

Muhammad Awais

**INFLUENCE OF DIGITAL MARKETING STRATEGIES ON SALES
SUCCESS OF A COMPANY**

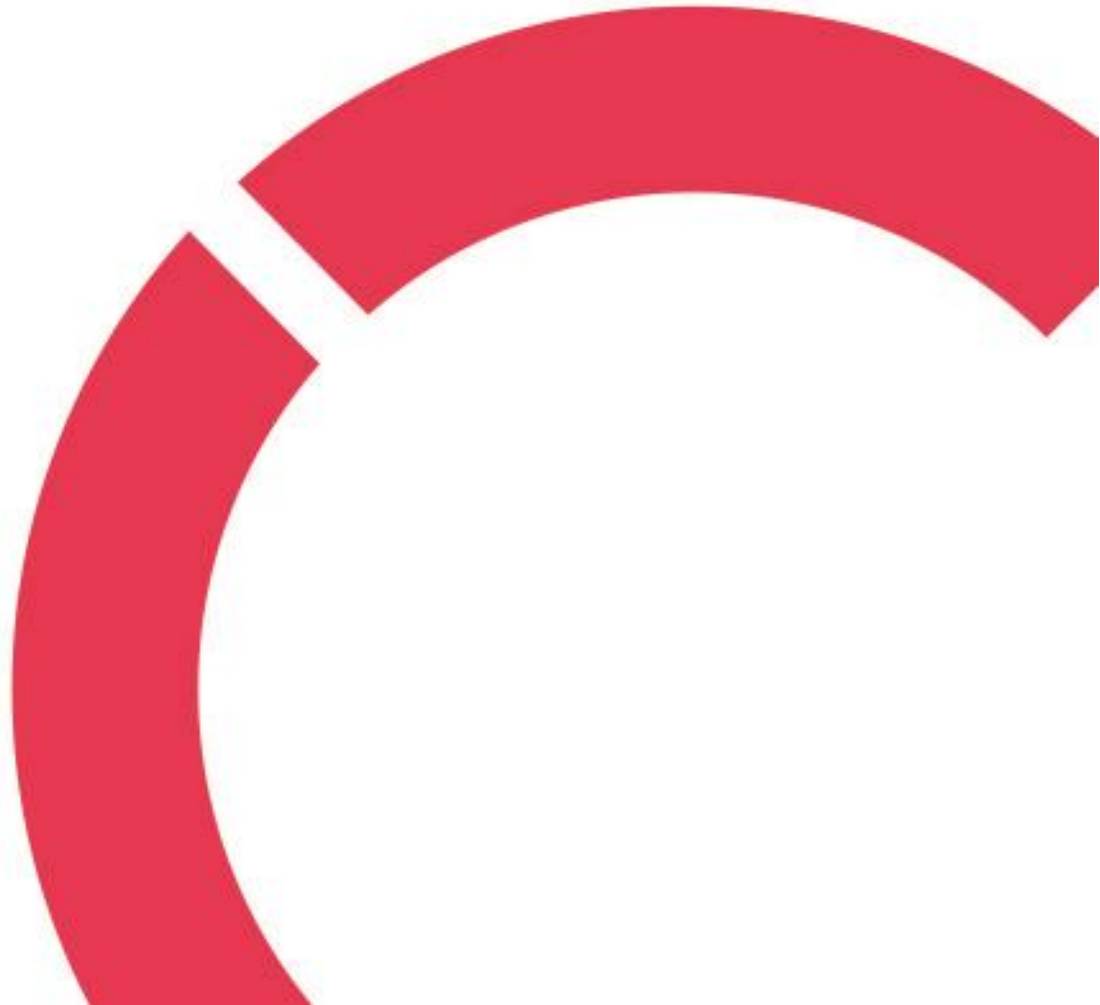
A Case Study of Junaid Jamshed (J.) Company

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ABSTRACT

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Name of thesis INFLUENCE OF DIGITAL MARKETING STRATEGIES ON THE SALES SUCCESS OF A COMPANY. A Case Study of Junaid Jamshed (J.) Company		
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<p>In the recent years, with the advancement of internet, traditional marketing tactics have been transformed into digital marketing. Companies despite their size and market relevance, have been using modern and nuanced means of marketing. There is lack of empirical data pertaining to the impacts and efficacy of the social media marketing on the sales of the companies of Pakistan. Therefore, the primary research question was: how does social media marketing impact the success of a company? This thesis followed primary method of data collection and six top level executives of the company are interviewed. This data was analysed using thematic analysis to derive results. The results of thesis have found that digital marketing allows companies to reach audience easily through electronic means and hence improves sales as well.</p>		

Key Words

Digital marketing, innovation, marketing, sales, social media.

ABSTRACT

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1 INTRODUCTION

The world of marketing has changed significantly, and the role and scope of digital marketing have been amplified in recent years (Chaffey & Smith 2022). Companies despite their size and market relevance, have been using modern and nuanced means of marketing. It has increased the relevance of digital marketing and other online means of promoting the business. This thesis is an effort to shed light on the effectiveness of these strategies, in a case study of a Pakistani company, named Junaid Jamshed. The research would decipher how the company has utilized and implemented the vision of online and digital marketing. Its influence on the proper development of the company would also be analysed. There is a need to have a conducive understanding of some of the ideas. For instance, how online marketing can be effectively employed for the development of a strong brand in a country like Pakistan, where most people are young and use the internet and social media. The image building and promotion of the products and services of the companies are not easy to process, it takes marketing and proper utilization of the resources (Darmawan & Grenier 2022 78).

Marketing is a tool and mechanism to engage with customers. The demands and requirements of the customers vary. Customers should be engaged with the products and services to attract their attention. In contemporaneous times, it has been done through revolutionary changes in digital marketing. The available channels of marketing have ensured that gaining a name and fame for the brands is easy. Companies can easily promote their business through the resilient use of social media and digital marketing (Ball 2019.) It has been helping companies of every size and scope. This thesis aims to articulate and investigate the influence of digital marketing, through social media, on emerging brands in developing countries like Pakistan.

