

THE INFLUENCE OF DIGITAL MARKETING PRACTICES ON MODERN BUSINESS MANAGEMENT

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Abstract: In the contemporary digital era, businesses are increasingly adopting digital marketing practices to enhance their performance and competitiveness. This study examines the influence of digital marketing practices on modern business management, focusing on how various digital tools contribute to organizational growth and effectiveness. The research is based on both primary and secondary data, with primary data collected from 150 respondents using a structured questionnaire. Statistical tools such as Structural Equation Modeling (SEM), correlation analysis, and the Friedman Rank Test were employed to analyze the data and identify significant relationships among variables.

The findings reveal that social media platforms, digital content, and websites are the most influential digital marketing tools driving business growth. The correlation analysis indicates strong positive relationships among various digital marketing practices, suggesting that these tools are highly interrelated and mutually reinforcing. The SEM results highlight key challenges such as changing consumer behavior, rapid technological changes, and data privacy concerns as major factors affecting digital marketing effectiveness. The study concludes that adopting a strategic, integrated, and data-driven approach to digital marketing can significantly enhance business management practices, improve customer engagement, and ensure sustainable growth in a competitive environment.

Keywords: contemporary digital era, digital marketing practices, modern business management, social media platforms, digital content, competitive environment.

1. INTRODUCTION

Businesses are increasingly using digital technologies to improve their marketing campaigns and general management procedures in the quickly changing digital world. Through a variety of online channels, including social media, search engines, websites, email, and mobile applications, businesses may now effectively sell their goods and services through digital marketing. Digital marketing gives businesses more chances to reach a larger audience, communicate with clients in real time, and create enduring relationships than traditional marketing techniques. Digital marketing strategies are now a crucial part of contemporary corporate management.

The way businesses engage with consumers has changed dramatically as an effect of the increase in internet usage and the widespread adoption of smartphones. Companies may now gather useful consumer data, examine consumer behavior, and create focused marketing plans that raise customer satisfaction and engagement. Organizations can boost their brand awareness and improve their competitive position in the market by using digital marketing methods including search engine optimization (SEO), social media marketing, content marketing, and online advertising.

In addition, by enhancing strategic decision-making and boosting operational effectiveness, digital marketing techniques greatly improve organizational performance. They make it possible for businesses to reach a wider audience, draw in prospective customers, and keep strong connections with existing customers. Effective digital marketing tactics also enable businesses to react swiftly to shifting consumer tastes and industry trends, which is essential for long-term business growth.

The implementation of digital marketing techniques has many positive aspects, but there are drawbacks as well, such as complicated technology, a shortage of qualified staff, and strong competition on online platforms. Therefore, businesses looking to boost productivity and achieve long-term success must comprehend how digital marketing strategies affect contemporary business administration. In this regard, the current study seeks to investigate how digital marketing strategies affect numerous aspects of modern business management.

2. REVIEW OF LITERATURE

(Sharabati, 2024)The conclusion of this study presents important implications for SMEs and policymakers. For SMEs, digital marketing and adopting the digital culture generate enhanced financial outcomes, increased market presence, and improved customer satisfaction. According to the Technology Acceptance Model (TAM), SMEs should therefore focus on implementing digital marketing strategies that are easy to use and which are expected to be helpful. **(Watanabe, 2023)**It highlights the value of utilizing digital marketing tools and strategies to enhance product branding, optimize product positioning, and drive sales growth. The results highlight the necessity for companies to build thorough strategies that are in line with their particular goals and prioritize digital marketing efforts. Organizations can obtain a competitive edge and experience long-term success in the digital era by comprehending the crucial position that digital marketing plays in today's business landscape. **(Dastane, 2020)**Digital marketing is therefore important to generate purchase intentions because consumers from all walks of life are technologically advanced and educated to use modern devices, such as smartphones, computers, tablets, and digital devices, which have become a part of their lives. The daily use of these devices offers consumers a good level of trust and adventure to try new approaches to online shopping, especially there are many ways to bridge them to products and services using a successful digital marketing method. **(Palamarchuk, 2023)**It is proved that the transformation processes of the world market determine the use of innovative technologies and tools to ensure profitability and the effectiveness of marketing activities, which in turn increase the volume of online sales and increase the level of customer loyalty and satisfaction. **(Paşcalău, 2024)** The first recommendation would be to improve customer orientation by organizations adopting a customer-centric approach, investing in training and educating employees to better understand and respond to customer needs. It is also recommended to invest in advanced CRM analytics technologies to gain valuable insights into customer behaviors and preferences, which can lead to improved customer satisfaction and loyalty. Last but not least, companies should ensure that all relevant data are effectively integrated and accessible, enabling a holistic view of customers. **(Pricopoia, 2022)** Noticed that the respondents guide their activity according to a digital marketing plan, and the targeted aspects are: researching competitors and digital marketing trends, studying the market, analyzing examples of successful digital marketing strategies of competitors and setting digital marketing tactics.

