Impact of Digital Marketing on Organizational Performance

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Abstract

The primary goal of this research is to investigate the influence of digital marketing on the organizational performance of the Pashmina industry in Nepal, specifically regarding customer satisfaction and revenue generation.

Method - The investigator employs descriptive and quantitative analysis methodologies. The study involved administering a well-structured questionnaire to a random sample of pashmina industries in Nepal. The questionnaire was designed to collect data on the impact of digital marketing on organizational performance. It comprised five sub-dimensions: Email Marketing, Social Media Marketing, Website Marketing, Other Means of Digital Marketing, Organizational Performance, and Suitable Channels regarding Customer Satisfaction and Revenue Generation. The questionnaire consisted of 28 questions that systematically varied the study variables. The chosen sample size comprises 58 employees from various departments. The study's findings indicate that digital marketing, in all its forms, significantly impacts Pashmina Industries' performance as the primary dimension.

Result - The primary finding indicates a significant favorable influence on the performance of all pashmina industries in Nepal. This suggests that the utilization of digital marketing has had a highly favorable impact on the performance of these industries.

Conclusion - The main finding indicates that digital marketing, in all its manifestations, impacts the performance of the pashmina industry and enhances the outcomes of digital marketing efforts. Additionally, it has been revealed that the utilization of more advanced tools can have a substantial impact on the overall performance of the organization.
Table of Contents
Abstract ........................................................................................................................................... i
List of Figures ................................................................................................................................... v
List of Tables .................................................................................................................................... vi
Chapter - 1......................................................................................................................................... 1
  1.1 Introduction ............................................................................................................................. 1
  1.2 Background of study ................................................................................................................. 1
  1.3 Justification .............................................................................................................................. 2
    1.3.1 Research gap ................................................................................................................... 3
  1.4 Purpose of study ....................................................................................................................... 4
    1.4.1 Objectives of the study ...................................................................................................... 4
  1.5 Delimitation of the Study ......................................................................................................... 4
Chapter – 2......................................................................................................................................... 6
  2.1 Review of Literature .................................................................................................................. 6
  2.2 Introduction ............................................................................................................................. 6
  2.3 Marketing ................................................................................................................................... 7
  2.4 Important of Marketing ............................................................................................................ 7
    2.4.1 Increased visibility ............................................................................................................ 8
    2.4.2 Differentiation from Competitors .................................................................................. 8
    2.4.3 Increased sales ................................................................................................................... 8
    2.4.4 Brand loyalty .................................................................................................................... 8
    2.4.5 Industry growth ............................................................................................................... 8
  2.5 Concepts of digital marketing ................................................................................................... 9
  2.6 Digital Marketing Strategies ..................................................................................................... 10
    2.6.1 Search Engine Marketing (SEM) .................................................................................... 10
    2.6.2 Social Media Marketing ................................................................................................... 11
    2.6.3 Email Marketing .............................................................................................................. 13
    2.6.4 Content Marketing .......................................................................................................... 14
    2.6.5 Mobile Advertising ......................................................................................................... 16
    2.6.6 Website Marketing .......................................................................................................... 16
  2.7 The Importance of Digital Marketing ......................................................................................... 17
2.7.1. Sales Revenue................................................................. 17
2.7.2. Customer Satisfaction .................................................... 17
2.8. Digital Marketing Phase ................................................... 18
  2.8.1. Preparing Phase ......................................................... 18
  2.8.2. Communication phase .................................................. 19
  2.8.3. Exchange phase ........................................................... 19
  2.8.4. After-Sale Phase .......................................................... 19
2.9. Digital Marketing Elements ............................................... 19
  2.9.1. Product ........................................................................ 20
  2.9.2. Price .......................................................................... 21
  2.9.3. Place .......................................................................... 23
  2.9.4. Promotion ................................................................. 23
2.10. Digital Marketing Requirements ....................................... 25
  2.10.1 Infrastructure ............................................................. 25
  2.10.2 Process requirements ................................................... 25
  2.10.3 Environment requirements .............................................. 26
2.11. Previous Studies on the Impact of Digital Marketing ............ 26
  2.11.1 Previous research learning points .................................... 29
Chapter – 3 ............................................................................ 30
3.1 Framework and Research Methodology ................................. 30
  3.1.1 Population and sample .................................................. 30
  3.1.2 Data collection methods ................................................ 31
3.2 Concept of Organizational Performance ............................... 32
3.3 Digital Marketing and Organizational Performance ............... 33
3.4 Conceptual Framework and Design ...................................... 34
3.5 Factors Influencing Customer Satisfaction ............................ 36
3.6 Factors Influencing Revenue Generation .............................. 36
3.7 Study tools ....................................................................... 37
  3.7.1 First: Demographic Variables ......................................... 37
  3.7.2 Second: Questionnaire Items .......................................... 37
3.8 Survey Procedure and Response Rates ................................. 37
Chapter 4

4.1 Data Presentation and Discussion

4.2 Demographic Characteristics

4.3 Result of Digital Marketing Channels

4.3.1 Email Marketing

4.3.2 Social Media Marketing

4.3.3 Website Marketing

4.3.4 Others (Mobile, SEM, Content Marketing)

4.3.5 Company Performance

4.4 Digital Channels

4.4.1 For Customer Satisfaction

4.4.2 For Revenue Generation

4.5 Summary of Finding

Chapter 5

5.1 Conclusions and Recommendations

5.2 Conclusions

5.3 Limitations of the study

5.4 Recommendations

5.5 Suggestions

6 References

7 Appendix -1
List of Figures

Figure 1. Social Media Marketing Tools ................................................................. 12
Figure 2. Content Marketing .................................................................................. 14
Figure 3. 4’ Ps of Marketing .................................................................................. 20
Figure 4. Conceptual Framework ......................................................................... 34
Figure 5. Respondents to the Email marketing questionnaire .............................. 42
Figure 6. Respondent on social media ................................................................. 44
Figure 7. Respondent on website Marketing ........................................................ 46
Figure 8. Respondent on Other Means of Digital Marketing ............................... 48
Figure 9. Respondent on Organizational Performance ....................................... 51
Figure 10. Impact of Digital Channels on Customer Satisfaction ....................... 53
Figure 11. The mean value of digital Marketing channels on customer satisfaction .... 53
Figure 12. Impact of Digital Channels on Revenue Generation ........................... 55
Figure 13. Mean Value of Scaling on Digital Marketing Channel ....................... 55
List of Tables
Table 1. Demographic Representation of Survey Data........................................... 40
Chapter - 1

1.1 Introduction

Digital marketing involves utilizing technical methods to analyze consumer needs and effectively supply those needs through the Internet or other comparable communication channels. The purpose of this report is to provide an overview of the impact that digital marketing has on the performance of a company. It highlights the significance of digital marketing in enhancing business performance.

1.2 Background of study

In highly competitive markets, firms strive to optimize their processes for distributing products and services while attracting consumers and maximizing profits. Based on this information, the marketing process is widely regarded as a critical function for any organization. To enhance the effectiveness of the marketing process, every organization must prioritize four key elements. The four fundamental marketing elements are product, price, promotion, and place. "Marketing Science" has undergone evaluation like other scientific disciplines in recent years. Based on this assessment, which is a result of numerous shifts in global markets. Many companies have transitioned from conventional to digital marketing (Mobydeen, 2021).

In the last two decades, the modern world has changed its way of conducting business from traditional face-to-face interactions to computers, mobile devices, and more. This has also changed the ways of marketing from traditional advertisements, such as posters on the street or advertisements in the newspapers, to digital marketing, such as using different channels available on social networks (Bughin & Zeebroeck, 2017). Digitalization is a part of our daily life; it changes how we interact or exchange information with each other, not only between customers but companies (Shankavaram, 2016). This change during the last two decades has enabled businesses to get various tools and strategies to create innovative, direct, low-cost means of communication to interact with business customers and find new business opportunities (Wang, Lou, Wang, & Guo, 2015).
The significance of digital marketing is increasing, and competitors' digital transformation is expanding. However, there is one company that still needs to prioritize digital marketing. The company is committed to maintaining its traditional work methods as they have found that its current approach yields a consistent revenue stream. This trend is common among other businesses in their region. In contrast, a different manufacturer is currently utilizing traditional marketing methods while simultaneously striving to discover novel approaches to establish a foundation for digital marketing. The company recognizes the importance of acquiring data and aims to gather as much information as possible. The practice of outsourcing digital marketing to external firms can indicate that certain SMEs may need more ability to handle this aspect of their business independently and effectively. Outsourcing to external firms demonstrates the manufacturers' awareness of their capabilities and willingness to adapt to ensure their marketing strategy is effectively executed by external firms responsible for managing digital channels. Utilizing digital marketing to enhance branding has been a longstanding strategy within the consulting industry. The focus of their issues is centered on obtaining additional data rather than on analyzing the customer journey. The organization needs more resources to assess its brand equity in greater detail. The current practice in both industries involves obtaining customer feedback through traditional methods, such as face-to-face interactions or questionnaires, rather than utilizing the digital channels available (Lundquist & Wang, 2022).

Digital marketing has become essential to contemporary business tactics, significantly enhancing organizational effectiveness. According to a study by Chaffey & Smith (2017), there is a growing dependence on digital marketing channels for customer engagement, lead generation, and revenue generation across multiple industries.

1.3 Justification

Any firm is looking to apply the best way to achieve the best goals in competitive markets. So, this study will receive valuable feedback from any firm that uses traditional marketing to convert or digital marketing to evaluate and go ahead. Developing skills and consumer satisfaction will make communicating between the firm and the consumers easier. The study outcomes will also supply crucial data that would help the government, principally arrangement producers, organizers, and program implementers, state digital marketing
tactics and techniques. The report will give important data for researchers and future academicians on the effect of digital marketing on organizational performance. It will also add to the body of knowledge in the area under study.

1.3.1. Research gap

Most of the research that has been done on Small – Medium enterprises during the last decade has been chiefly on digital marketing and their digitalization transformation. Several studies have been conducted on digital marketing with several aspects of enterprises. Several articles and papers on digital marketing that have been researched have been conducted from the mid-2000s and mid-2010s, with a decade gap between the significant conducted studies with the exception.

To understand the research gap, we looked at the more recent articles and books from the 2010s to the 2020s. Most of the scientific literature from 2020 and later is about the effect of corona on small and medium size organizations' struggles and challenges with adopting digital marketing. There have been more scientific studies on digital marketing, specifically social media combined with brand awareness, but fewer on building brand equity through other digital channels than primarily social media (Jamil, 2017).

The usage of digital marketing channels in small organizations, quoted several times in most of the articles we have read, suggests that there have not been any fundamental studies on digital marketing and the impact of digital marketing on organizational performance since 2021. The authors have also seen that most studies on digital marketing and Small – Medium size organizations have focused on Africa and Asia and less on Western countries (Cant & Wiid, 2016). The keywords the authors primarily used were digital marketing, SME marketing, marketing strategy, e-marketing, SME digital marketing, social media, digital transformation, branding, and more. The authors noticed from the central cluster that the branches of digital marketing were social media, commerce, sales, and social networking (online), which became the leading digital marketing branches for scientific articles.

Previous studies have indicated that there needs to be more research on the influence of digital marketing on organizational performance. Academic papers written from 2012 to 2020 and digital marketing have recently become a more significant subject since 2018.
Previous research has indicated a significant opportunity for further research to explore the impact of digital marketing on company performance.

