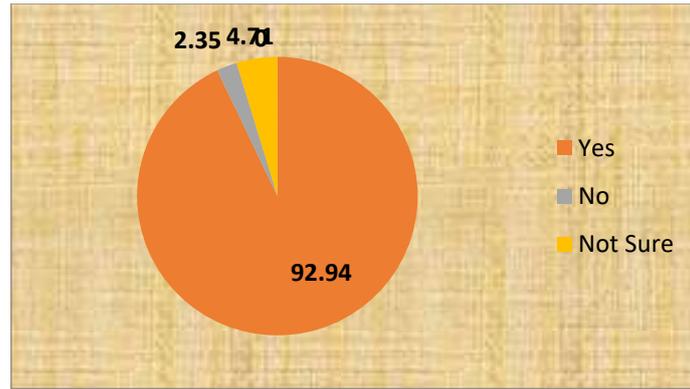


Chart 2Digital Marketing is important for business growth

Chart 2 shows the percentage of the users who were asked the question: “Do you think digital marketing is important for business growth?” There were 92.94% respondents are agreed with important of digital marketing for business growth, 2.35% respondents are not agreed with important of digital marketing for business growth and 4.71% respondents are not sure with importance of digital marketing for business growth.

Table 2 shows that Chi-Square test for independence, the value of X^2 is 135.976 and the degree of freedom (df) is 2. This implies that there is a significant variation among the respondents as far as the importance of digital marketing for business growth is concerned. Thus from the total population of 85 users, maximum number of respondents, i.e., 79 (92.94%) agreed with the importance of digital marketing, 2 (2.35%) not agreed and 4 (4.71%) is not sure with the importance of digital marketing.

Table-3: Digital Technology can add to value creation for companies

Sr. No.	Digital Technology add to value creation for companies	No. of respondents	Percentage of Respondents (%)	Chi ² (df)
1	Yes	81	95.30	146.85 (2)
2	No	2	2.35	
3	Not Sure	2	2.35	
Total		85	100	

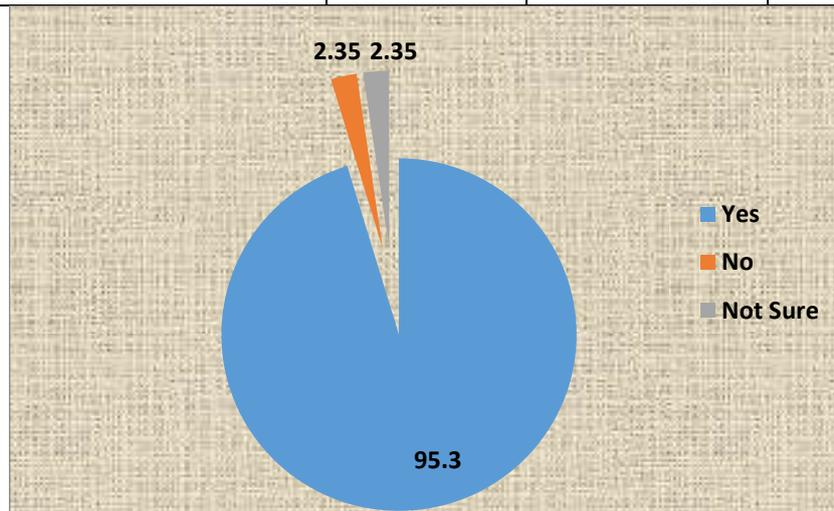


Chart 3Digital Technology can add to value creation for companies

Chart 3 shows the percentage of the users who have answered the question: “Can digital technologies add to value creation for companies?” There were 95..3% respondents who agreed that value creation with the help of digital technology for companies is important, 2.35% respondents did not agree to this

and 2.35% respondents are not sure about the importance of digital technology in adding to value creation.

Table 3 shows that Chi-Square test for independence, the value of X^2 is 146.85 and the degree of freedom (df) is 2. This implies that there is a significant variation among the respondents as far as the value creation with the help of digital technology for companies is concerned. Thus from the total population of 85 users, maximum number of respondents, i.e., 81 (95.3%) agreed for value creation with the help of digital technology for companies, 2 (2.35%) did not agree and 4 (4.71%) were not sure for value creation with the help of digital technology for companies.