3. STATEMENT OF THE PROBLEM

The rapid growth of digital technology and internet usage in today's business environment has drastically changed how companies advertise their goods and services. To increase their visibility and reach a larger consumer base, businesses are rapidly implementing digital marketing strategies including online advertising, email marketing, social media marketing, and SEO. These digital platforms give businesses new ways to interact with consumers, increase brand recognition, and boost overall productivity. Consequently, digital marketing is now a crucial part of contemporary business administration.

Still, many businesses continue to struggle to successfully incorporate digital marketing techniques into their business management plans, even in spite of the growing significance of digital marketing. Organizations find it challenging to fully capitalize on the advantages of digital marketing due to factors such as a lack of technical know-how, a lack of funding, quickly evolving digital technology, and intense online competition. In addition, businesses frequently find it difficult to assess the efficacy of various digital marketing tools and comprehend how these strategies affect client engagement, market expansion, and general managerial success.

In this regard, the current study aims to determine the important factors that support successful digital marketing implementation in businesses and to examine the impact of digital marketing strategies on contemporary business management. Businesses can enhance their overall management performance and create more effective digital marketing strategies by comprehending these relationships.

4. OBJECTIVES OF THE STUDY

1. To study the relationship between among digital marketing practices
2. To identify the major digital marketing tools used by organizations for business growth.
3. To study the challenges faced by organizations in implementing digital marketing strategies.
4. To suggest strategies for improving the effectiveness of digital marketing in business management.

5. METHODOLOGY

The study is based on both primary and secondary data. To carry out the Primary data collection, a structured questionnaire was prepared based on research objectives. Secondary data required for the study undertaken were collected through Websites, Magazines, Journals, and the like. The primary data were collected from 150 respondents for the study.

Collected data were analyzed with the help of the software package Statistical Package for Social Sciences and analysis of moment structure (AMOS 16). Structural equation modeling (SEM), Correlation and Friedman rank Test was used for data analysis

6. ANALYSIS AND INTERPRETATION

MAJOR DIGITAL MARKETING TOOLS USED BY ORGANIZATIONS FOR BUSINESS GROWTH

In today's highly competitive and technology-driven business environment, digital marketing has become a vital component for organizational growth and success. With the rapid expansion of the internet and increasing use of smartphones, businesses are shifting from traditional marketing methods to digital platforms to reach a wider and more targeted audience.

TABLE 1: DIGITAL MARKETING TOOLS

Reasons	Mean Rank	Rank
Social media platforms	5.31	I
Search engine optimization	4.46	VIII
Email marketing campaigns	4.90	VI
Online advertisements	5.12	IV
Digital content	5.24	II
Online customer feedback and reviews	4.67	VII
A wider audience effectively	5.01	V
Website and social media pages	5.17	III

Source: Primary Data

From the analysis, social media platforms have secured the first rank (Mean Rank = 5.31), which shows that organizations consider social media as the most effective digital marketing tool. This is likely due to its wide reach, real-time engagement, and strong influence on customer behaviour.

The second rank is obtained by digital content (Mean Rank = 5.24), highlighting the importance of blogs, videos, and posts in attracting and retaining customers. Quality content plays a crucial role in building brand awareness and trust.

Website and social media pages (Mean Rank = 5.17) hold the third rank, indicating that maintaining an active and informative online presence is essential for business visibility and customer interaction.

Online advertisements (Mean Rank = 5.12) and reaching a wider audience effectively (Mean Rank = 5.01) are ranked fourth and fifth, respectively. This suggests that paid promotions and broader reach strategies are also significant contributors to business growth.

On the other hand, email marketing campaigns (Mean Rank = 4.90) and online customer feedback and reviews (Mean Rank = 4.67) are ranked sixth and seventh, showing moderate importance in comparison to other tools.

Finally, search engine optimization (Mean Rank = 4.46) is ranked eighth, indicating that, although important, it is perceived as less impactful compared to other digital marketing tools in this study.

The findings reveal that interactive and engagement-driven tools like social media and digital content are more influential, whereas traditional and technical tools like SEO and email marketing are relatively less emphasized by the respondents.

RELATIONSHIP BETWEEN WITHIN THE DIGITAL MARKETING PRACTICES

Hypothesis for the Objective

Objective: To study the relationship between within the digital marketing practices

H₀: There is no significant relationship between within the digital marketing practices

H₁: There is a significant relationship between within the digital marketing practices