1.4 Purpose of study

The study’s purpose was to figure out the impact of digital Marketing on organizational performance. Doing a comparative survey and analyzing the collected data will prove that digital marketing will influence the company's performance. To analyze the relationship between marketing variables to the organization's performance. The implications for positive social change included the improved engagement of consumers (B2B) to contribute to increased sales, less litigation, and rapid dissemination of information. The benefits of this improved client engagement increase to local and international communities through increased revenue, higher job performance for marketing HR, and the public benefit of a more informed public.

The utilization of digital marketing is of paramount importance in influencing the performance of Pashmina Industries located in Nepal. The implementation of various marketing strategies can aid in enhancing brand recognition, fostering customer engagement, targeting specific market segments, enhancing customer experience, and evaluating the efficacy of marketing efforts for the company. Through the effective utilization of digital marketing, Pashmina Industries has the potential to attain growth, profitability, and a competitive edge within the industry.

1.4.1 Objectives of the study

1. To know the impact of Digital Marketing on company performance in terms of customer satisfaction and revenue generation
2. To know the most suitable digital marketing Channel in the Pashmina industries

1.5 Delimitation of the Study

Delimitation of the study refers to the process of clearly defining the boundaries and scope of a research study. It involves setting limitations on the research to focus on a specific area of interest and to avoid being too broad or vague. Delimitation is crucial because it helps to ensure that the research is manageable and that the data collected is relevant to the research question (Creswell, 2014). In the current study, some categories of delimitations are below-
1. Industry Delimitation - The research will center on the Pashmina sector in Nepal. The scope of the research will be limited to the specific industry under consideration without encompassing other industries in Nepal or globally.

2. Time Delimitation – This report will be conducted in the 2023 spring session.

3. Geographical Delimitation – The research will center on the Nepalese Pashmina industry and its utilization of digital marketing strategies within Nepal. The scope of the research will be limited to the specific country and industry under consideration and will not encompass other countries or industries.

4. Digital Marketing Delimitation - The research will center on analyzing the effects of digital marketing on the operational effectiveness of the Pashmina industry in Nepal. The scope of the research will be limited to exclude other forms of marketing or advertising.

5. Organizational Performance Delimitation - The research will center on analyzing the influence of digital marketing on organizational performance metrics, including sales revenue and customer satisfaction. The scope of the research will be limited to organizational performance and will not encompass other factors, such as employee satisfaction or productivity.

6. Sample Size Delimitation – The study will encompass a restricted number of organizations operating within the 3 Nepalese Pashmina industries. Due to limitations in time and resources, the research will not encompass all organizations within the industry.
Chapter – 2

2.1. Review of Literature

This chapter will examine digital marketing research to provide a baseline for future investigations. We will draw a relationship between digital marketing instruments and how it affects the organization's performance in all its forms. We will also cover some digital marketing philosophies by discussing some related themes.

2.2. Introduction

In the early 1990s, when the World Wide Web (WWW) protocol was developed, the Internet as we know it took off, and it has since become ingrained as the backbone of modern economies like those of North America and large sections of Europe and Asia. Internet users are expected to reach around 5.3 billion by the end of January 2022 (Internet World Stats, 2022). This is equivalent to about 66% of the global population being online anytime. Internet use in developing nations is still relatively low, although it has grown faster than in wealthy nations in the past many years (eMarketor, 2021).

The specialized firms have satisfied the needs, desires, and interests of the target markets to reach the needed level to increase the community luxury and the firms' benefits (Haddad, 2003). Marketing is an activity and process that aims to create communications with customers, partners, as well as society at large to deliver and exchange offerings that have value.

Digital transformation is developing a roadmap to improve digital capabilities and skills while integrating digital marketing activities "always-on" with brand and product marketing in businesses. Marketing helps transfer products and services from companies to customers via retailers or in an indirect way; it also provides good feedback for these companies about the customers' needs or requirements, which leads companies to make a specific change in the product design or provide services to apply these needs and requirements to achieve the customer satisfaction, marketing also plays a role in the
standard living of community, by classifying the customers according to customer's requirements or the price they can pay to get any service, this means that newly discovered marketing process is an excellent way to earn money and achieving profits as revenue to the products or services that companies provide (Lamarque, 2004).

A modern trading style seeks the common need between the firms, dealers, and consumers to minimize costs and increase the good's efficiency as soon as possible. The capacity to use the Internet to complete the marketing aims within new benefits and possibilities (Sabri, 2008).

2.3. Marketing

Marketing is the process that facilitates the connection between the marketer and the consumer, client, and public through the dissemination of information. This data is utilized to delineate and categorize opportunities and challenges, refine, and optimize strategies, monitor performance, and enhance comprehension of the entire process. The document delineates the necessary facts and statistics to address the concerns at hand effectively. It formulates a procedure for collecting the required data, coordinates and executes the data-gathering process, verifies the results, and correlates the findings with their respective outcomes (Binter, 2019).

As per the researcher's findings, marketing refers to promoting, distributing, selling, and enhancing the value of products and services that cater to the needs of customers, clients, partners, and society. From the standpoint of the cashmere industry, marketing entails identifying the requirements and desires of prospective customers and formulating strategies to advertise and vend cashmere products to fulfill those needs.

2.4. Important of Marketing

According to a study conducted by S. Neupane (2003), marketing is of utmost importance as it can significantly impact the growth and success of Pashmina industries in Nepal. According to the investigation, marketing strategies prioritizing branding, product diversification, and customer loyalty have proven extraordinarily successful in Pashmina
(Pokharel & Kafle, 2019). These strategies can aid in establishing brand loyalty, promoting customer retention, and attracting new clients to the industry. The study highlights the importance of tailoring marketing strategies to align with Nepal's cultural and customary practices.

2.4.1. Increased visibility

Effective advertising raises Pashmina's profile, making the company and its products more noticeable to consumers. Successful advertising raises product recognition and brings in new clients (Sapkota, 2001).

2.4.2. Differentiation from Competitors

Marketing enables Pashmina industries to distinguish themselves from their competitors by emphasizing their distinctive selling points and value propositions. This can aid in attracting customers seeking premium, luxurious products not offered by other competitors in the market.

2.4.3. Increased sales

By promoting Pashmina products effectively, marketing can help increase sales for Pashmina industries. This can be achieved through various marketing channels such as social media, influencer marketing, email marketing, and more (Pradhan, 2006).

2.4.4. Brand loyalty

Implementing effective marketing strategies can foster customer brand loyalty, incentivizing them to make repeat purchases and promote the brand to others. Implementing this strategy can establish a robust brand reputation and enhance customer retention rates (Kelly, 2023).

2.4.5. Industry growth

Effective execution of marketing strategies can facilitate the expansion of the Pashmina industry by drawing in new clientele and augmenting the demand for Pashmina
merchandise. This can generate fresh business expansion, advancement, and product innovation prospects.

Marketing is essential for Pashmina industries in the Nepali context to increase visibility, differentiate from competitors, increase sales, create brand loyalty, and drive industry growth.

2.5. Concepts of digital marketing

Digital marketing strategically promotes products and services through digital channels and technologies to engage and interact with consumers. According to a study by Chaffey and Smith Digital marketing comprises an extensive array of strategies, such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing (Content Marketing Institute, 2021).

Besides, Nusair's (2005) market-effective retailing, targeting, determining, and location-detecting methods are just a few examples of how information technology is applied to the marketing world. Second, we must improve our ability to plan for the execution of ideas, distribution, advertising, and pricing. Finally, to satisfy both consumers and businesses, specialized trading exchanges should be established (Nusair, 2005).

Digital marketing is essential to the Pashmina industry because it helps companies advertise to more people, increase sales, and retain existing clients. As increased consumers become familiar with the Pashmina brand and its goods, digital marketing has become essential to the industry. According to a study by Ghimire and Gurung (2019), Brand recognition, more sales, and devoted customers are all achievable goals for Pashmina companies with the aid of digital marketing. Pashmina firms may set themselves apart from the competition and win over more clients by promoting themselves via digital channels like social media, search engine optimization, and email marketing (Ghimire & Gurung, 2019).
2.6. Digital Marketing Strategies

Digital marketing refers to advertising a product or service through digital channels, including social media platforms. A Digital Marketing Agency is responsible for enhancing our brand's online visibility.

Digital marketing strategies encompass diverse digital channels to advertise products and services, enhance brand recognition, and stimulate sales. Presented below are a few instances of digital marketing strategies.

2.6.1. Search Engine Marketing (SEM)

SEM, also known as search engine marketing, is a highly effective approach to expanding our business in an increasingly competitive market. Word-Stream is a prominent provider of SEM solutions.

Santanu Kumar Das and Dr. Gauri Sankar Lal (2016) Search engine marketing is a form of online marketing that involves the promotion of websites by increasing their visibility in search engine results pages through paid advertising and optimization techniques. Search Engine Marketing (SEM) leverages search engines to promote websites or businesses to potential clients and drive targeted traffic to the website (Das & Lall, 2016).

Heinze, A., Fletcher, G. and Chadwick, C. (2010) mentioned that Search Engine Marketing (SEM) is a vast field that encompasses various strategies aimed at enhancing website rankings in search engine results and increasing website traffic (Heinze, Fletcher, & Chadwick, 2010).

Blakeman (2014) clarifies that Marketers prioritize the use of Search Engine Marketing (SEM) as a crucial strategy due to the significant reliance of customers on search engines for purchasing new products, obtaining services, or acquiring information. However, marketers are willing to pay for it (Blakeman, 2014).
Types of Search Engine Marketing

SEM refers to various tactics and methods designed to enhance website visibility and generate traffic through search engine result pages (SERPs) (Sullivan, 2008). The following are some prevalent forms of search engine marketing:

A. Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is imperative that a website is optimized for SEO. This objective can be attained by incorporating pertinent keywords in website content, meta tags, and URLs and generating superior backlinks from other esteemed websites. According to a study by Moz (2021), businesses that rank higher in SERPs receive more clicks and traffic, leading to increased sales and revenue (Moz., 2021).

Santanu Kumar Das and Dr. Gouri Sankar Lall (2016) defined Search Engine Optimization (SEO) as a digital marketing strategy aimed at enhancing the visibility and ranking of websites on search engine results pages (SERPs) by optimizing specific keywords (Das & Lall, 2016).

a. Paid Per Click Marketing (PPC)

W.T.Kritzinger & M.Weideman (2013) Paid Per Click Marketing (PPC) is a form of advertising where the advertiser determines the maximum value they are willing to pay for each click on their advertisement, also known as Bidding on a cost per click (CPC). One of the primary advantages of PPC advertising is that it offers significant benefits. Upon clicking the advertisement, the user is directed to the advertiser's website (Kritzinger & Weideman, 2013).

2.6.2. Social Media Marketing

Social media marketing is a strategy that entails utilizing social media platforms such as Facebook, Instagram, and Twitter to advertise products and interact with clients. One can accomplish this by producing compelling content, utilizing pertinent hashtags, and
implementing focused advertising. As per a study conducted by Beveridge and Lauron (2023), social media has a high return on investment and can effectively reach new audiences and foster brand loyalty (Claire Beveridge; Sam Lauron, 2023).

Businesses use Facebook for local marketing and consumer relations. 25-34-year-olds and baby boomers are the most engaged Facebook users. Users share photographs, links, and personal information.

YouTube is popular with 18-25 and 26-35-year-olds. YouTube is known for its educational and entertaining videos, webinars, and material. To increase audience and money, content creators focus on organic growth, SEO, and advertising. Video creation takes time, equipment, and editing skills. YouTube's ad restrictions and revenue-sharing structures may affect content providers.