Table-4: Customer satisfaction is more important for the organizations to achieve success in long run

Sr. No.	Customer satisfaction is more important for the organizations to achieve success in long run	No. of respondents	Percentage of Respondents (%)	Chi ² (df)
1	Yes	84	98.82	164.07 (2)
2	No	0	0	
3	Not Sure	1	1.18	
Total		85	100	

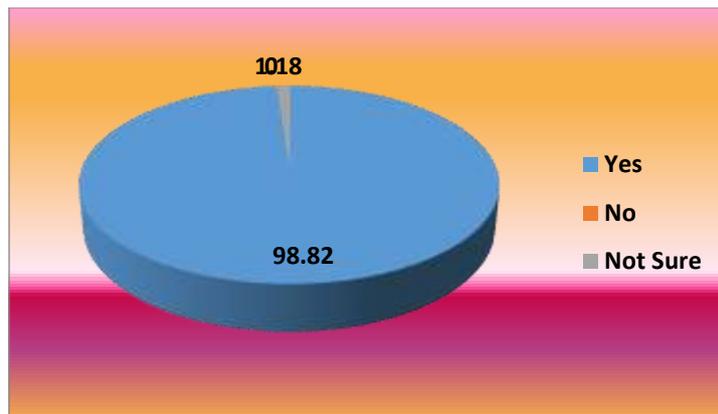


Chart 4 Customer satisfaction is more important for the organizations to achieve success in long run

Chart 4 shows the percentage of the users who has answered the question: “Is customer satisfaction more important for the organizations to achieve success in long run?” There were 98.82% respondents who agreed with customer satisfaction is more important for the organization to achieve success in long run and 1.18% respondents were not sure with customer satisfaction is more important for the organization to achieve success in long run.

Table 4 shows that Chi-Square test for independence, the value of X^2 is 164.07 and the degree of freedom (df) is 2. This implies that there is a significant variation among the respondents as far as the customer satisfaction is more important for the organization to achieve success in long run for companies are concerned. Thus from the total population of 85 users, maximum number of respondents, i.e., 84 (98.82%) agreed that customer satisfaction is more important for the organization to achieve success in long run for companies and 1 (1.18%) was not sure for customer satisfaction is more important for the organization to achieve success in long run for companies.

Table-5: Digital technologies improve the work efficiency of an employee in an organization

Sr. No.	Digital technologies improve the work efficiency of an employee in an organization	No. of respondents	Percentage of Respondents (%)	Chi ² (df)
1	Yes	69	81.18	90.09 (2)
2	No	2	2.35	
3	Not Sure	14	16.47	
Total		85	100	



Chart 5 Digital technologies improve the work efficiency of an employee in an organization

Chart 5 shows the percentage of the users who answered the question is “Can digital technology improve the work efficiency of employee in an organization?” There were 81.18% respondents who agreed that digital technologies improve the work efficiency of an employee in an organization, 2.35% respondents did not agree that digital technologies improve the work efficiency of an employee in an organization and 16.47% respondents were not sure with digital technologies improve the work efficiency of an employee in an organization.

Table 5 shows that Chi-Square test for independence, the value of X^2 is 90.09 and the degree of freedom (df) is 2. This implies that there is a significant variation among the respondents as far as the digital technologies improve the efficiency of an employee in an organization is concerned. Thus from the total population of 85 users, maximum number of respondents, i.e., 69 (81.18%) agreed for digital technologies improve the work efficiency of an employee in an organization, 2 (2.35%) did not agree for digital technologies improve the work efficiency of an employee in an organization and 14 (16.47%) were not sure for digital technologies improve the work efficiency of an employee in an organization.

Table-6: Companies is adopted digital marketing, they can hit the target audience for achieving their designed goals

Sr. No.	Companies is adopted digital marketing, they can hit the target audience for achieving their designed goals	No. of respondents	Percentage of Respondents (%)	Chi ² (df)
1	Yes	64	75.29	71.32 (2)
2	No	3	3.53	
3	Not Sure	18	21.18	
Total		85	100	

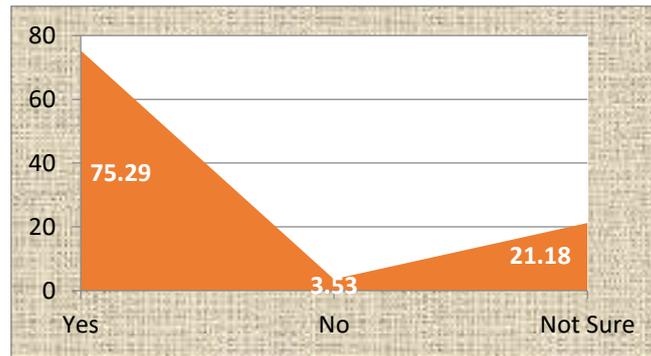


Chart 6 Companies if adopt digital marketing, they can hit the target audience for achieving their designed goals

Chart 6 shows the percentage of the users who answered the question: “If the companies adopt digital marketing strategy, can they hit the target audience for achieving their desired goals?” There were 75.29% respondents who agreed with companies if adopted digital marketing, they can hit the target audience for achieving their designed goals, 3.53% respondents did not agree with companies if adopted digital marketing, they can hit the target audience for achieving their designed goals and 21.18% respondents were not sure with companies if adopted digital marketing, they can hit the target audience for achieving their designed goals.