Keeping in view the importance and significance of digital marketing and social media branding of companies, this thesis has the following objectives. Understanding the importance of digital and social media marketing. Making comprehension of the strategies which are useful for digital marketing, for the promotion of the interests of the companies. Ostensibly, the study of the case of Junaid Jamshed will help to shape the research-based argument regarding social media marketing. Learning some useful tactics and theoretical concepts to be applied in the practical realm. The primary research question is: how does social media marketing impact the success of a company?

This thesis uses qualitative research. The data and evidence to support findings of thesis are gathered from primary sources like interviews. Six interviews were conducted. The primary purpose of the interviews was to make sense of the policies and strategies being utilized by the Junaid Jamshed as a company.

2 COMMISSIONER

Commissioner for this thesis is Khaliq Lak who represents his company J. In 2002, it all began with a storefront on Tariq Road. Tariq Road was then—and is still—a popular destination for people looking to get the newest in fashion. Just men's apparel was initially sold at the store, but as it continued to grow, clothing for women, kids, and teenagers as well as formal attire, including grooms wear, was also added to the product list. In 2011, company introduced a new design to its outlets as well as it has established a distinctive and new channel of distribution. (J. 2022.)

J. was started in 2002, at Tariq Road Karachi. Its branding was not proper because it was selling just male clothes (J. 2022). With the passage of time, it shifted its focus on online sales and use of effective products through social media promotion. It was met welcome response from the various sections of the society. There is a conducive and evident relationship between the sales of companies and their relative sales. Some of the potential benefits which companies like Junaid Jamshed are taking from digital sources of marketing (J. 2022). It is essential and important for the small-scale retailers to have visible presence in the market. They can avail the nuanced opportunity of promoting its business. Initially, it was launched as a minute scale business. For this purpose, company had started to produce eastern clothes such as Qameez Shalwar, using latest tools and techniques to make its products modern for the customers. The combination of fashion and style attracts customers to their products. (J. 2022.)

In the early years, company has only focused on local and Pakistani markets to promote and sell its products to only local consumers. However, soon with a rapid success in the domestic market, J. has decided to expand its market to a global level. In the years to come, J. had established more than fifty stores in domestic and global markets and became one of the leading fashion brands. It offers a comforting purchasing environment and well decorated stores where consumers feel easy to purchase its products. Furthermore, it is also worth mentioning that due to its continuous success in the fashion retailing industry, J. has won award of the being brand of the year in three consecutive years. Besides from the local Pakistani market, company has established itself in the global market as well and its presence in the UK, Middle East, as well as United Arab Emirates is significant with multiple franchises. Company has recently opened its first franchise in Saudi Arabia as well. (J. 2022.)

The companies and corporation which are medium in size have been witnessing continuous rise because of online and digital marketing. It gives them time and space to promote and protect their base product line. It has been sufficiently exercised by various companies like Pakistan. J. has secured this milestone because of proper marketing. It has vibrant base which secures its interests. The strategic awareness of the companies like Junaid Jamshed has reached new level because of social media. Competitive edge, comprehensive response, and other developments for the company can be quenched through employment of the strategies of digital brand awareness (J. 2022.)

3 SOCIAL MEDIA MARKETING AND ITS ELEMENTS

Social media refers to the social networking sites and social media marketing is to advertise products and services using these platforms. In the past companies used to promote and advertise their products through televisions and other such means, however, with the help of fast internet and smart phones availability, social media has gained a huge hype for promotional and advertisement purposes in recent years. It has out past the use of conventional advertising, because it is both effective and financially affordable. Companies run both paid and free promotional activities on various social media sites to engage not only with a domestic user but with global consumers as well to sell their products and services. (Hafele 2011.)

Social media marketing channels refer to the sites and platforms available on the internet. There are various platforms available and each of these platforms has its own structure and operational functions. Most of these platforms allow users to create profiles, pages and groups, however, some of these such as LinkedIn allow to post bigger promotional and personal articles as well. Prominent social media channels include Facebook, Instagram, Twitter, LinkedIn, YouTube and others. Although, all of these platforms have millions of users, yet, Facebook is at the top in terms of users. This platform allows users to create their personal profiles, using personal information and add friends as well as they can communicate with each other over this platform. (Meta 2012.)

In the standard Facebook now known as Meta model, for example, a "friend" is a person, but a business can create pages and groups as well to promote certain products (Burnham 2011). Meta allows its users to react on the posts shared as well and when a user clicks on the "like" button this post appears on the timelines of his friends as well. Hence, a product or business, they are essentially advertising that link to their personal friends and followers who follow their pages. However, this feature is not only restricted to this social media channel, other channels also use similar features and functions.

On the other hand, some of the social media platforms offer more than just posting advertisements. According to Borges (2009) Twitter now known as X. is a combination of micro blogging and social networking. Users of the social networking service X can opt in to get promotional tweets from brands they already like. X enables people to take part in instantaneous communication. A post cannot exceed one forty (140) characters and will only be seen to the user's followers (Borges 2009). These two platforms may be the most well-known and widely-utilized at the moment, but they are certainly not the

only ones available. According to the findings of past studies, there are many different types of social media platforms, each of which offers its own set of possibilities and benefits for marketing purposes (Aprizal 2020).

In fact, recent developments suggest that they may soon eclipse traditional media as the primary information resource for the general public. Blogs are also used for promotional and advertisement purposes by businesses and companies. These companies write informational blogs on their website to promote their products and services. Followers will receive periodic updates on the latest brand or product promotions, sweepstakes, and other exciting news. Blogs also allow readers to provide feedback in the form of comments or queries for the creators. If companies want their social media marketing to be as effective as possible, companies and businesses need to think about several social media strategies and not to adhere to a single one. (Hafele 2011.)