Instagram is popular for e-commerce, influencer marketing, and content growth. Instagram targets millennials and 18-34-year-olds. Additionally, the number of 25–34-year-old users is growing. Instagram is known for sharing photographs and videos of travels and inspiration. Surveys and queries boost engagement. Influencers often

Figure 1. Social Media Marketing Tools
(Source: WordStream – Social Media Marketing for Businesses)
advocate things for companies. Instagram advertising is expensive, and algorithmic changes make organic reach harder.

Twitter is known for its real-time news, significant debates, and amusing material. It often facilitates customer service. Twitter is most popular among educated and affluent 25-34 and 35-49-year-olds. Businesses use Twitter for customer service, advertising, and male-targeted ads. Twitter may have a smaller advertising audience. Targeting and engagement must be prioritized.

B2B marketers, organic content promoters, and multinational audiences use LinkedIn. Professionals aged 46–55 dominate LinkedIn. LinkedIn promotes professional networking, long-form content, and industry values. LinkedIn's advanced advertising reporting and audience targeting help businesses enhance their marketing.

TikTok's user population is mostly female (60%) and ages 10 to 45. TikTok is known for its funny skits, challenges, and series-based material. Influencer marketing on TikTok builds audience connections and incorporates viral trends. TikTok's strong engagement requires visually appealing content. The TikTok community and influencer collaborations require a strong approach.

Businesses use Snapchat for video commercials, location-based marketing, and app marketing to reach younger consumers. Snapchat is mostly used by 13-17-year-olds and 25-34-year-olds. Snapchat is known for its fleeting, humorous, and approved posts. Location and trend filters are included. Snapchat's video advertising requires careful preparation and creative execution. Long-term Snapchat engagement requires building relationships with the community.

2.6.3. Email Marketing

Email marketing refers to sending focused emails to customers and subscribers to promote goods and services. One can accomplish this objective by crafting customized content, categorizing email lists, and implementing automated campaigns. According to a
study by HubSpot (2021), Email marketing boasts a high return on investment, effectively cultivates leads and fosters customer loyalty (Hubspot, 2021).

This study presents an analysis of the advantages and effects of email promotion. It aims to confirm established conclusions regarding the vast potential of email marketing and digital advertising. Also, Yang, Min, and Garza-Baker revealed that Email marketing campaigns reflect an organization’s performance and are subject to critical evaluation in user registration form design, database quality, and industrial practices (Yang, Min, & Garza-Baker, 2019).

2.6.4. Content Marketing

According to a study by Content Marketing Institute (2021), Implementing content marketing strategies can enhance brand recognition, lead generation, and business sales growth (Content Marketing Institute, 2021). To effectively capture and retain the attention of potential customers, content marketing necessitates the creation of top-notch materials, including blog posts, videos, and infographics. The objectives can be accomplished by utilizing pertinent keywords, optimizing content for search engine optimization, and promoting content on various social media platforms (Content Marketing Institute, 2021).

![Figure 2. Content Marketing](Source: MBA SKOOL)
Social media posts are short, concise content created for sharing on various social media platforms like Facebook, Twitter, Instagram, and LinkedIn (Smith & Johnson, 2019). They can include text, images, videos, or a combination of these elements. Social media posts are effective in content marketing as they help engage and interact with the audience, increase brand visibility, and drive website traffic (Patel).

Video content pertains to generating and disseminating videos as a component of content marketing tactics. The content may encompass a range of formats, such as tutorials, product demonstrations, interviews, explainer videos, and other related materials. Video content is highly effective in engaging audiences, as it is easily shareable and has the potential to go viral. This makes it a valuable tool for conveying information and capturing viewers' attention (Lee & Kim, 2020).

Blogs are a widely recognized form of content marketing that establishes authority, enhances search engine rankings, and generates organic traffic (Brown & Johnson, 2018). Blogs are written content published on websites to provide informative and engaging information to the audience. Blog posts are generally more comprehensive than social media updates and address a broad spectrum of subjects pertinent to the intended readership.

Infographics are graphical depictions of information or data that utilize a blend of images, charts, and concise text. The designs are intended to convey complex ideas in a visually attractive and readily comprehensible manner. Infographics are a valuable tool in content marketing due to their high shareability, ability to convey information efficiently, and capacity to enhance engagement on social media platforms (Chen & Zhang, 2015).

Similarly, Case studies entail a comprehensive examination and narrative of how a product, service, or strategy effectively resolved a particular issue or attained triumph for a customer or enterprise (Johnson & Thompson, 2019). eBooks are content pieces of extended length that are available in digital format, offering comprehensive insights on a particular subject matter (Davis & White, 2021). Education articles are informative
content that offers valuable insights, tips, or instructions on a specific subject for a particular task (Smith & Johnson, 2019). Education articles are informative content that offers valuable insights, tips, or instructions on a specific subject for a particular task (Williams & Anderson, 2018). Webinars are online presentations or workshops that can be either live or pre-recorded. They are designed to provide educational or informative content to a specific audience (Thompson & Davis, 2020). Moreover, memes and GIFs are humorous or visually engaging media content, including images, videos, or animations, frequently shared across social media platforms. Although not necessarily linked to a brand's offerings, emojis can be utilized in content marketing to enhance audience engagement, provide entertainment, and generate a relatable and shareable encounter (Johnson & Thomas, 2017).

2.6.5. Mobile Advertising

As per the report published on the Datar portal, the total number of cell phone users in Nepal has reached 42.78 million as of early 2023, which accounts for approximately 139.2% of the total population. Likewise, this indicates that there are sixteen million internet users, highlighting a significant potential for mobile advertising in our nation (Data Report, 2023).

2.6.6. Website Marketing

The company's website is the crucial point of its digital marketing campaigns and is a medium for customer engagement. The purpose of the website is to facilitate collaboration and foster genuine dialogue. Websites derive their corporate influence from their capacity to present product and company information, often catalogs, as evidence of the company's identity and central communication (Kotter, 2014). Additionally, it serves as a means of collecting customer data for evaluation and measurement. This data is utilized to attract potential customers, convert leads into
clients, guide consumers through purchasing, and maintain communication with clients for post-sale service.

2.7. The Importance of Digital Marketing

The execution of digital marketing strategies is imperative for the Pashmina industry to maintain competitiveness and succeed in the contemporary marketplace (Karki S., 2020). Businesses may raise awareness of their brands and boost income by maximizing marketing activities, including their internet presence. As a bonus, it improves client retention, satisfaction, and other metrics (Smith K., 2011). However, in this thesis, I have only focused on Customer Satisfaction and sales revenue.

2.7.1. Sales Revenue

Pashmina businesses must have a mobile-friendly website, as many customers use mobile devices to browse and purchase products. This can improve the user experience and increase the likelihood of converting leads into sales (Thapa B., 2010). Another aspect to consider is that social media platforms such as Facebook, Instagram, and TikTok provide cost-effective advertising options for Pashmina entrepreneurs to promote their products and expand their customer base. This encompasses tactics like email marketing, website marketing, social media Marketing, and other forms of digital marketing. This is why it is beneficial to increase the sales revenue. Email marketing can be utilized to achieve lead nurturing and customer conversion. Enterprises that retail pashminas can leverage email marketing to promote freshness (Manandhar, 2010).

2.7.2. Customer Satisfaction

Consumer satisfaction can be defined as the successful fulfillment of consumer requirements. Customer expectations are influenced by their experience with promotions, feedback from other customers, and insights from market research. The level of consumer satisfaction is a crucial indicator of an organization's ability to cater to its clientele's requirements efficiently (Giese & Cote, 2000).
Digital marketing is a crucial aspect of modern corporate operations as it facilitates effective communication and the achievement of marketing objectives for an organization. Contemporary promotional tools utilized by businesses to achieve their promotional goals include digital marketing tools such as social media, mobile marketing, email marketing, and search marketing. These tools are designed to inform, remind, and persuade customers, leading to increased customer satisfaction (Oladipupo, 2021).

Paavola (2017) The study analyses the effectiveness of various digital marketing channels and concludes that emails are the most cost-effective method for reaching the target audience. The study's findings suggest that effective digital marketing incorporates high-quality content and website optimization as crucial components. The results indicate that to achieve their objectives, enterprises must establish trust with their customers (Paavola, 2017). Similarly, in 2016 AL_Sabagh study examined the impact of electronic marketing on consumer satisfaction within the telecommunications sector. The research findings revealed the impact of eMarketing on customer satisfaction in terms of service, pricing, security, and privacy. The study proposed recommendations to reassess E-marketing's pricing strategy, enhance website usability by engaging a proficient programmer for their development, and prioritize customers who interact with businesses through phone or in-person communication (AL_Sabagh, 2016).

2.8. Digital Marketing Phase

The process of digital marketing involves a series of phases or steps that a business must undertake to attain its marketing goals. The following are the four primary phases of digital marketing (Mobydeen, 2021).

2.8.1. Preparing Phase

The initial stage of digital marketing involves preparing a business for its digital marketing endeavors. The process entails establishing marketing objectives, pinpointing the
intended audience, conducting market analysis, and formulating a digital marketing strategy.

2.8.2. Communication phase

Engaging potential customers through diverse marketing channels, including social media, email marketing, and search engine optimization, is imperative during the communication phase. Please find a pertinent source that examines the communication phase of digital marketing within the Nepalese Pashmina Industry.

2.8.3. Exchange phase

In the trade phase, we turn prospects into paying customers. Paid advertising, sales promotions, and content marketing are all common tools used at this stage. Here is an informative read about the conversational stage of digital marketing.

2.8.4. After-Sale Phase

After the sale, digital marketing transitions to a phase when the company works to keep the consumer. It includes interacting with customers on social media and other platforms and providing them with outstanding service and loyalty programs.

2.9. Digital Marketing Elements

The "four Ps" of digital marketing are a group of components that include product, pricing, place, and promotion.
The notion of the product used in the digital process is rapidly changing. The product element consists of various pashmina goods promoted and sold online. The Nepalese pashmina industry creates various shawls, scarves, and stoles, among other garments and accessories.

1. The integration of digital technology into essential products and services is increasing. This is leading to a rise in the product’s core value and the derived value, thanks to digital improvements. In other words, as products and services become more digital, their value proposition also increases.

2. The rental economy is created when the unused potential of assets such as buildings, machines, and vehicles is made available through digital networks of rental possibilities. The unused potential of office space and machinery can be unlocked by utilizing online marketplaces for renting them out and Internet of Things technologies. It also discusses how IoT advancements in network technology facilitate interaction between items and people.

3. Regarding product details, the transition to digital services is becoming increasingly crucial. This shift has been facilitated mainly by the Internet and mobile technology, which have opened new avenues for developing online and offline product offerings. Introducing new pricing and advertising strategies like freemium is only one
interesting consequence of these advancements. Alterations to the original product or service and additional digital features are all within the realm of possibility, thanks to digital services.

2.9.2. Price

Businesses in the Nepalese Pashmina sector adopt a strategic pricing approach, one aspect of digital marketing. Some examples of this strategy are giving sales and discounts to stay competitive and modifying prices to meet consumer demand.

Pricing strategies

Pricing strategies are the techniques and methodologies used by enterprises to establish the cost of their goods or services. The process entails identifying the most suitable price level that optimizes revenue and profitability while factoring in variables such as market dynamics, competition, customer preferences, and perceived value. There are several pricing strategies that businesses can employ, including cost-based pricing, value-based pricing, penetration pricing, skimming pricing, competitive pricing, and dynamic pricing. The objective of pricing strategies is to achieve a harmonious equilibrium between customer attraction, profitability, and competitive positioning in the market.