Table 6 shows that Chi-Square test for independence, the value of X^2 is 71.32 and the degree of freedom (df) is 2. This implies that there is a significant variation among the respondents as far as the companies if adopted digital marketing; they can hit the target audience for achieving their designed goals is concerned. Thus from the total population of 85 users, maximum number of respondents, i.e., 64 (75.29%) agreed for companies if adopted digital marketing, they can hit the target audience for achieving their designed goals, 3 (3.53%) did not agree for companies if adopted digital marketing, they can hit the target audience for achieving their designed goals and 18 (21.18%) were not sure for companies if adopted digital marketing, they can hit the target audience for achieving their designed goals.

Table-7: Important for companies to adapt change with changing trends and technologies in digital era

Sr. No.	Important for companies to adapt change with changing trends and technologies in digital era	No. of respondents	Percentage of Respondents (%)	Chi ² (df)
1	Yes	79	92.94	135.98 (2)
2	No	4	4.71	
3	Not Sure	2	2.35	
Total		85	100	

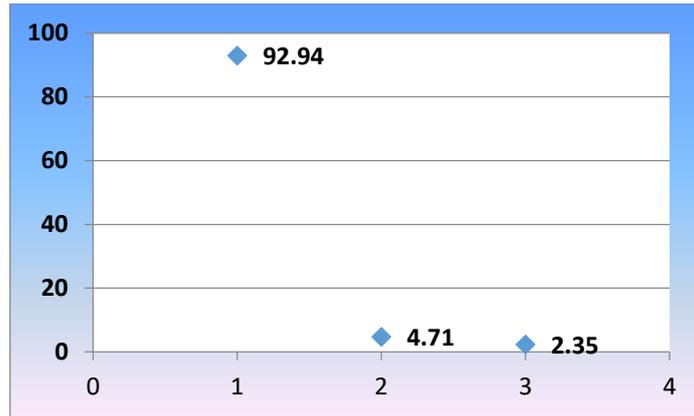


Chart 7 Important for companies to adapt change with changing trends and technologies in digital era

Chart 7 shows the percentage of the users who answered the question is “In this digital era is it important for companies to adapt change with changing trends and technologies?” There were 92.94% respondents who agreed with important for companies to adopt change with changing trends and technologies in digital era, 4.71% respondents did not agreed with important for companies to adopt change with changing trends and technologies in digital era and 2.35% respondents were not sure with important for companies to adopt change with changing trends and technologies in digital era.

Table 7 shows that Chi-Square test for independence, the value of X^2 is 135.98 and the degree of freedom (df) is 2. This implies that there is a significant variation among the respondents and the companies because both of them needs to adopt change with changing trends and technologies in digital era is concerned. Thus from the total population of 85 users, maximum number of respondents, i.e., 79 (92.94%) agreed that this is important for companies to adopt change with changing trends and technologies in digital era, 4 (4.71%) did not agree for important for companies to adopt change with changing trends and technologies in digital era and 2 (2.35%) were not sure whether it is important for companies to adopt change with changing trends and technologies in digital era.

Table-8: Value creation important for organization on digital transformation grounds

Sr. No.	Value creation important for organization on digital transformation grounds	No. of respondents	Percentage of Respondents (%)	Chi ² (df)
1	Yes	71	83.53	97.01 (2)
2	No	4	4.71	
3	Not Sure	10	11.76	
Total		85	100	

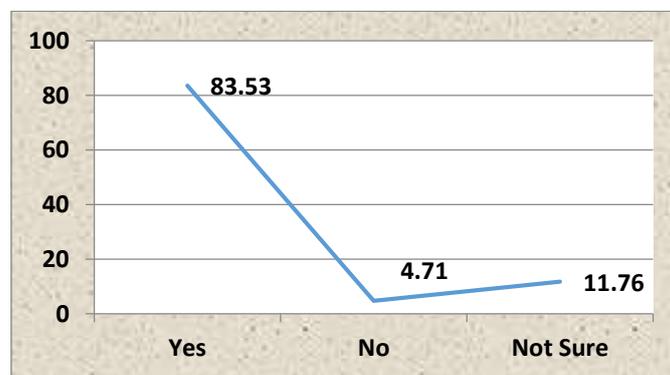


Chart 8 Value creation important for organization on digital transformation grounds

Chart 8 shows the percentage of the users who answered the question: “Is value creation important for organization on digital transformation grounds?” There were 83.53% respondents who agreed with value creation important for organization on digital transformation grounds, 4.71% respondents did not agree with value creation important for organization on digital transformation grounds and 11.76% respondents were not sure with value creation important for organization on digital transformation grounds.