4 DIGITAL MEDIA MARKETING

Similar to the social media marketing, trends of the digital marketing have gained popularity with the advancement of internet and other communicational technologies. Although, sometimes these terms can be used as same concepts, yet, there are significant differences between these two approaches of marketing. Social media marketing only takes place on social media channels, on the other hand, digital marketing takes another form as well such as email marketing (Nadaraja & Yazdanifard 2013). This form of advertising includes web-based promotion techniques such as newsletters and online media campaigns and can be thought of as an element of online marketing endeavours. This type of media advertising has provided mass communication and marketing in general an entirely novel meaning of exponential dispersion and trust (Nwekeala 2023).

According to Chen, Lin, Chen, Chao, and Pandia (2021), new and cutting-edge marketing and outreach tactics are being developed in the form of digital marketing, giving companies additional options. Digital media marketers have access to more accurate and actionable data with the help of the analytics tools included into the digital media platforms. Such advertising in digital media comes in a wide variety of formats. Specifically, businesses are able to make sponsored promotional adverts on Facebook and Instagram. (Chen et al. 2021.)

Content marketing and guest postings are another widely used digital marketing tool, and they may be created and maintained by both individuals and companies (Vrontis, Makrides, Christofi & Thrassou 2021). These are a great way for businesses to get the word out about their brand, products, and services, while also informing and connecting with customers. Every now and again, followers will get word of any contests or new promotions the company has in the works (Desai & Vidyapeeth 2019). Online content also facilitates the posting of comments and criticism, allowing both advocates and detractors to pose questions to producers and voice their opinions. This encourages open communication between customers and companies to enhance defaults and facilitates the sharing of knowledge across peers (Hafele 2011). Companies place a premium on digital media strategies in order to increase the likelihood that their online marketing efforts will be successful.

As digital marketing becomes increasingly popular, more and more companies are exploring how it might help them reach new and existing customers. Online networking platforms like Facebook, Insta-

gram and X can also be used by companies and businesses to promote their products and services digitally. There are businesses who place more emphasis on their social media pages than their own websites. (Desai & Vidyapeeth 2019.)

4.1 The current emergence of digital marketing

The history of digital marketing is as long as the history of the internet. Web 1.0 was launched in 1990. It was in the initial stages of development. There were limited options for search and find the information. The users had limited access to the marketing. Internet success was registered with the launch of Yahoo in 1994. It changed the overall perspective and idea of the companies regarding the role and impact of digital marketing. (Ball 2019.)

These channels overall shaped the boom cycle of e-commerce. It was a start of an unstoppable era of development in the modern means of marketing through the internet and social media (Chaffey & Smith 2022). On the other hand, it was mere a start of the revolutionary era in digital marketing. The impetus came with the arrival of web 2.0. It started in 2004 when the users of the internet were not merely silent spectators. They were able to interact with the system and have a say in the content that they wanted to watch and consume. In that era, there was a boom for the social media companies like YouTube, My Space, Facebook, and LinkedIn (Bell 2017). Various other companies also follow the suit. The systematic development of these inventions was equally felt in the developed and developing countries of the world. The data shows, that in 2004 alone, the net revenue from social media marketing was around \$3bn. After those years, its scope has manifolded. Now, companies are taking a vivid share (Bell 2017).

Whereas, when companies and organizations launched cookies on their websites, the scope of digital marketing further increased. Cookies are shortcuts and mechanisms through which data can be secured and retained on the website. It shows how frequently the user has visited a specific website. It keeps records and helps to frame the opinion. The programming and machine learning abilities have further amplified its pace. In a similar context, Google launched the three words ads in 2009. Users from different social and economic backgrounds used it. Mobile phone interaction and internet usage also amplified from 2010 to 2012. Most of the audience for these ads were young people, in the age bracket of 18 to 27. (Hussain & Lasage 2014, 47.)

4.2 Types of digital marketing

"Digital marketing" is a catch-all word for any form of advertising that takes place online or on mobile devices. Digital marketers use a wide range of online tactics and channels to get their message across to customers where they invest most of their time. A company's website, digital ads, email marketing, online brochures, and other online marketing tools are all part of digital marketing. (Kano, Choi, Sbhhan Riza & Octavyra 2022.)

In the 2000s, with the rise of the Internet and the popularity of mobile devices like the iPhone, consumers increasingly did their own research before making purchases, creating a new challenge for businesses' marketing departments (Rogers 2016). How businesses advertise their goods and services online has changed as digital marketing has matured from the 1990s and 2000s (Gibson 2018). As more businesses and consumers incorporate digital channels into their marketing strategies and daily routines and as consumers increasingly rely on their mobile devices in place of making in-store purchases, it is clear that digital marketing is here to stay. In 2007, marketing automation was offered as a solution to this problem (Gibson 2018). Marketing automation let organisations better segment their customer base, launch cross-channel campaigns, and provide individualised care. There was a delay in making it available on consumer devices (Gibson 2018).

To promote the company's goods and services online, digital marketers will use any and all digital channels at their disposal, including paid ads. These include the company's blog, email newsletters, display ads, and social media profiles. The digital marketer digs in on channel-specific KPIs to gain a clear picture of the company's performance across all channels. Digital marketing tasks are now a common part of many contemporary marketing roles. Some of these digital marketing responsibilities may fall under the purview of a single employee in smaller businesses. A group of specialists, each of whom focuses on one or two of the brand's digital channels, is often necessary to implement such a strategy effectively. (Nabieva 2021.)

Content marketing is another type of digital marketing for promotional and advertisement activities. A content marketer, for instance, can generate leads for a company's brand-new eBook by writing a series of blog entries about it (Kano et al. 2022). The business's digital media marketer may then use both paid and unpaid posts to draw attention to the blog entries. The email marketer may decide to

send people who read the eBook a follow-up email with additional details about the business. Here are some of the most often used strategies and platforms for promoting products online.