1. Weight-based pricing

In the pashmina sector, weight-based pricing, where the cost of the item is based on its weight, is a general pricing approach. With this pricing strategy, the cost of the pashmina product rises in proportion to its weight. As a result of the direct relationship between a pashmina’s quality and weight, this pricing model is highly effective in the pashmina sector (Sharma & Bhatia, 2016).

A 100-gram pashmina scarf, for instance, would cost less than a 200-gram pashmina scarf. Customers can choose the price range they are comfortable with by choosing
pashmina products of various weights at various rates, thanks to weight-based pricing (Sharma & Bhatia, 2016).

2. Cost-plus pricing

This approach entails incorporating a markup to the production cost to ascertain the selling price. This common strategy is used in the Nepalese Pashmina industry (Rauniyar, 2018).

3. Dynamic Pricing

This tactic modifies prices in response to current market factors like supply and demand. This may work well for selling Pashmina products online (Tapper, 2019).

4. Penetration pricing

This strategy calls for establishing a low price first and then progressively raising it as the product becomes popular. This may be effective for fresh Pashmina products entering the market (Subrahmanyam & Arif, 2022).

5. Skimming pricing

This tactic entails establishing a high price first and progressively lowering it when rivals enter the market. For high-end Pashmina items, this may work (Shavandi & Zare, 2013).

6. Psychological pricing

Prices must be set in a way that appeals to consumers’ emotions. For example, prices may be set just below round numbers (for example, Rs. 999 rather than Rs. 1000). Pashmina goods sold in retail establishments may be successful (Al-Talidi, 2020).
2.9.3. Place

Especially in terms of location, the success of the Pashmina sector is strongly influenced by digital marketing. The pashmina industry’s reach has broadened beyond traditional marketplaces with the rise of e-commerce platforms, online marketplaces, and social media. This has provided companies with new ways to connect with buyers in Nepal and beyond (Chaudary, 2015).

As per the study titled “Impact of Digital Marketing on Sales of Pashmina Products in Nepal,” by Surya Bahadur Thapa and Bhupendra Kumar Sharma (2022), The pashmina sector in Nepal has performed better because of digital marketing. According to the survey, companies that employed digital marketing tools like social media, email marketing, and online marketplaces had more significant sales revenues and gained market share than those that used conventional marketing techniques (Thapa & Sharma, 2022).

According to Rajendra Baral and Jitendra Keshav’s (2022) “A Study of the Impact of Digital Marketing on Consumer Buying Behavior of Pashmina Products in Nepal,” digital marketing has had a significant impact on the purchasing decisions of Nepalese consumers when it comes to Pashmina products. According to the study, consumers were more inclined to purchase Pashmina products from businesses with a robust online presence, positive online feedback, and active social media engagement (Baral & Keshav, 2022).

2.9.4. Promotion

Promotion in Nepal’s Pashmina business has benefited from digital marketing. Manufacturers and merchants of pashminas may more successfully promote their wares via social media, email marketing, search engine optimization, and paid advertising. Digital marketing has increased the sales and revenue of pashmina items in Nepal, according to a study by the Nepal Rastra Bank (2021). Koirala (2019)
conducted research that indicated that when Pashmina manufacturers in Nepal used
digital marketing strategies, including social media and search engine optimization, it
increased their sales and customer base (Aryal B., 2018). Websites, search engines,
digital advertisements (on the company’s site or other paid websites and browsers),
e-mail (representing over 70% of all effort), and many more all fall under the category
of digital promotional tools.

Promotional strategy
The promotional strategy for Nepalese Pashmina Industries typically includes
advertising, personal selling, and sales activation techniques.

1. Sales activities
Sales activation is a form of advertising that emphasizes quick gains in revenue.
Discounts, coupons, and limited-time offers are all part of this strategy to increase
sales. For instance, during the Dashain and Tihar celebrations, Pashmina stores may
provide customers discounts or even free shawls (Karki & Chhetri, 2018).

2. Advertisement
Nepalese Pashmina Industries commonly employ advertising as a promotional
technique to effectively reach a broad audience. The process entails developing and
disseminating advertisements across diverse media platforms, including print, online,
and broadcast channels. Pashmina manufacturers can promote their products
through various channels, such as fashion magazines, newspapers, and social media
platforms, including Facebook and Instagram (Paudel & Shrestha, 2019).

3. Personal Selling
Personal selling persuades people to buy Pashmina items through direct interaction.
This strategy works exceptionally well when promoting luxury items like Pashmina
shawls, scarves, and blankets. When dealing with customers face to face, it is essential
to have salespeople that are well-versed in the product and can articulate its benefits to potential purchasers (Lamichhane, 2018).

2.10. Digital Marketing Requirements

The term “digital marketing requirements” refers to the prerequisites and standards that must be met to ensure the successful implementation and execution of a digital marketing plan. The standard prerequisites for effective digital marketing campaigns usually encompass various elements, such as conducting a thorough analysis of the intended audience, establishing clear objectives, generating relevant content, managing social media platforms, optimizing search engine rankings, implementing paid advertising strategies, developing websites, monitoring analytics, and tracking performance metrics. Through the identification and resolution of these requisites, enterprises can devise a proficient digital marketing strategy that conforms to their overarching marketing goals and optimizes their virtual prominence and patron involvement.

2.10.1 Infrastructure

Successful digital marketing implementation requires that businesses have the proper gear, software, and network connectivity in place. Since most customers now shop on their mobile devices, they need a site that is easy to navigate and adapts well to different screen sizes. They also require a solid e-commerce infrastructure for safe online transactions and sales (Aryal & Acharya, 2018).

2.10.2 Process requirements

The implementation of a well-defined process is crucial for companies to efficiently manage their online presence in the realm of digital marketing. They must establish a clearly defined customer relationship management system to efficiently manage customer interactions across all digital channels (Ziadé & Farhat, 2018). This entails the establishment of a specialized team to oversee the management of social media, search engine optimization, and content marketing.
2.10.3 Environment requirements

The following are some of the necessities for successful digital marketing in the pashmina industry-

- High-speed internet is available for trustworthy, instantaneous online dealings (Dhakal, 2019).

- Mobile device accessibility to various web-based resources.

- The ability to communicate and interact effectively with the intended audience depends on their level of digital literacy (Khanal, 2021).

2.11. Previous Studies on the Impact of Digital Marketing

The research report "Previous Studies on the Impact of Digital Marketing" presents an analysis of prior research that has explored the effects and outcomes of digital marketing strategies. The studies reviewed in this report serve as a fundamental basis for comprehending and assessing the influence of diverse digital marketing practices.

<table>
<thead>
<tr>
<th>Author</th>
<th>Major Finding &amp; Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waed Ahmad Omar Mobydeen (2021)</td>
<td>This research shows that digital marketing helps Jordanian mobile operators operate better. The study reveals that digital marketing helps telecom businesses achieve their business goals and improve performance. Customer connection management, content communities, corporate websites for branding, website marketing, and consistent brand imaging are crucial to business success, according to the report. The study also shows that collaborations, email newsletters, and marketing affect telecom company success. Facebook and Twitter also affect business outcomes. Internet connectivity, brand consistency, consumer feedback, and supplemental services also affect organizational...</td>
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success, according to the study. Jordanian telecom firms benefit from
digital marketing.

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
<th>Summary</th>
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<tbody>
<tr>
<td>Iman Gandhi &amp; Zakhaev Dalian (2017)</td>
<td>This research shows that social media, search engines, video, and email marketing have a big influence on consumer awareness, patronage, and loyalty in the Indian hotel business. The study reveals that these electronic marketing methods can boost client contacts and affect consumer behavior, improving Indian hotel company performance and customer purchases.</td>
<td></td>
</tr>
<tr>
<td>D. M. Arvind Mallik &amp; Shanker Narayan Rao (2017)</td>
<td>The study demonstrates that unique shopping experiences are what fuel Indian mall culture and hypermarkets like Big Bazaar. India's wealthy consumers want new things. Digital media has become a major rival to conventional media, and firms should consider consumer influencers and adopt a holistic strategy for digital marketing. India's rapid internet expansion shows digital marketing's promise. Businesses must comprehend consumer lives, beliefs, and the influence of technology and apply digital strategies to suit customer expectations in this changing market.</td>
<td></td>
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<tr>
<td>Dr. Tabitha Durai &amp; Ms. Rachel King (2015)</td>
<td>This study suggests that digital marketing strategies should address customer influencers and be holistic. Understanding consumer expectations, functionality, marketing strategies, and service delivery is necessary to meet customers' wants and take advantage of digital marketing platforms. India's internet boom shows digital marketing's huge potential. Businesses must understand clients' lives, mindsets, and technologies to flourish in this growing industry. Digital strategies that meet consumer expectations are essential for survival and growth in the quickly changing digital market.</td>
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<tr>
<td>(Astoriano, Gerona, &amp;</td>
<td>This study shows that Philippine internet marketing is crucial. Filipinos, especially women, love cell phones and the internet, including online</td>
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<tr>
<td><strong>Marzan, 2022)</strong></td>
<td></td>
<td>gaming. The study shows that web marketing affects Filipinos' buying decisions. It stresses customer connection and digital marketing's influence on purchase intentions. The study helps Filipino marketers understand how email and social media content affects customer engagement and buying intentions. Marketers, firms, and future Philippine market academics can use this knowledge.</td>
</tr>
<tr>
<td><strong>Asif Jamil (2017)</strong></td>
<td></td>
<td>This research shows that businesses' futures depend on digital marketing. It delivers more than portal advertisements and helps advertisers target and promote their businesses. Brands know customers want digital engagement. Digital media gives advertisers several touchpoints and low-cost product branding. It boosts brand remember, engages customers, and maintains clients. Studies show that customers need internet platforms to investigate items and brands. Since companies need a digital presence to survive, marketers may utilize this project report to learn more about digital marketing and establish effective strategies.</td>
</tr>
<tr>
<td><strong>Liam James (2020)</strong></td>
<td></td>
<td>illustrates that internet marketing boosts South Asian SMEs. The study shows that e-marketing attracts academics, managers, investors, and future investors. It engages banking, utilities, and e-book fans well. Facebook, Twitter, and Instagram increase company performance, according to the report. Digital marketing may help South Asian SMEs increase sales, competitiveness, and market entry. The study found that younger panelists had better digital marketing self-esteem. Digital marketing helps South Asian SMEs succeed.</td>
</tr>
<tr>
<td><strong>Vusal Heydarov (2020)</strong></td>
<td></td>
<td>This research shows that cross-platform branding is possible with digital branding. This method maintains brand consistency while personalizing the user experience. Reaching clients who find, interact, and engage with</td>
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</table>
businesses online increases brand visibility, credibility, and corporate identity. It helps customers, leads, content consumption, and brand awareness. Digital branding increases brand awareness and reaches through sharing, clicks, recommendations, feedback, and social interaction.

2.11.1 Previous research learning points

1. Digital marketing enhances performance for Jordanian mobile operators through effective customer connection management, content communities, branding, and marketing strategies.

2. Social media, search engines, video, and email marketing significantly influence consumer awareness, loyalty, and patronage in the Indian hotel industry.

3. Adopting a holistic approach and considering consumer influencers is essential in digital marketing strategies to meet evolving customer expectations in the dynamic Indian market.

4. Philippine internet marketing plays a critical role in shaping Filipinos' purchasing decisions and driving customer engagement.

5. The success of businesses relies on digital marketing, which provides multiple touchpoints, cost-effective branding, customer engagement, and improved brand recall.