Table 8 shows that Chi-Square test for independence, the value of X^2 is 97.01 and the degree of freedom (df) is 2. This implies that there is a significant variation among the respondents as far as value creation important for organization on digital transformation grounds is concerned. Thus from the total population of 85 users, maximum number of respondents, i.e., 71 (83.53%) agreed for value creation important for organization on digital transformation grounds, 4 (4.71%) did not agree for value creation important for organization on digital transformation grounds and 10 (11.76%) were not sure for value creation important for organization on digital transformation grounds.

Table-9: Digital marketing is important for promotion of products and services in an effective way

Sr. No.	Digital marketing is important for promotion of products and services in an effective way	No. of respondents	Percentage of Respondents (%)	Chi ² (df)
1	Yes	77	90.58	125.39 (2)
2	No	4	4.71	
3	Not Sure	4	4.71	
Total		85	100	

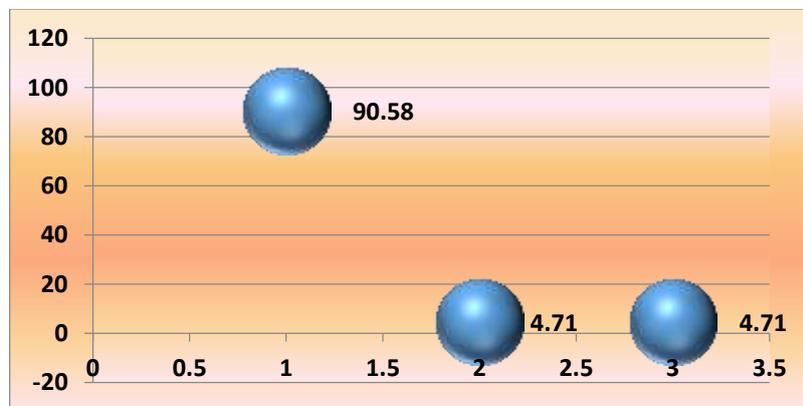


Chart 9 Digital marketing is important for promotion of products and services in an effective way

Chart 9 shows the percentage of the users who answered the question: “Is digital marketing important for promotion of products and services in an effective way?” There were 90.58% respondents who agreed with digital marketing is important for promotion of products and services in an effective way, 4.71% respondents did not agree with digital marketing is important for promotion of products and services in an effective way and 4.71% respondents were not sure with digital marketing is important for promotion of products and services in an effective way.

Table 9 shows that Chi-Square test for independence, the value of X^2 is 125.39 and the degree of freedom (df) is 2. This implies that there is a significant variation among the respondents as far as digital marketing is important for promotion of products and services in an effective way is concerned. Thus from the total population of 85 users, maximum number of respondents, i.e., 77 (90.58%) agreed for

digital marketing is important for promotion of products and services in an effective way, 4 (4.71%) did not agree for digital marketing is important for promotion of products and services in an effective way and 4 (4.71%) were not sure whether digital marketing is important for promotion of products and services in an effective way.

Findings of study:

- 82.35% of respondents replied that they were using Whats-app platform for getting connected socially.
- There were 92.94% respondents who agreed that digital marketing is important for business growth.
- There were 95.3% respondents who agreed with value creation with the help of digital technology can be more fruitful for the successful growth of the companies.
- There were 98.82% respondents who agreed that customer satisfaction is more important for the organization to achieve success in long run.
- There were 81.18% respondents who agreed that digital technologies can definitely help to improve the work efficiency of an employee in an organization.
- There were 75.29% respondents who agreed that those companies who adopts digital marketing, they can hit the target audience for achieving their designed goals.
- There were 92.94% respondents who agreed that it is very important for companies to adopt change with changing trends and technologies in digital era.
- There were 83.53% respondents who agreed that value creation is most important for organization on digital transformation grounds.
- There were 90.58% respondents who agreed that digital marketing is important for promotion of products and services in an effective way.

Conclusion:

By adopting the digital transformation techniques, the companies can not only improve their sales but also they can win the hearts of their employees as well as customers and thus add to value creation and customer satisfaction. As there is a paradigm shift from conventional or say traditional marketing towards digital marketing, companies can prove their capabilities and competencies in an enhanced manner to maintain and retain their identity in the competitive edge.

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