In addition, to that, a new type of digital marketing has emerged as well which is known as search engine optimization (SEO) which allows companies and businesses to reach organic and original consumers and traffic (Shih, Chen & Chen 2013). This type of digital marketing is useful to promote infographics, content and websites for companies. The goal of social media marketing is to raise awareness of a company and its products or services, as well as to attract new customers and potential clients to a website. Blog articles, e-books, infographics, online pamphlets can all play a role in content marketing plan (Shih et al. 2013).

In affiliate marketing, companies may promote another company's goods or services on companies' website in exchange for a commission. Companies use the YouTube Partner Program to host video adverts, and companies can use social media to promote affiliate connections (Tafesse 2020). The term "native advertising" is used to describe commercials that function similarly to editorial content and are displayed on the same platform (Campbell and Grimm 2019).

The term "marketing automation" is used to describe computer programs that do routine but necessary marketing tasks automatically. Email newsletters, social media post scheduling, contact list updates, lead-nurturing workflows, campaign tracking and reporting, and many other similar activities may all be automated in many marketing departments (Kano et al. 2022). Pay-per-click (PPC) marketing works by having to pay a publisher each time one of ads is clicked. Google Ad Words is a popular form of pay-per-click advertising since it lets companies to buy prominent placement in Google's search engine results pages in exchange for a set "per click" fee. Paid digital media advertising on Facebook, promoted campaigns over X, and sponsored messages on LinkedIn are just a few examples of other channels where PPC can be used (Campbell & Grimm 2019; Hartemo 2016).

4.3 Explaining and defining the channels of communication for digital marketing

Internet has provided a wide range of marketing options to businesses and companies. New and more effective ways have been established for pursuing the online digital marketing. It has also led to new scope for the company. The digital marketing has been further divided into various forms as explained earlier. Email digital marketing is the oldest and one of the most vibrant forms of sending marketing material to the audience. According to the recent data released from several sources, there are more

than 4.5 billion people who are using email (Hartemo 2016). They routinely visit their inbox, and the companies send them messages through their email segment. It helps the companies to outreach maximum people. In business to customer and business to business, the validity of email marketing has increased in recent years. It is a mature and proper source of meeting the requirements of the customers. Customers also believe in those companies which have their addresses and complete information (Hartemo 2016). There are specific benefits of utilizing email marketing. First of all, companies divide people into several categories (Ball 2019). The messages are sent to them according to their requirements. Some customers are more suitable for specific products and services than others. So, the content and scheme of the messages vary for them. Content marketing is the dissemination of messages and content. These are specific forms of messages which are intended to the particular audience. The content is specifically designed. Good marketing strategies have led to success of the company. It has more relevancy for the expensive purchases. For instance, people buying phones, cars, and other important items rely on the extensive research. (Belk 2014.)

There are nuanced and intricate benefits of the social media marketing for companies working online. It raises brand awareness, and the audience and customers are attracted by the vibrant messages. The demand and supply segment of the company is also improved and reformed. In addition, the inbound traffic for online sales and purchases also helps because of social media marketing. (Tan, Ondrus, Tan & Oh, 2020.)

4.4 Understanding the differences between the digital and traditional practices of marketing

The techniques and methods of digital marketing are novel, precise, and more acme as compared to the traditional methods of marketing. The traditional medium of advertising and marketing relies on channels. It can be simply divided into above-the-line and above-the-line marketing. The audience for such tactics was more mature and advanced in age. Whereas digital marketing strategies are more conducive to use to convince the young and technology-savvy audience. (Tan et al. 2020.)

There are several advantages of digital marketing for companies and individuals. It gives ample space to the new and emerging companies to evolve and reach the maximum audience. It would be a sustainable and comprehensive method to outreach the audience and customers of the company. Moreover, advertisement and marketing through social media and another digital mean of communication is colossal beneficial for the audience. There are tools and methods to be exploited and used. The analytical

tools provide information based on gender, class, age, and economic standing. There are several divides like hobbies, salary, and personal choices of the invidious. In this way, maximum leverage of advantage can be obtained. (Todor 2016.)

More and more people can be attracted towards the business of a specific company. Digital marketing is now a very common practice in both developing countries and developed countries. In addition, a better idea about the number of people who view the content is also framed. It also helps to reduce systematic ambiguity among the customer base. Overall, it is beneficial for customers and clients. In the recent years, company of every size and field of expertise has been utilizing and availing these services. It has long term benefits for the company to stay vibrant and relevant for the customers. (Alharbi 2015.)

4.5 Impacts of digital marketing on the success of companies

Today more than 4.8 billion people are using the internet (Wang 2021). The lives of people are now connected and dependent on the internet. There are various tools and methods which have created ample space for social media to impact our daily life decisions. People from all backgrounds get influenced in their crucial selling and buying decisions through social media. It is because of the immense power and influence of social media marketing strategies. It can be said that digital marketing entails everything and every aspect of the promotion of content through social media and the through the medium of internet. (Todor 2016.)

Digital marketing and social media strategies have been playing an active role in the key decisions of customers. Brand awareness has increased because of the proper social media channels. The promotion and branding of the services and companies are easy and less difficult (Kano et al. 2022). The research suggests and daily life experience shows that the companies which lag in digital marketing are less successful. Their chances of doing something profitable in the market arena are not apparent. Such companies and industries have a singular future: getting absorbed and merged with successful businesses. (Alharbi 2015.)

4.6 Advantages

The primary advantages of using digital media for advertising are lower production costs and a wider audience. Compared to traditional modes of advertising, such as employing a sales force or going through wholesalers and retailers, the cost of using social media platforms is quite low (Kano et al. 2022). In addition, the limitations of traditional distribution channels, such as distance and timing, make it difficult for some enterprises to reach the customers they need. There are three benefits to using digital marketing platforms that allow consumers to expand their reach and decrease their costs (Aprizal 2020).