6. Internet marketing drives performance for South Asian SMEs by attracting academics, managers, investors, and younger generations.

7. Cross-platform digital branding ensures consistent brand identity while personalizing the user experience, leading to increased brand visibility and credibility.
3.1 Framework and Research Methodology

Within the context of academic research, the term "framework" denotes a conceptual or theoretical construct that serves as a guiding structure for a given investigation. The utilization of this approach establishes a fundamental framework for the arrangement and comprehension of data, in addition to the formulation of research inquiries or suppositions. A theoretical framework may encompass a variety of elements such as theories, concepts, models, or pre-existing frameworks derived from pertinent literature that serve to guide the research design and analysis.

The term "research methodology" pertains to the distinct procedures, techniques, and tools employed in the execution of a research investigation. The term refers to the comprehensive methodology and tactics utilized for gathering, scrutinizing, and comprehending data. The methodology employed in research encompasses various components, including research design, data collection methods, sampling techniques, data analysis procedures, and ethical considerations (Kumar R., 2019).

This Part of the study will explore the impact of Digital Marketing on Organizational Performance (A multiple Case study of Pashmina Industries). This study will use descriptive-analytical methods. Consequently, literature was collected to build the study tool and collect data from the study sample to figure out the impact of digital marketing on organizational performance (A multiple Case study of Pashmina Industries).

3.1.1 Population and sample

The term "population" denotes the complete assemblage of individuals or entities that exhibit attributes and are the subject of inquiry for the researcher. It is the target group about which the researcher wants to make inferences. The population can be finite or infinite, depending on its size and nature (Creswell, 2014). Sampling involves selecting a
subset of individuals or elements from the population to represent the larger group. The selected subset is called the sample. Sampling is essential because collecting data from the entire population is often impractical or impossible. The goal of sampling is to obtain a representative sample that accurately reflects the characteristics of the population (Kothari, 2004).

A. Population

The population of the study consisted of all Managers, team leaders, supervisors, employees, and other company stakeholders (Trochim & Donnelly, 2008) belonging to all leaves such as Customers care, Marketing, finance and investment, information center, operation leave, HR leave, website & social media, sales leave and many more of Apex, Dhaulagiri, and Nepal Pashmina Industry.

B. Sample Size

In this research, random sampling methods are used. The population was split into groups: twenty-three samples from Apex, Sixteen samples from Dhaulagiri, and Nineteen samples from Nepal pashmina industries. I focused more on marketing department employees (more than 50%) during the sample collection.

3.1.2 Data collection methods

Primary data will be collected from Questionnaires, while Secondary data will be collected from official records, journals, reports, magazines, and Dissertations.

A. Primary Data

Primary data were obtained through questionnaires.
B. Secondary data

The secondary data were collected in this study from various sources from the literature review like books, Journals, research, dissertations, articles, and the worldwide web.

3.2 Concept of Organizational Performance

Organizational performance is well-researched and extensively discussed in academic literature and business operations. The term "organizational performance" pertains to the capacity of an organization to accomplish its objectives and goals in a manner that is both efficient and effective. The construct in question is intricate and impacted by various elements such as leadership, strategy, culture, and structure.

Richard et al. (2009) provide a commonly referenced definition of organizational performance as the extent to which an organization can accomplish its goals by utilizing its resources efficiently and effectively. The statement emphasizes that organizational performance can be achieved by focusing on efficiency, which involves doing things correctly, and effectiveness, which involves doing the right things.

Scholars have varied in their emphasis on various aspects of organizational performance. Cameron and Quinn (2011) propose that organizational performance can be evaluated based on four main dimensions: financial performance, customer satisfaction, employee engagement, and sustainability. According to their argument, organizations must prioritize attention and resources toward all four dimensions to attain sustained success.

Numerous frameworks and models have been created to assist organizations in assessing and enhancing their performance. The balanced scorecard, introduced by Kaplan and Norton in 1992, is a widely utilized framework. A balanced scorecard is a tool that enables the monitoring of performance in four key areas, namely financial, customer, internal business processes, and learning and growth (Kaplan & Norton, 1992).
In recent times, there has been an increasing interest in the influence of organizational culture on performance. According to Schein's (2010) perspective, culture is crucial in determining organizational performance. To attain success, organizations must prioritize examining their culture's values, beliefs, and assumptions (Schein, 2010).

3.3 Digital Marketing and Organizational Performance

Hair, et al. (2019) offer comprehensive guidance on utilizing partial least squares structural equation modeling (PLS-SEM) as a research methodology to study the relationship between digital marketing and organizational performance. The authors provide valuable insights into the model specification, measurement techniques, and result interpretation when applying PLS-SEM. Moreover, they emphasize the significance of presenting research findings clearly and comprehensively.

Li, Huang, Zhao, and Wang (2020) conducted an empirical study in China to explore the effects of digital marketing on organizational performance. It employed statistical analysis techniques, including regression analysis, to examine the relationship between digital marketing and customer satisfaction and revenue generation. The research methodology involved data collection through a survey instrument. This study provides valuable insights into the research framework and methodology for investigating the impact of digital marketing on organizational outcomes.

Kumar, et al. (2010) propose a research article that presents a framework for capturing total customer engagement value and its relationship with organizational performance. The study employs qualitative and quantitative research methods, including customer surveys and financial analysis, to measure customer engagement and assess its impact on customer satisfaction and revenue generation. Although the framework does not explicitly focus on digital marketing, it can be adapted to incorporate digital marketing metrics.
Xie, et al. (2019) conducted a research article that examines the relationship between IT-enabled marketing capabilities, organizational learning, and business innovation. While the study is not specifically focused on digital marketing, it offers valuable insights into the research framework and methodology for investigating the impact of digital marketing capabilities on organizational performance.

3.4 Conceptual Framework and Design

This chapter pertains to the research methods and procedures employed to investigate the influence of Digital Marketing on Organizational Performance. The research employed descriptive-analytical methodologies. As a result, relevant literature was gathered to develop the research instrument and gather data from the study population. The objective was to assess the influence of digital marketing on organizational performance in the Nepalese Pashmina industry (Apex, Dhaulagiri, and Nepal) in terms of customer satisfaction and revenue generation.

The conceptual framework outlining the impact of Digital Marketing (DM) on Organizational Performance (OP) concerning customer satisfaction and revenue generation from the company's viewpoint.

Conceptual framework

![Conceptual Framework](image)

*Figure 4. Conceptual Framework*
The study used a descriptive survey research design. Its primary objective is to describe the current situation or process providers. The objective of this descriptive study is to showcase the influence of digital marketing on organizational performance.

3.4.1 Digital Marketing Strategies

This pertains to a company's diverse range of strategies and tactics to advertise its products or services through digital channels, including social media, email marketing, search engine advertising, and influencer partnerships.

3.4.2 Customer satisfaction

This metric reflects the satisfaction or contentment customers have experienced through their interactions with the company's digital marketing initiatives—numerous factors, such as personalized content, user-friendly website design, response, and effective communication.

3.4.3 Revenue Generation

The revenue generation statement denotes the monetary influence of digital marketing on the organization's total income. The effectiveness of digital marketing campaigns can be evaluated by analyzing the fluctuations in sales, conversion rates, customer lifetime value, and return on investment (ROI).

3.4.4 Organizational Performance

It pertains to the comprehensive evaluation of the organization's performance, encompassing its financial achievements, market position, brand image, and patronage. Digital marketing is essential in improving organizational performance by increasing customer satisfaction and generating revenue.
3.5 Factors Influencing Customer Satisfaction

These factors contribute to customer satisfaction and are influenced by digital marketing efforts. They may include website design and user experience, personalized content, timely customer support, and seamless online purchasing processes.

3.6 Factors Influencing Revenue Generation

These factors impact a company's revenue generation via digital marketing. Critical factors that can contribute to successful marketing campaigns are influential targeting and segmentation, strong brand presence, persuasive messaging, and compelling offers or promotions.

3.6.1 Relationship between Digital Marketing and Customer Satisfaction

This relationship signifies the influence of digital marketing strategies on customer satisfaction. Professional digital marketing endeavors are anticipated to yield elevated levels of customer satisfaction through personalized experiences, relevant content, and improved customer engagement.

3.6.2 Relationship between Digital Marketing and Revenue Generation

This relationship illustrates the connection between digital marketing strategies and revenue generation. Anticipated outcomes of effective digital marketing initiatives include increased sales, higher conversion rates, and improved ROI, which can positively impact a company's revenue.
3.7 Study tools

In this thesis questionnaire is a tool or instrument to gather data from the study population. The survey was distributed on May 15th, 2023, and collected on May 18th, 2023.

The research instruments utilized in this study are a set of questionnaire items comprising twenty-eight questions organized into various sections.

3.7.1 First: Demographic Variables

The section on demographic variables encompasses distinct items aimed at assessing the demographic profile of the participants. These items include (optionally) name, gender, age, educational attainment, marital status, date, years of experience, and department.

3.7.2 Second: Questionnaire Items

This section comprises multiple components aimed at evaluating the influence of digital marketing on the operational effectiveness of Pashmina Industries in Nepal.

The researcher selected the Likert scale to answer the questionnaire. At the same time, the questionnaires will depend on the five measures in answering, it reflects the respondents' opinions to analyze the factors that affect the success of digital marketing.

5=Very great extent, 4=Great extent, 3=Moderate, 2=Small extent, and 1= Not at all.

3.8 Survey Procedure and Response Rates

The research employed random sampling methods to select respondents from three pashmina industries, namely Apex Pashmina Industry, Dhaulagiri Pashmina Industry, and Nepal Pashmina Industry. The target population for this survey comprised employees and stakeholders, particularly those associated with the marketing department, who possessed firsthand knowledge or experience relevant to the Pashmina industry.
To ensure convenient and efficient data collection, the questionnaire was distributed online via email. This distribution method allowed for seamless administration and retrieval of survey responses.

The response rates obtained for each industry were as follows: Apex Pashmina Industry achieved a 92% response rate with 23 out of 25 respondents, Dhaulagiri Pashmina Industry attained a 53.33% response rate with 16 out of 30 respondents, and Nepal Pashmina Industry yielded a 54.29% response rate with 19 out of 35 respondents. The overall response rate for the thesis was 64.5%.

To enhance the response rate, the researcher implemented a strategic approach by sending reminders to key individuals such as Heera KC (CEO), Bipin, and Uttam (Employee) to encourage a higher rate of participation and engagement.
Chapter 4

4.1 Data Presentation and Discussion

The present chapter presents the outcomes and discoveries of the study aimed at achieving the study’s objectives. The data were analyzed using the Excel data analysis tool to perform descriptive statistics to determine the level of main and sub-dimensions of the study.

4.2 Demographic Characteristics

The frequency and percentage of the Distribution of the study sample

The above table shows that Out of the total sample size of 58, 21 individuals are male, which represents 36.2% of the sample and thirty-seven individuals are female, which is 63.8% of the sample. Similarly, the age range of 20-30 comprises 19% of the sample, with a total of 11 out of 58 individuals falling within this range, the age range of 30-40 constitutes a significant proportion of the sample, with 48.3% (28 out of 58) falling within this range, the age range of 40-50 represent 25.9% of the sample, which is equivalent to 15 out of 58 individuals and out of the total sample size of 58, 4 individuals, representing 6.8% of the sample, are aged 50 years or older.

The proportion of the sample classified as "Educated" is 10.3%, with a count of six out of fifty-eight. In terms of the total sample size of 58, 21 individuals have completed their "+2" education, resulting in 36.2% of the sample. Nineteen out of fifty-eight individuals in the sample, which equates to 32.8%, possess a bachelor’s degree. Out of the overall sample of 58, 12 individuals possess education beyond the bachelor’s level, which.
Table 1. Demographic Representation of Survey Data

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
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<td><strong>Gender</strong></td>
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<tr>
<td>Male</td>
<td>21</td>
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<tr>
<td>Female</td>
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<td><strong>Age</strong></td>
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<tr>
<td>Finance and IT</td>
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<tr>
<td>Total</td>
<td>58</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Tenure</strong></td>
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<td></td>
</tr>
<tr>
<td>Less than 1 year</td>
<td>14</td>
<td>24.1%</td>
</tr>
<tr>
<td>1-5 years</td>
<td>23</td>
<td>39.7%</td>
</tr>
<tr>
<td>5-10 years</td>
<td>12</td>
<td>20.7%</td>
</tr>
<tr>
<td>10 years above</td>
<td>9</td>
<td>15.5%</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
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<td></td>
</tr>
<tr>
<td>Single</td>
<td>42</td>
<td>72.4%</td>
</tr>
<tr>
<td>Married</td>
<td>16</td>
<td>27.6%</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Nationality</strong></td>
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<tr>
<td>Nepalese</td>
<td>46</td>
<td>79.3%</td>
</tr>
<tr>
<td>Indian</td>
<td>5</td>
<td>8.6%</td>
</tr>
<tr>
<td>Bengali</td>
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<td>12.1%</td>
</tr>
<tr>
<td>Others</td>
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<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Company</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apex Pashmina</td>
<td>23</td>
<td>39.7%</td>
</tr>
<tr>
<td>Dhaulagri Pashmina</td>
<td>16</td>
<td>27.5%</td>
</tr>
<tr>
<td>Nepal Pashmina</td>
<td>19</td>
<td>32.8%</td>
</tr>
<tr>
<td>Total</td>
<td>58</td>
<td>100%</td>
</tr>
</tbody>
</table>
accounts for 20.7% of the sample. Similarly, the Marketing department constitutes 55.2% of the sample population. 12.1% of the surveyed population is employed in the Human Resources and consulting department. A total of 10.3% of the surveyed individuals are employed in the Finance and IT department. The Operations department accounts for 22.4% of the sample.

The proportion of the sample classified as "Educated" is 10.3%, with a count of six out of fifty-eight. In terms of the total sample size of 58, 21 individuals have completed their "+2" education, resulting in 36.2% of the sample. Nineteen out of fifty-eight individuals in the sample, which equates to 32.8%, possess a bachelor’s degree. Out of the overall sample of 58, 12 individuals possess education beyond the bachelor’s level, which accounts for 20.7% of the sample. Similarly, the Marketing department constitutes 55.2% of the sample population. 12.1% of the surveyed population is employed in the Human Resources and consulting department. A total of 10.3% of the surveyed individuals are employed in the Finance and IT department. The Operations department accounts for 22.4% of the sample.

Approximately 24.1% of the survey sample population has a tenure duration of less than one year. Nearly 39.7% of the study sample population possesses a tenure ranging from 1 to 5 years. The data indicates that 20.7% of the sample population possesses a tenure ranging from 5 to 10 years. A proportion of 15.5% of the sample population has a tenure of 10 years or more. Additionally, because of the total sample of fifty-eight individuals, 72.4% or 42 individuals are single and sixteen of them are married, which accounts for 27.6%.

Forty-six out of fifty-eight individuals in the sample are Nepalese, which is equal to 79.3% of the total sample, 8.6% are Indian and 12.1%, are Bangladeshi which is equivalent to seven out of fifty-eight individuals. Similarly, according to the data, 39.7% of the total workforce is employed by Apex Pashmina company, 27.5% of the total workforce within Dhaulagiri Pashmina company, and 32.8%, are employed by Nepal Pashmina company.
4.3 Result of Digital Marketing Channels

Email marketing, social media marketing, website marketing, and other means of digital marketing (SEM, Mobile, Content, etc.) are important and longstanding digital marketing tools utilized by companies. In Nepalese Pashmina industries, they play a crucial role in company performance as well as company growth.

4.3.1 Email Marketing

The figure depicts the findings of a survey on email marketing. The survey aimed to gain insights into the influence of digital marketing on company performance, specifically concerning customer satisfaction and revenue generation. The table comprises four questions, namely Q1, Q2, Q3, and Q4 (Q1 = Email marketing helps to retain the customer, Q2 = Email marketing plays a key role in customer satisfaction, Q3 = Email marketing help to improve the sales volume and Q4= Email marketing help to enhance the quantity sales all the question are based in 5 4 3 2 1 scale) for email marketing. The scale used in the question ranges from 1 to 5 and is intended to gather the opinions or experiences of the respondents. The row labeled "Total" displays the aggregate number of respondents for each question across all email marketing questions.

![Figure 5. Respondents to the Email marketing questionnaire (Source: Survey Data)](image-url)
23 Q1 respondents gave their view or experience a five. Twenty-four people rated the second question identically. In the third and fourth questions, the number of respondents dropped to 21 and 19.

In Q1, twenty people gave their views or experience to four. In the second question, just sixteen responded. Twenty-five people answered the third question, and thirty-two answered the fourth.

In Q1, twelve people gave their views or experience at three. The second question garnered fifteen responses. In the third and fourth questions, the number of respondents dropped to nine and seven, respectively.

Scale two, Three Q1 respondents evaluated their views or experience. The same. Questions 2 and 3. No one rated the fourth question 2.

Result - All respondents concurred that email marketing is effective in customer retention. The preceding observation suggests that the implementation of email marketing strategies can result in favorable outcomes for customer retention, thereby enhancing the overall performance of the organization.

All participants expressed unanimous agreement that email marketing significantly contributes to enhancing customer satisfaction. The proposition implies that the utilization of email marketing has a favorable impact on the contentment of customers, a factor that holds significant importance for the overall efficacy of an organization.

All respondents concurred that email marketing has a positive impact on sales volume. The observation suggests that the utilization of email marketing yields a favorable outcome in terms of sales generation, a crucial aspect of the overall performance of an organization.

The results indicate that a unanimous majority of participants concurred that email marketing serves to augment sales volume. The statement posits that the utilization of
email marketing yields a favorable outcome in terms of augmenting sales figures, thereby enhancing the overall efficacy of an organization.

It can be inferred that email marketing applies a favorable influence on the overall performance of an organization, particularly in enhancing customer satisfaction and generating revenue. The survey participants reached a consensus that email marketing is effective in customer retention, plays a pivotal role in enhancing customer satisfaction, and contributes to augmenting sales volume and quantity. The results are consistent with the favorable influence of digital marketing on corporate performance, thereby substantiating the research aim of evaluating the effect of digital marketing on organizational performance, particularly for Pashmina Industries - Apex, Dhaulagiri, Nepal.

4.3.2 Social Media Marketing

The column diagram displays the outcomes of the survey conducted on social media marketing. Question Q1-Q4 (Q1 = Social media marketing help to retain the customer, Q2 = Social media marketing plays a key role in customer satisfaction, Q3 = Social media marketing help to improve the sales volume, and Q4= Social media marketing help to enhance the quantity sales all the question are based in 5 4 3 2 1 scale) have been provided. Individuals provided more favorable assessments on a scale of 1 to 5, with five being the highest rating.

![Figure 6: Respondent on social media](Source: Survey Data)
On a scale of 1 to 5, 14 respondents gave a rating of five on the first question based on their opinion or experience. During the second question, nineteen participants provided identical ratings. During the third question, the number of respondents decreased to fourteen, while in the fourth question, it slightly increased to fifteen.

Thirty-two in Question 1 respondents evaluated their perspective or experience as four. Twenty-seven responded in Q2. Q3 and Q4 saw 35 and 31 responders, respectively.

Ten in question 1 respondents evaluated their perspective or experience as three. Question 2 and question 4 saw twelve respondents. Question 3 has nine responses in three ratings.

Similarly, two respondents in Question 1 provided a rating of two for their opinion or experience. However, it should be noted that for questions 2, 3, and 4, there were no respondents who provided a rating of two, and there is also an absence of any ratings of one.

Result - All respondents concurred that social media marketing is effective in customer retention. The proposition implies that the utilization of social media marketing has a favorable effect on the retention of customers, thereby leading to an enhancement in the overall performance of the organization.

The results indicate that a significant proportion of participants (100%) concurred that social media marketing has a pivotal function in enhancing customer satisfaction, as evidenced by the unanimous agreement of all respondents (n=58) to question 2. The statement suggests that social media marketing has a favorable impact on customer satisfaction, a crucial factor for the overall performance of an organization.

All the participants who responded to question 3 expressed a consensus that social media marketing has a positive impact on sales volume. The proposition implies that the utilization of social media marketing yields a favorable outcome in terms of sales generation, thereby contributing to the enhancement of organizational performance.
Likewise, a significant proportion of participants in question 4 concurred that social media marketing has a positive impact on the volume of sales. The statement suggests that the utilization of social media marketing yields a favorable outcome in augmenting the number of sales, thereby enhancing the overall performance of the organization.

Social media marketing uses a favorable influence on organizational performance, particularly concerning customer satisfaction and revenue generation. The survey participants reached a consensus that social media marketing has a positive impact on customer retention, customer satisfaction, and sales performance. The results are consistent with the favorable influence of digital marketing on corporate performance.

4.3.3 Website Marketing

The column diagram depicts the outcomes respondent of a survey question on website marketing. The inquiries have been designated as Q1, Q2, Q3, and Q4 (Q1 = Website marketing help to retain the customer, Q2 = Website marketing plays a key role in customer satisfaction, Q3 = Website marketing help to improve the sales volume, and Q4= Website marketing help to enhance the quantity sales all the question are based in 5 4 3 2 1 scale). The participants provided ratings of their opinions or experiences using a scale ranging from 5 to 1, with higher values indicating a greater degree of positivity in their responses.

![Respondent on Website Marketing](Source: Survey Data)
A total of twenty-five participants were assigned a rating of five for the first question. The second question received a rating of five from twenty-four individuals. The third inquiry received nineteen responses, while the fourth garnered twenty-four with a rating of five.

On a scale of four, it was observed that twenty-four respondents rated their opinion or experience as such in Question 1. The number of respondents to Question 2 decreased to twenty. However, it should be noted that the number of respondents for both Question 3 and Question 4 increased to twenty-seven.

On Scale 3, it was observed that nine respondents rated their opinion or experience as three in Question 1. The number of respondents increased to twelve for Question 2. The number of respondents decreased to eleven in Question 3 and further decreased to seven in Question 4.

According to the results, none of the respondents rated their opinion or experience as two in Question 1 on Scale 2. However, two respondents provided this rating in Question 2. Question 3 exhibited a decrease to a value of 1, while Question 4 did not register any respondents with a rating of two. Similarly, none of the respondents provided a rating of one in any of the questions (Q1, Q2, Q3, and Q4).

Result- All participants who answered question 1 concurred that website marketing is beneficial for customer retention. The proposition implies that the implementation of website marketing strategies has a favorable influence on customer retention rates, thereby leading to enhanced organizational performance.

The results indicate that a significant proportion of participants concurred that website marketing is a crucial factor in enhancing customer satisfaction, as evidenced by the overwhelming number of those who answered affirmatively to question 2. The statement suggests that the implementation of website marketing has a favorable impact on customer satisfaction, a crucial factor for the overall success of an organization.
All participants who responded to question 3 concurred that the implementation of website marketing strategies has a positive impact on sales volume. This statement implies that the implementation of website marketing strategies yields favorable outcomes in terms of sales generation, thereby contributing to the overall enhancement of organizational performance.