Companies can save money on traditional marketing methods like door-to-door sales by embracing internet marketing to get the word out about their wares. In comparison to other forms of contact, the quantity of information that may be supplied is far more here. More importantly, clients can get the information in a way that facilitates analysis and comprehension. For instance, it is extremely difficult to create and oversee airline reservation and scheduling systems that are flexible enough to meet the needs of individual passengers. Moreover, many choices in this setting are awkward to provide in any format apart from a web-based one. (Kano et al. 2022).

Second, by tailoring details about individual customers, digital media marketing platforms can foster interactions that lead to the creation of products and services that are just right for them. Online services such as check-in and seat assignment are examples. Finally, successful companies like Dell and Amazon.com have shown that B2C transactions, which often need face-to-face interaction, can be conducted over social media platforms (Veleva & Tsvetanova 2020).

MailChimp, an email marketing service, is an exception to the rule of free access, account creation, and data posting across most digital media platforms. It is possible for firms to launch highly successful marketing initiatives on a small budget. Advantages include cheap or no cost to implement because people who are interested in products of a company, they would join themselves. (Kano et al. 2022.)

Website pay-per-click advertising is targeted to specific demographics and interests. The rapid circulation of content to a large audience is made possible by the viral nature of digital media, which allows each reader to spread the word further within his own network. One of the most notable implications of new media is the expansion and maturation of novel modes of social interaction. Over a quarter of the time people spend online is spent on communication activities, which is roughly comparable to the time people spend on amusement and general leisure activities. Due to their extensive adoption, digital networking sites have surpassed search engines as the most visited on the web. (Kano et al. 2022.)

The advent of new digital media has not only altered the frequency with which people communicate online, but also expanded their social networks and opened up fresh avenues through which their actions may be influenced. According to research on consumer habits, people spend more time on review sites because they regard the content there as more reliable. Other research has demonstrated that this type of information, even if it comes from completely "virtual" sources, can have a direct impact on purchasing decisions. (Hafele 2011.)

Additionally, consumers can take part in personal networking in which they select the content, time of day, and communication act. Some applications allow for dynamic user participation and two-way communication. Individual users, groups or communities of networked people, and brands all need to be actively engaged and paying attention for active control to occur in an online networking scenario. Using digital media, businesses may conduct highly targeted advertising campaigns based on the exact likes and dislikes of site visitors and their friends. Some websites' advertisements will also mention users in their postings in an effort to develop a personal connection. (Peter & Dalla Vecchia 2021.)

4.7 Disadvantages

Digital media marketing in the online space is fraught with both advantages and challenges. Due to the global nature of the internet, digital advertising communications require uniformity in their planning, execution, and management. Some serious issues with digital media advertising must be considered. To begin with, as the label says, it is interactive, and good two-way conversations demand participation from both parties. The nature of marketing shifts in digital networks, with a focus on establishing reliable connections that can lead to increased revenue. Important client comments, questions, and concerns should be posted, and each network should be monitored. (Veleva & Tsvetanova 2020.)

The time investment required for digital media marketing is another fundamental consideration. It is unrealistic to use a few of digital tools and expect to reap massive rewards. A company needs to calculate the time investment required and determine if it is feasible for its processes. Whether a marketer is employing digital media from a third party or the company's own social media platforms, they need to be vigilant about protecting their trademarks and copyrights from infringement at all times. (Peter & Dalla Vecchia 2021.)

Companies need to keep controls on their own media distribution channels as well as those of third parties to ensure that content providers are not misusing their intellectual property. Online technologies can monitor and inspect third-party websites for infringement of a company's copyrights and trademarks. That means checking social media for users with handles that are too similar to a company's name or brand. (Rosario & Cruz 2019.)

Data security, privacy, and trust issues can also arise through the use of digital media to promote a business, product, or service. Companies must be aware of the dangers associated with personal data collecting, processing, and storage if they are to take the appropriate measures to protect themselves. A marketer using a social media network, needs to be aware of their privacy policies and make sure that ads are not encouraging users to break them. They need to double-check that they are following the rules as well. Enterprises in charge of their own blogs or other social media platforms should also maintain comprehensive policies that specify their procedures for collecting, using, and retaining customer data, as well as any duties that third parties may have to safeguard such information. (Veleva & Tsvetanova 2020.)

One of the most important aspects of buying online is trust, which is inextricably linked to safety. It is not possible to physically examine, taste, or smell the merchandise. Therefore, the Internet does not permit the use of these trust-building strategies. In most cases, having faith in a particular brand can ease worries. Furthermore, loyalty is an attitude that includes trust. Since many people have the false impression that the Internet is an unsafe, dishonest, and unreliable marketplace, building confidence in a brand and maintaining customer loyalty can help dispel these fears. (Veleva & Tsvetanova 2020.)

Some potential customers still do not want to do business using online methods because of these myths and misconceptions. "Third-party approval" describes a strategy for gaining credibility. More and more people are spending more time online and sharing more of their thoughts and ideas as a result. Furthermore, new internet venues for working together, communicating, and making content have arisen. There has been a rise in the use of user-generated content (UGC) in marketing initiatives that utilise social networking sites and other types of social media. (Veleva & Tsvetanova 2020.)

5 INNOVATION AND SOCIAL MEDIA MARKETING

In the business and management literature, the acceptance of new ideas, services, and products is considered a colossal success for the developers and producers. It has clear relevance with the emerging aspects. Every new idea finds resistance in the market. There are labyrinths of challenges and problems which reduce the chances of mass acceptance of particular products. The concept of diffusion of innovation is not new; it was introduced in the late 19th century. But Everett Rogers, a professor of sociology, deciphered the basic contours of the idea. It was given a proper theoretical foundation (Bell 2017). Like fashion, the proliferation and public acceptance of novel ideas is not an easy process. It is based on distinctive steps and ideas. Now, there is a need to analyse the metric of innovation of diffusion in the context of Pakistan.