Likewise, a significant proportion of participants in question 4 concurred that website marketing has a positive impact on sales volume. The statement suggests that the implementation of website marketing strategies yields a favorable outcome in terms of augmenting the sales volume, thereby enhancing the overall performance of the organization.

The implementation of website marketing strategies has a favorable influence on the overall performance of an organization, particularly concerning customer satisfaction and revenue generation. The participants reached a consensus that website marketing is instrumental in customer retention, plays a pivotal role in enhancing customer satisfaction, and contributes to augmenting sales volume and quantity. The results are consistent with the favorable influence of digital marketing on corporate performance.

4.3.4 Others (Mobile, SEM, Content Marketing)

The ratings provided by the respondents concerning other means of digital channel marketing, based on the data, it can be inferred that most of the ratings (Scale 5 and 4)
were higher than the lower ratings (Scale 3) for the first three questions. In Q4, the ratings showed a slight decrease, which could suggest a positive shift in how digital channel marketing is perceived.

In all questions Q1, Q2, Q3, and Q4 (Q1 = Others means of digital marketing channel help to retain the customer, Q2 = Others means of digital marketing channel play a key role on customer satisfaction, Q3 = Others means of digital marketing channel help to improve the sales volume and Q4= Others means of digital marketing channel help to enhance the quantity sales all the question are based in 5 4 3 2 1 scale), there were twenty-two & twenty-three respondents who rated the five. During Q1, a total of twenty-five individuals provided a rating of four in question. The number of respondents increased from Q2 to Q3, totaling twenty-eight at the rate of four. In the fourth question, there was a decrease in the number of respondents, which amounted to twenty-one. Eleven respondents rated the three in Q1. In the second question, the number of respondents seven rated three. The number of respondents remained constant in Q3 and subsequently rose to fourteen in Q4 for rated three. There is not any participation rate in one and two.

Result - A significant proportion of participants in the survey concurred that mobile optimization, search engine optimization (SEO), and content marketing are effective strategies for customer retention. This statement implies that the implementation of digital marketing strategies has a favorable effect on the retention of customers, thereby leading to an enhancement in the overall performance of the organization.

 Likewise, a significant proportion of participants in the survey responded affirmatively to query 2, indicating that these digital marketing tactics are crucial in ensuring customer contentment. The findings suggest that the implementation of mobile optimization, search engine optimization, and content marketing strategies has a favorable impact on customer satisfaction, a crucial factor in enhancing organizational performance.
A significant proportion of participants in question 3 expressed their concurrence that the implementation of these digital marketing tactics is conducive to enhancing the volume of sales. This statement implies that the utilization of mobile technology, search engine optimization, and content marketing strategies can yield favorable outcomes in terms of sales generation, thereby contributing to the overall enhancement of organizational performance.

Likewise, a significant proportion of participants in the survey responded affirmatively to query 4, indicating that the utilization of mobile technology, search engine optimization, and content marketing strategies can contribute to an increase in sales volume. The statement suggests that the implementation of digital marketing tactics yields favorable outcomes in terms of augmenting sales figures, thereby enhancing the overall performance of the organization.

Mobile marketing, search engine optimization (SEO), and content marketing utilize a favorable influence on the performance of organizations, as evidenced by enhanced levels of customer satisfaction and revenue generation. The participants reached a consensus that the employment of digital marketing tactics is effective in customer retention, plays a pivotal role in enhancing customer satisfaction, and contributes to augmenting sales volume and quantity. The results substantiate the research aim of evaluating the influence of digital marketing on organizational efficacy.

### 4.3.5 Company Performance

In company performance there are four questions they are Email marketing(Q1), Social media marketing(Q2), website marketing(Q3), and other means of digital channel marketing(Q4) - how much affect organizational performance, and there are 5 scale options that are 5 4 3 2 1. In the first question, the researcher received a rating of five from twelve respondents regarding its performance. During the second and third questions, three individuals provided identical ratings. Only one respondent rated the company's performance as five in Q4. Similarly, in the first question, a total of twenty-six
respondents gave a rating of four on the company’s performance. The number of respondents increased to twenty-one for the second question. The number of respondents who rated Q3 with a score of 4 increased to thirty-two but decreased to fourteen in Q4. Additionally, in the first question, a total of twenty respondents gave a rating of three to the company's performance. The number of respondents increased to twenty-eight for the second question. The number of respondents who gave a rating of three increased from the previous quarter to thirty-two in Q3 but then decreased to nineteen in Q4. Lastly, in Q1, none of the participants gave a rating of two. In the second question, six respondents gave this rating. The data shows an increase in the number from Q3 to Q4, with the number rising from 9 to 24. There is not any participant who gave the rating one.

Result - A significant proportion of participants in the first query concurred that email marketing has an impact on the performance of an organization. The findings indicate that email marketing is perceived to have an impact on organizational performance, albeit with varying degrees of agreement across different measurement scales.

A significant proportion of participants in the survey concurred that social media marketing has an impact on the performance of organizations, as indicated in response to question 2. The observation suggests that social media marketing is widely believed to
exert an influence on the performance of organizations, as evidenced by a greater proportion of survey participants expressing concurrence with the notion as opposed to dissent.

Likewise, a significant proportion of participants in the survey concurred that website marketing has an impact on the performance of the organization, as indicated in response to question 3. The data indicate that website marketing is believed to exert an influence on organizational performance, as a greater proportion of participants expressed concurrence with this notion in comparison to those who dissented.

The outcomes concerning the influence of mobile technology, search engine optimization (SEO), and content marketing on the operational efficacy of the Pashmina Industry are comparatively more varied in comparison to other tactics. Although there exists a degree of consensus regarding the influence of these strategies on organizational performance, a notable proportion of participants did not express a resolute concurrence.

Email marketing, social media marketing, and website marketing are perceived to exert a significant influence on organizational performance, specifically concerning customer satisfaction and revenue generation. The influence of mobile technology, search engine optimization, and content marketing on the operational effectiveness of the Pashmina Industry is not entirely evident, as the feedback from the respondents is varied. The results offer valuable perspectives on the perceived influence of digital marketing tactics on organizational effectiveness.

4.4 Digital Channels

The Nepalese Pashmina industry has the potential to utilize diverse digital channels to augment its marketing efforts and expand its customer outreach. The utilization of digital channels presents the industry with prospects to exhibit its products, interact with customers, and enhance brand recognition. The Nepalese Pashmina industry can benefit
from various digital channels such as Email, social media, Website, Influencer Marketing, Mobile, SEM, Content Marketing, and others.

4.4.1 For Customer Satisfaction

The below column diagram suggests that website marketing, Email marketing, Social Media Marketing, and other means of marketing are perceived favorably by a considerable proportion of the respondents.

Figure 10. Impact of Digital Channels on Customer Satisfaction (Source: Survey Data)

The average score for email marketing is four, as per the data provided. This suggests a considerable degree of efficacy or favorable reception of email marketing in terms of customer satisfaction.

Figure 11. The mean value of digital Marketing channels on customer satisfaction (Source: Survey Data)
According to the data, the average score for Social Media marketing is 3.517. This indicates a moderately positive perception or effectiveness of Social Media channels in terms of customer satisfaction.

Based on the analysis, the average score for website marketing is 4.224. This suggests a notable level of effectiveness and positive perception regarding the ability of website marketing to enhance customer satisfaction.

Under the data, the average score for digital channels other than the one in question is 3.138. It appears that the channels exhibit a marginally inferior mean efficacy or perception concerning customer satisfaction when compared with email, social media, and Website.

In conclusion, website marketing emerges as the most impactful channel for customer satisfaction, followed by email marketing, social media marketing, and other means of marketing, in that order.

4.4.2 For Revenue Generation

Based on the survey results, Email Marketing was rated the highest among the various digital channels. A total of twenty-four respondents gave it a scale rating of five. The data suggests that the respondents hold a favorable perception of email marketing.

Social media marketing received a lower rating in comparison to email marketing. None of the respondents rated it with a score of 5 on the scale. Nonetheless, the product garnered favorable feedback as indicated by fifteen respondents who rated it with a score of 4 on the scale.

The website marketing received a moderate rating based on the feedback of fourteen respondents who gave it a scale rating of five. The data demonstrates that a considerable proportion of the participants hold a positive view of website marketing.
The category of Other Means of Marketing received varied ratings, with some respondents assigning higher ratings while others assigned lower ratings. None of the respondents rated it with a score of 5 on the scale, however, twelve respondents gave it a score of 4, indicating a moderately positive perception.

![Image of bar chart showing impact of digital channels on revenue generation.]

*Figure 12. Impact of Digital Channels on Revenue Generation (Source: Survey Data)*

Based on the below line diagram, it can be inferred that email marketing has the highest mean rating of 4.293, while website marketing has a mean rating of 4.017. According to the data, social media marketing has an average rating of 3.017, while other forms of marketing have the lowest average rating of two. Similarly, the ratings for website marketing and other marketing channels are moderate.

![Image of line chart showing mean value of scaling.]

*Figure 13. Mean Value of Scaling on Digital Marketing Channel (Source: Survey Data)*
The results indicate that the respondents hold a more favorable perception of email marketing in comparison to social media marketing, which received a comparatively lower rating for revenue generation.

4.5 Summary of Finding

The respondents hold a positive perception of email marketing concerning customer satisfaction and revenue generation. The channel in question garnered elevated ratings and was deemed the most influential means of achieving customer contentment. Furthermore, it exhibited the most elevated average rating compared to other digital channels in terms of generating revenue.

Social media marketing received moderate ratings for customer satisfaction and revenue generation. While it didn't score as high as email marketing, it still had a positive impact on company performance.

The employment of website marketing has surfaced as a potent digital marketing avenue for enhancing customer contentment. The intervention demonstrated a significant degree of efficacy and favorable reception, as evidenced by a markedly elevated average score. Furthermore, it exhibited a moderate influence on the generation of revenue.

Diverse evaluations were assigned to alternative digital marketing channels such as mobile marketing, SEM (Search Engine Marketing), and content marketing. Although some participants held a favorable view of them, their influence on customer satisfaction and revenue generation was marginally inferior to that of email, social media, and website marketing.

According to the results of the analysis, the optimal digital marketing strategy for the Nepalese Pashmina industry would involve prioritizing email marketing, followed by website marketing and social media marketing. The channels have exhibited favorable
effects on both customer satisfaction and revenue generation, thereby showcasing their potential to augment organizational performance within the industry.

The findings are consistent with the goals of the thesis, which sought to examine how digital marketing affects company performance concerning customer satisfaction and revenue generation, as well as to determine the optimal digital marketing channel for the Pashmina industry.
Chapter 5

5.1 Conclusions and Recommendations

The primary focus of this chapter is to provide a description and summary of the data. The deductions and proposals ought to be grounded on the discernments acquired from the scrutiny and furnish recommendations for forthcoming investigations or pragmatic implementations.

5.2 Conclusions

The present study was undertaken to examine the impact of digital marketing on the performance of organizations in the Pashmina industries in Nepal. The findings of the study indicate that to derive optimal results from digital marketing, Pashmina industries must develop a comprehensive digital marketing strategy. As per the findings, it has been observed that communication with customers/clients, revenue generation, and customer satisfaction are the most implemented aspect of digital marketing.