5.1 Five stages of diffusion of innovation

According to Du Plessis and Smuts (2021) here are five stages of the diffusion of innovation in the technological sectors. The first stage is of the awareness. At this stage, the person becomes aware of the brand and its awareness. In the second stage of diffusion, the person is persuaded about the issues (Alexiev, Jansen, Van den Bosch & Volberda 2010). Whereas the third stage is related to decision, at this stage, people make decisions according to their personal inclinations. This decision could be accepted or rejected as well. Once the decision is accepted it brings the fourth stage which is implementation of the decision. Final stage of this mode is confirmation (Boughzala 2019.) Five stages of diffusion of innovation process are shown below in the figure that has been adapted from an online article published by Anand, Kapur, Agarwal and Aggrawal (2014, 2) on the same topic.

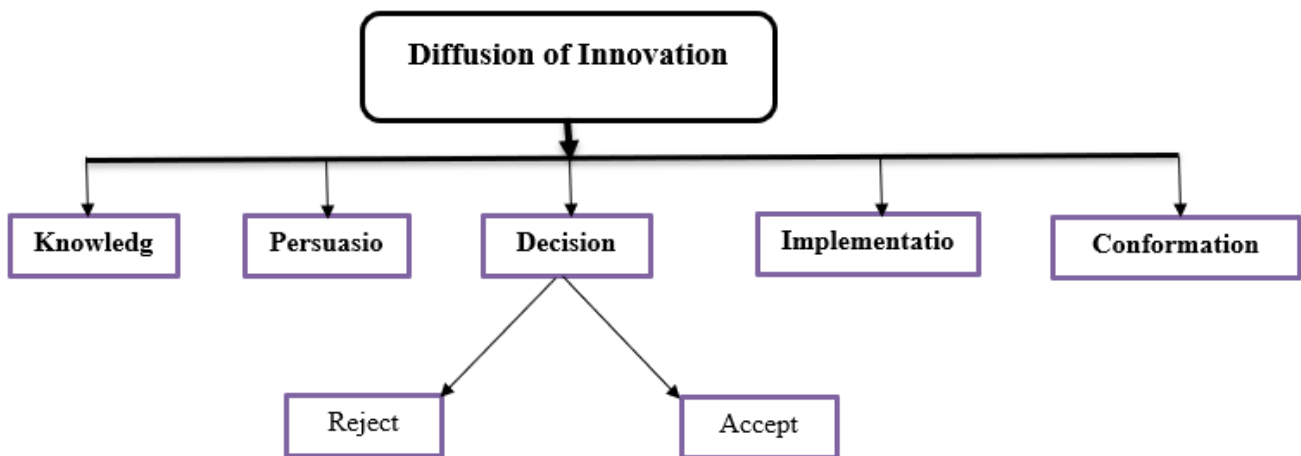


Figure 1. Five stages of diffusion innovation (Adapted from: Anand et al. 2014, 2).

At the first stage, individual customers and potential buyers do not have access to the details of the products. They find it difficult to relate with overall constructs of the knowledge and idea (Alharbi 2015). Unless awareness is provided to them, the decisions cannot be made. Once, there is active and vibrant dedication towards awareness has been made, the selected audience for the product is provided with the nuanced details. (Du Plessis & Smuts 2021.)

The power of persuasion is essential for marketing. Success and development in the organizational context can never be achieved without proper awareness of the client and customer base. Keeping in view the reality of products and services, customers must be aware of the specification of the products. The long and short-term benefits of the product must also be dispensed to the customers. It would reduce their underlying confusion. At this stage, there would be conscious efforts to attract a specific type of audience. (Chaffey & Smith 2022.)

The would-be adopters make decisions based on the rational calculation of the costs and benefits. The emerging technology in Pakistan is paid heed by the young customers. They are enthusiastic about it, as they are connected with international community (Du Plessis & Smuts 2021). The chances for the acceptance of new brands and their online selling spree are quite evident (Belk 2014). In order to reach to this customer base, the chances of realizing the market potential is effective. The number of the po-

tential customers increase once the product enters into the market. Most of the decision about the conduciveness towards the new technologies and ideas come when the public has favourable review of products and services being rendered. (Belk 2014.)

The utility and usability of the product have an impressive and gigantic impression on the audience. The sales and purchase decisions are confirmed based on their long-term effects on the audience and customers. In some cases, the product life cycle and its utility play a role in determining its acceptance. The users commonly welcome and embrace the technology which reduces the work pressure and brings satisfaction. The long-term relations among the customers and companies can only be established when there are sufficient chances that the services would be availed by them, because of the sustainable level of confidence. It helps to manage the mutual understanding and reduce the confusion. (Wang 2021.)

5.2 Impacts of diffusion innovation on digital marketing

New ideas, behaviours, technologies, or items tend to spread slowly and steadily among a population, as described by the "diffusion of innovations" theory. Innovation and early adoption are precursors to mainstream acceptance, which follows with the early plurality and late majority. Those who are slow to embrace change are called laggards. New product marketing methods can benefit from the diffusion of innovations theory, and one example is influencer marketing. It also has implications in the realms of public health, law enforcement, and the media. However, it can still be a useful tool for studying the propagation of technology, goods, services, ideas, and behaviours among a community, despite its limitations in these areas. (Långvik & Wallander 2021.)

While the idea of the diffusion of innovations was formed in the middle of the last century, the path to widespread adoption of most new technology in human history—from the printing press in the 16th century to the internet in the 20th has been remarkably consistent. Marketers heavily employ the diffusion of innovations hypothesis in an effort to increase product uptake. Marketers can, for instance, discover a group of people who are very enthusiastic about the product and offer to give them the product for free in exchange for widespread promotion. These pioneers must spread the word about the product's benefits to the general public. (Sharma & Sharma 2023.)

Most recently, Facebook has been used in this way. The original market for this product was in schools and universities (Sheth 2020). The popularity of the social media site among students led to its rapid expansion into the general public and across national boundaries. The diffusion of innovations hypothesis is also applied in influencer marketing. Brands frequently reach out to social media influencers to inform them about new offerings. After the influencers start using and posting about the new product, it becomes more commonplace among the general public. (Sheth 2020.)