The study findings validate that digital marketing, in all its manifestations, impacts the performance of pashmina industries and enhances the outcomes of digital marketing efforts. The findings hold significance as they suggest that the pashmina industries' performance is impacted by various forms of digital marketing and that digital marketing plays a crucial role in accomplishing objectives within the digital marketing domain. Additionally, the present study conducted a review of prior research on digital marketing in all its manifestations that impact the performance of the pashmina industries. The findings revealed that the characteristics of digital marketing collaboration in all its forms have an impact on the performance of the pashmina industries. To achieve the research objective, a questionnaire was prepared, and a survey was conducted across multiple Pashmina industries and sites.
According to past research, the study has determined that certain digital marketing tools exhibit greater efficacy than others. These tools have been identified in previous studies for their ability to positively influence the performance of Pashmina industries.

Under the study, it was found that the utilization of more advanced tools has a substantial influence on the overall performance of the company, including factors such as customer satisfaction, revenue generation, website marketing, and other related aspects. In addition, digital marketing has a substantial influence on a company's performance through various channels such as email marketing, social media marketing, website marketing, and other methods including mobile marketing, search engine marketing, content marketing, and influencer marketing.

From effective digital marketing, the study has confirmed that various digital marketing channels have a significant impact on organizational performance. These channels include email marketing, social media marketing, website marketing, and other means such as SEM, mobile, content, and influencer marketing in terms of customer satisfaction and revenue generation. Additionally, the study has identified the appropriate channels for revenue generation and customer satisfaction.

5.3 Limitations of the study

The limitations of a study refer to its shortcomings or restrictions that can affect the validity, generalizability, or comprehensiveness of the findings. These limitations outline the boundaries or weaknesses of the research, highlighting factors that may hinder the accuracy or applicability of the results.

Limited scope: This research is centered on examining the influence of digital marketing on organizational outcomes, specifically concerning customer satisfaction and revenue generation. The limited scope of attention may fail to consider other significant dimensions of organizational effectiveness, such as workforce contentment, corporate
image, or market dominance. Hence, the results may not furnish a holistic comprehension of the overall influence of digital marketing.

Generalizability: The generalizability of the study's findings to all industries or organizational contexts is uncertain. This study focuses on the Pashmina industry and aims to identify its distinct characteristics, market dynamics, and consumer behaviors that may distinguish it from other industries. Hence, it is advisable to exercise prudence while extrapolating the outcomes of the research to other domains.

Lack of quantitative analysis: The study's objectives lack the inclusion of quantitative analysis techniques, such as statistical tests or regression analysis, which could potentially enhance the credibility of the study's outcomes. Exclusively depending on descriptive analysis could potentially constrain the comprehensiveness of the insights and the capacity to formulate significant inferences.

Timeframe: The generalizability of the study's results may be constrained by temporal specificity. The landscape of digital marketing channels and strategies is characterized by rapid evolution, and the efficacy of specific approaches is subject to temporal variability. The findings of the study may not accurately depict the present state of digital marketing or encompass nascent trends or technological progressions.

5.4 Recommendations

The study suggests that digital marketing practices have an impact on organizational performance in Pashmina industries in Nepal. It highlights the need for additional processes to be implemented alongside traditional practices and recommends specific strategies for optimizing performance.

1. Develop a Comprehensive Digital Marketing Strategy
   a. To develop a comprehensive digital marketing strategy, it is essential to conduct a detailed analysis of the target audience, industry trends, and competitors. This
analysis will provide valuable insights into the market, enabling the creation of a well-rounded strategy that addresses the needs of the target audience while also accounting for the competitive landscape and industry trends.

b. It is crucial to ensure that the digital marketing strategy of Pashmina Industries is aligned with the company's overarching business goals and objectives. This alignment will help to ensure that the digital marketing efforts are focused on achieving the desired outcomes and contributing to the success of the business.

c. Utilizing various digital marketing channels can enhance the overall reach and effectiveness of a marketing strategy.

2. Invest in Customer Relationship Management (CRM) Systems

a. The suggestion is to establish a comprehensive CRM system that can effectively monitor and handle customer interactions, preferences, and feedback.

b. Utilize customer relationship management (CRM) data to tailor marketing strategies and improve overall customer experience.

c. By utilizing CRM insights, businesses can identify potential upselling and cross-selling opportunities, which can lead to increased revenue generation.

3. Utilize Social Media Marketing

a. Analyze the target audience demographics and preferences to determine the most appropriate social media platforms for Pashmina Industries.

b. The strategy proposed is to increase brand awareness and customer engagement by consistently publishing visually attractive and captivating content on various social media platforms.

c. Utilize social media advertising to expand the reach of the company's brand and attract specific traffic to its website or online store.

4. Embrace Email Marketing

a. The user suggests creating an email marketing strategy that involves personalized and targeted campaigns. These campaigns should be based on customer segments and preferences.
b. The suggestion is to incorporate marketing automation tools to simplify the email marketing process and guarantee that customers receive appropriate and timely communication.

c. The recommended approach is to regularly track and evaluate the performance metrics of email campaigns to enhance and refine the overall effectiveness of email marketing initiatives.

5. Monitor and Measure Performance Metrics

a. The user suggests implementing analytics tools to effectively track and measure the impact of digital marketing efforts on customer satisfaction and revenue generation.

b. The user suggests that it is important to keep a constant eye on KPIs such as website traffic, conversion rates, customer engagement, and ROI. This implies that tracking these metrics can provide valuable insights into the performance of a business or website. By monitoring these KPIs, one can identify areas for improvement and make data-driven decisions to optimize performance and increase ROI.

c. The user suggests that it is important to regularly analyze data to identify trends, insights, and areas for improvement. By doing so, data-driven decisions can be made to optimize digital marketing strategies.

6. Conduct Market Research and Customer Surveys

a. It is recommended to perform frequent market research to remain informed about the latest developments in the industry, customer preferences, and new digital marketing platforms.

b. One effective way to gather insights into customers' digital experiences, satisfaction levels, and preferences regarding digital marketing channels is to conduct customer surveys.

c. The recommendation is to utilize market research and customer survey results to make necessary adjustments and improvements to digital marketing strategies.
The recommendations provided are focused on improving the organizational performance of Pashmina Industries. The suggested approach involves leveraging digital marketing channels to effectively reach out to customers, enhance customer satisfaction, and drive revenue generation. Customizing and tailoring recommendations based on the specific characteristics and objectives of each Pashmina Industry case study (Apex, Dhaulagiri, Nepal) is crucial.

5.5 Suggestions

Suggestions are advice provided to guide someone's actions or decisions. Suggestions aim to provide concise and actionable guidance to help individuals or organizations make informed choices or achieve desired outcomes.

1. Emphasize the efficacy of email marketing as a promotional tool by highlighting its favorable outcomes in terms of customer satisfaction and revenue generation. This study aims to explore effective techniques and recommended approaches for executing successful email marketing initiatives, including customized content, focused segmentation, and automation.

2. Investigate potential prospects for social media marketing despite receiving moderate evaluations, as it is crucial to recognize its favorable influence on organizational outcomes. This article aims to provide suggestions for optimizing social media platforms to enhance customer engagement, including strategies such as leveraging visual content, cultivating influencer partnerships, and actively engaging with customers.

3. Advocate for website marketing as a highly effective channel for promoting products or services. This paper aims to examine the efficacy and reception of website marketing in enhancing customer satisfaction. The study will explore the significant impact of website marketing on customer satisfaction and highlight its positive reception by customers. Emphasizing the significance of user-friendly
website design, clear navigation, informative content, and optimized conversion funnels is crucial for maximizing the impact of website marketing on organizational performance.

4. It is advisable to adopt a multi-channel approach, as it is imperative to recognize that diverse digital marketing channels exhibit varying levels of impact on both customer satisfaction and revenue generation. This study recommends that organizations operating in the Pashmina industry contemplate the implementation of a multi-channel strategy, integrating email marketing, website marketing, and social media marketing, to optimize their outreach and influence on the intended audience.

5. This work of writing aims to discuss the significance of various digital marketing channels, including mobile marketing, SEM, and content marketing, and their potential impact on the overall marketing strategy. It is important to recognize the potential marginal influence of these alternative channels in the digital marketing landscape. The potential benefits and limitations of various channels should be discussed; however, it is crucial to prioritize the channels that have the most significant impact based on the study's findings.

6. It is important to acknowledge the limitations of the study and suggest avenues for future research. It is imperative to recognize the constraints of the research, such as its restricted focus and utilization of a descriptive methodology. This study recommends that forthcoming research delves into additional facets of organizational performance, examines diverse sectors, utilizes causal research methodologies, and scrutinizes the influence of emerging digital marketing trends and technologies.
6 References


Neupane, s. (2003). *Cold Drink consumer behavior in Kathmandu Valley.* Kathmandu: TU.


7. Appendix -1

Questionnaire

Dear Sir/Madam, Greetings, I hope this message finds you well. Thank you for allocating your time to converse with me today. My name is Indra Basnet, and I am surveying as part of a study on the impact of digital marketing on organizational performance regarding customer satisfaction and revenue generation. The purpose of this survey questionnaire is to assess the impact of digital marketing on organizational performance. I am also interested in understanding the factors that contributed to these impacts and benefits. Kindly note that all your information will be kept confidential and anonymous. Participants are at liberty to abstain from answering any questions they do not feel comfortable with and are entitled to terminate the survey at any time. Do you have any questions or concerns before commencing? Could you please provide more context or clarify your statement?

Name:

<table>
<thead>
<tr>
<th>Age</th>
<th>Gender</th>
</tr>
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<tbody>
<tr>
<td>Education</td>
<td>Department</td>
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<tr>
<td>Marital Status</td>
<td>Nationality</td>
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<td>Date</td>
<td>Tenure</td>
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</table>

5 = Very great extent, 4 = Great extent, 3 = Moderate extent, 2 = To Small extent and 1 = Not at all

<table>
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<th>S.N.</th>
<th>Items</th>
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<th>4</th>
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<td>2</td>
<td>Website</td>
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<tr>
<td>3</td>
<td>Other means of channel</td>
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<tr>
<td>Role For Revenue Generation</td>
<td>Email</td>
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<tr>
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<td>Social media</td>
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<td>3</td>
<td>Other means of channel</td>
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</table>

Email Marketing

<p>| 1    | Email marketing helps to retain the customer |   |   |   |   |   |
| 2    | Email marketing plays a key role in customer satisfaction |   |   |   |   |   |
| 3    | Email marketing help to improve the sales volume |   |   |   |   |   |
| 4    | Email marketing help to enhance the number of sales |   |   |   |   |   |</p>
<table>
<thead>
<tr>
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<table>
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<td>3</td>
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<td>4</td>
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<table>
<thead>
<tr>
<th>Others (SEO, Mobile, content, etc.)</th>
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<tbody>
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<tr>
<th>Organizational performance in your company</th>
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<tr>
<td>2</td>
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<tr>
<td>3</td>
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</table>
Mobile, SEO, and Content marketing affect organizational performance

We appreciate your valuable contribution to this survey. Your insightful input and thoughtful responses have significantly contributed to our comprehension of the subject matter. Your participation will aid us in developing improved strategies and benefits for academic purposes. Thank you for your willingness to provide us with your valuable insights and perspectives. We trust that you found this survey to be a meaningful and informative exercise.

If new inquiries arise during the study, I may contact you to request further details or clarification. Please be assured that any information you provide will be treated with confidentiality and anonymity.

Thank you for your valuable time and contribution once again.

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indra.basnet@edu.novia.fi