6 RESEARCH METHODOLOGY

Research methodology is one of the basic components of the thesis. It is based on the data collection and the proper analysis of the data. This thesis uses a primary method of data collection to gather fresh and original data to support results. For this purpose, interviews are conducted from the top executives of the company and a total number of six executives will be interviewed. Furthermore, this interview data is brought into thematic analysis to extract meaningful information.

6.1 Data collection

The research data can be categorized into basic types. First is the primary data and the second is the secondary data. Primary data is taken from materials and sources which are basically and essentially related to the object of research. For instance, collection of data through interviews and surveys.

Whereas secondary sources of data are every other type of data which is not primary. It is interpretation of the data that has already been devised and developed in the primary research. (Gibson 2021.)

For my thesis, I have collected data from primary resources. I have conducted six interviews with the executives of the company. Ten (10) interview questions have been sent through email and participants were interviewed via WhatsApp phone call. Their responses were recorded as well for the analysis of data. It helped to formulate effective rationale and ideas regarding the operations of the company. Furthermore, this data will generate original results as well. However, I understand that primary interview data may include subjective biases and personal opinions. Yet with the help of a good analysis of data and taking only meaningful and purposeful information from the data these biases have been minimized.

6.2 Data analysis

Data analysis is the method of analysing the collected data (Bazeley 2020). There are two methods of data analysis which are commonly used by academic researchers and scholars and known as qualitative analysis and quantitative analysis. Quantitative analysis is used to analyse objective and numeric data, on the other hand, qualitative analysis tools are used to analyse subjective and descriptive data.

Since the data is subjective and it would be converted into written and descriptive format therefore, the appropriate method to analyse this data will be qualitative analysis.

Additionally, as a part of the qualitative analysis thematic analysis is used for my thesis. This method allows the researcher to code the data and obtain meaningful information. It also allows to remove the information which is not relevant. Themes and patterns are extracted from interview data to support the findings of thesis. Also, ethical guidelines have been followed keeping in view the privacy concerns of interview participants. Their consent have been determined through a letter of consent and they have been informed that their responses will be used for the research. Their names and other data have been kept anonymous as well.

7 RESULTS AND DISCUSSION

Results of the thesis are drawn with the help of thematic analysis of interview data. From the analysis of primary data, it has been found that with the digital revolution J. has started to market its product and services through digital and social media. From the analysis of data, it has been found that the influence of online marketing over sales of the company is significant. This chapter of the thesis therefore includes analysis of data and is followed by a discussion of the results found from interview data.

7.1 Interview data results

Today digital marketing has emerged as a new method of marketing products and services to consumers and get their attraction. Therefore, when asked, participant of the interview answered that their team of digital design and marketing is equipped with the latest digital marketing skill as stated following.

Well, yes, we are aware of the benefits of digital marketing particularly when our target audience have smart phones and they tend to shop online as well.

From the analysis of above response, it can be seen that companies today strive to gain knowledge of digital marketing and they are aware of the digital marketing benefits as well. One of the participants expressed similar reviews for the question as stated below.

They reach to clients not only using social media but also other methods of digital marketing such as email marketing, content marketing. Companies create video presentation of their products and spread this over social media to reach their target audience (Tafesse 2020). Response of this participant also addresses the question about creating type of content for their social media marketing.

I think yes, our digital marketing team is well equipped and we provide them trainings as well. We create video ads of products and advertise them over social media.

Additionally, another theme in the thesis is about the channels of social and digital media company is using for digital marketing. When asked one of the participants responded that:

First of all, we had created a website, where purchasing online is easy through bank. Other channels include Facebook, YouTube and Instagram.

This response suggests that like other companies J. considers Facebook and Instagram on the top of their digital marketing strategies. Facebook and Instagram marketing has now become one of the most successful digital marketing strategies. Advertising on Facebook may be done in two ways: organically and through paid advertisements. (Aprizal 2020). In this regard another participant also responded as follows.

We make it simple and follow the traditional marketing channels including Facebook and Instagram. It allows us to promote our products organically.

To address the question about impacts of digital marketing on success of a firm it has been noted that this kind of marketing has a significant impact (Wang 2021). One of the participants in this regard stated that.

I think there are no such parameters to measure the success, yet, we are getting sales over our website and our Facebook and Instagram presence is growing. Which means that we are successful.

Businesses can expand their consumer base and attract new clients by using digital marketing strategies. Additionally, participants were also asked about using new trends and techniques of digital marketing in their marketing strategy (Kano et al. 2022). It has been found that J. believes in using latest tools an innovative technology to improve their marketing strategy. Another participant stated that.

We believe in innovation and we put on board when it come to digital marketing. We believe that best way to engage with consumers and create sales for the success of company it is important to use innovation.

Selling products and services has always been a competitive industry that necessitates constant creativity (Aprizal 2020). Digital media advertising, in which products or services are promoted through elec-

tronic channels with the primary goal of attracting customers and enabling them to establish a relationship with the brand via digital media, has emerged as a crucial marketing strategy in recent years (Veleva & Tsvetanova 2020). One participant to this question explained the following:

Pakistan is not a well-developed country, yet, smartphone is available in good prices that provides us a chance to promote with innovative strategies.

The marketing industry is seeing a rise in the use of creative and unusual forms of promotion. Examples include interactive television, interactive kiosks, and online advertising such as e-mail newsletters with subscription options. The potential of digital marketing is too great for small and medium-sized businesses to ignore. Small and medium-sized businesses (SMEs) have played a crucial role in the world's employment and economic growth from the beginning of time. (Peter & Dalla Vecchia 2021.)

7.2 Discussion

Social and digital media marketing has obtained a robust adoption in the recent years and it has become crucial for companies and businesses to advertise their products and services on the online platforms. In contrast to the traditional marketing approaches, social and digital media marketing allows companies and businesses to promote their services and products using online and electronic means. It allows companies to catch consumers online. No matter of their size all big as well as small and medium scale enterprises use these methods to advertise themselves and reach potential consumers. These types of marketing are also more cost effective than conventional marketing approaches (Zumstein, Oswald, Gasser, Lutz & Schoepf 2021). Similarly to the other parts of the world, digital marketing trends have increased in Pakistan as well last few years, particularly small and medium scale enterprises are using this type of marketing rapidly (Alharbi 2015). Additionally, results of the interview data also suggest that small and medium size companies in Pakistan seek help of digital and social media platforms to not only advertise their products and services but also to sell them online. As the findings of the thesis conclude that J. has an online website with an option to purchase its products and its presence over all the online marketing platforms.

Another theme appeared important in the results of interview data is related to the benefits and advantages of digital marketing on the sales of a company. Results of interview data also suggest that digital marketing is helpful not only to attract but also to engage consumers with the company. Review

of the previous literature has similar suggestion as well (Aprizal 2020). According to Kano et al. (2022) digital marketing increases access and reach of companies to the consumers globally and hence it has the capability to engage customers. Despite the abundance of research on the value of digital marketing to corporations, there appears to be no coverage of the ways in which small firms might leverage social media marketing for expansion. There is conclusive evidence that social media advertising can boost pharmaceutical sales (Raji, Rashid & Ishak 2019).

Additionally, it has also been found in the literature that digital media allows companies to categorise their clientele and target each of the categories with certain content and particular offers. Using paid advertisement companies can send customized email messages to access their special customers (Anshari, Almunawar, Lim & Al-Mudimigh 2019). Advantage of email marketing is that a bulk of emails can be sent using automated email marketing software and applications (Chaffey & Smith 2022). Companies can customize time of sending emails and creating online paid and unpaid adverts according to the behaviour of users on social media. It is common practice to put an item in one's virtual shopping basket when one browses an online store. Social media's pervasive appeal and free speech features have had far-reaching effects on customer service and product promotion in the modern business sector (Appel, Grewal, Hadi & Stephen 2020). Results of this thesis also conclude that J., with other forms of marketing considers email marketing crucial and sends emails to its customized consumers.

Furthermore, in the past decades' numbers of smart phone users and digital media users are increasing with a heavy speed that offers businesses and companies potential opportunities to approach a large number of consumers at the same time. It has been found that use of branding through social media improves consumers return rate, enhance revenue as well as helps to establish a better brand image for businesses and companies. Therefore, a better brand image ultimately leads to better sales and hence to better business performance (Levy 2021). Results of primary data have also found that for a company, online and social media marketing impacts brand image as well impacts sales and revenue.

Additionally, potential and current clients may be influenced by the experiences of others in close proximity to unsatisfied clients. Businesses can meet consumers' need for levity by offering entertaining content or including them into promotional initiatives (Krishnan et al. 2022). Results of the thesis have found that more and more digital tools and technologies could help businesses with their non-traditional marketing activities on social media networks. Businesses can keep their clients up-to-date on

what's going on in the world by sharing important stories and links on social media. When new information is shared often, people who spend a significant portion of their time on social media and they are more likely to get engaged in discussions about certain goods and products.

However, for an effective digital media marketing strategy, it is important for companies and businesses to have a knowledgeable and capable team. Although, digital marketing could improve the reach of companies and businesses to not only domestic users but also to the global users, yet, if the social media and digital marketing team is not skilled and equipped with latest digital knowledge this type of marketing could not be as fruitful. It can be concluded that the company has a fully equipped digital marketing team which helps to generate and implement a better online marketing strategy.

8 CONCLUSION

This thesis set out to investigate the rapidly changing field of digital marketing, with a particular emphasis on the Pakistani business Junaid Jamshed. The study sought to clarify the efficacy and use of contemporary internet marketing methods, shining light on their impact on the expansion and development of the organization. The theoretical underpinnings established the framework by exploring the origins and relevance of digital marketing while highlighting its revolutionary influence on conventional marketing paradigms. The technical applications of the diffusion of innovation theory provide a prism through which to examine the development of fresh ideas in this situation. This research gathered primary data via interviews with six important executives and derived insightful information on Junaid Jamshed's adoption and use of digital marketing methods.

To glean relevant patterns and viewpoints from the acquired qualitative data, thematic analysis was used. The results demonstrated the critical function of digital marketing in raising brand recognition, connecting with niche markets, and influencing customer choices. It became clear that in today's competitive business environment, companies who are unable to keep up with these digital advances often fall behind. This research emphasizes the value of digital marketing as a growth driver by highlighting its ability to engage a variety of audiences, including tech-savvy people. It is advised that businesses, irrespective of their size and market presence, embrace the possibilities of digital marketing to successfully interact with their target audiences in light of the study's results.

Utilizing multiple digital channels, such as social media and email marketing, is necessary to increase brand recognition and create enduring client connections. Additionally, businesses should keep up with changing digital trends and adjust their strategy to match the tastes of their target customers. In conclusion, this study proves the transforming potential of digital marketing techniques via the example of Junaid Jamshed's journey. Adapting to the digital world has become crucial to establishing sustained development and relevance as the corporate world continues to change. This thesis has advanced knowledge of the complex impact of digital marketing on modern company dynamics via a thorough investigation of the topic.

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Interview questions

1. Are you familiar with digital marketing methods?
2. What are the new trends in digital marketing in your country?
3. What do you think is the importance of having a website?
4. What kind of promotional content does your company creates on social media?
5. How big a percentage (%) of your budget is reserved for marketing?
6. Does J. offer online sales?
7. What are your ideas about how to generate sales from digital marketing?
8. To what extent you believe that digital marketing impacts the success of a business?
9. Which of the digital channels do you consider to be the most successful for your company?
10. Do you think that promotional and marketing activities positively impact revenue generation?