TABLE 2: RELATIONSHIP BETWEEN WITHIN THE DIGITAL MARKETING PRACTICES

Correlations		social media platforms	search engine optimization	Email marketing campaigns	online advertisements	digital content	online customer feedback and reviews	reach a wider audience effectively	website and social media pages
social media platforms	Pearson Correlation	1	.322**	-.047	-.136	-.024	-.020	.031	.017
	Sig. (2-tailed)		.000	.565	.097	.771	.811	.710	.836
	N		150	150	150	150	150	150	150
search engine optimization	Pearson Correlation		1	.334**	.343**	.362**	.356**	.353**	.328**
	Sig. (2-tailed)			.000	.000	.000	.000	.000	.000
	N			150	150	150	150	150	150
Email marketing campaigns	Pearson Correlation			1	.616**	.650**	.654**	.617**	.639**
	Sig. (2-tailed)				.000	.000	.000	.000	.000
	N				150	150	150	150	150
online advertisements	Pearson Correlation				1	.588**	.654**	.645**	.607**
	Sig. (2-tailed)					.000	.000	.000	.000
	N					150	150	150	150
digital content	Pearson Correlation					1	.788**	.695**	.725**
	Sig. (2-tailed)						.000	.000	.000
	N						150	150	150
online customer feedback and reviews	Pearson Correlation						1	.719**	.847**
	Sig. (2-tailed)							.000	.000
	N							150	150
reach a wider audience effectively	Pearson Correlation							1	.733**
	Sig. (2-tailed)								.000
	N								150
website and social media pages	Pearson Correlation								1
	Sig. (2-tailed)								
	N								150

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

Table no 1 show that the values of 'r' are significant at a level less than 0.05, which is set as the criterion for statistical significance. Hence, the following interpretations are made:

There is a moderate degree of positive correlation between social media platforms and search engine optimization ($r = 0.322$, $n = 150$, $p = 0.000$). Hence, an increase in social media platform usage is associated with an increase in SEO effectiveness.

There is a moderate degree of positive correlation between search engine optimization and email marketing campaigns ($r = 0.334$, $n = 150$, $p = 0.000$), indicating that better SEO practices support email marketing performance.

There is a moderate degree of positive correlation between search engine optimization and online advertisements ($r = 0.343$, $n = 150$, $p = 0.000$), suggesting that both strategies complement each other.

There is a moderate degree of positive correlation between search engine optimization and digital content ($r = 0.362$, $n = 150$, $p = 0.000$), showing that quality content enhances SEO outcomes.

There is a moderate degree of positive correlation between search engine optimization and online customer feedback and reviews ($r = 0.356$, $n = 150$, $p = 0.000$).

There is a moderate degree of positive correlation between search engine optimization and reaching a wider audience effectively ($r = 0.353$, $n = 150$, $p = 0.000$).

There is a moderate degree of positive correlation between search engine optimization and website and social media pages ($r = 0.328$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between email marketing campaigns and online advertisements ($r = 0.616$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between email marketing campaigns and digital content ($r = 0.650$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between email marketing campaigns and online customer feedback and reviews ($r = 0.654$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between email marketing campaigns and reaching a wider audience effectively ($r = 0.617$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between email marketing campaigns and website and social media pages ($r = 0.639$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between online advertisements and digital content ($r = 0.588$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between online advertisements and online customer feedback and reviews ($r = 0.654$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between online advertisements and reaching a wider audience effectively ($r = 0.645$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between online advertisements and website and social media pages ($r = 0.607$, $n = 150$, $p = 0.000$).

There is a very high degree of positive correlation between digital content and online customer feedback and reviews ($r = 0.788$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between digital content and reaching a wider audience effectively ($r = 0.695$, $n = 150$, $p = 0.000$).

There is a high degree of positive correlation between digital content and website and social media pages ($r = 0.725$, $n = 150$, $p = 0.000$).

There is a very high degree of positive correlation between online customer feedback and reviews and website and social media pages ($r = 0.847$, $n = 150$, $p = 0.000$), which indicates a strong alignment between these variables.

There is a high degree of positive correlation between online customer feedback and reviews and reaching a wider audience effectively ($r = 0.719$, $n = 150$, $p = 0.000$).

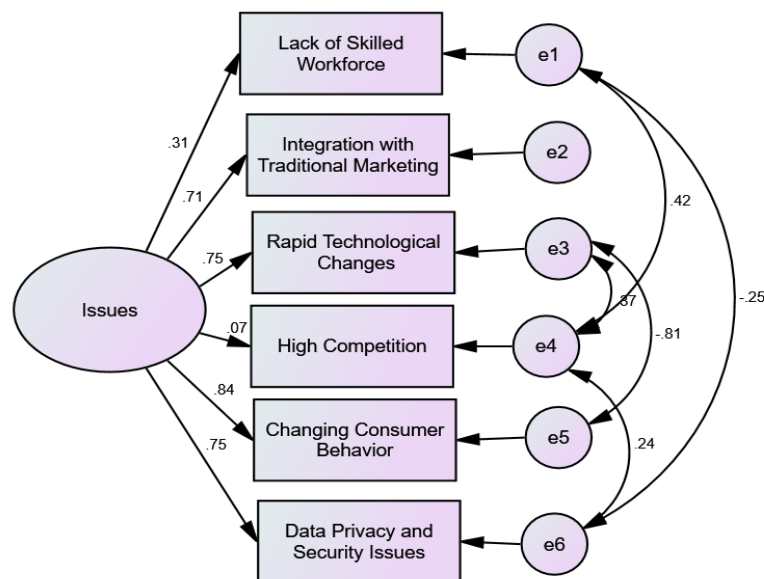
There is a high degree of positive correlation between reaching a wider audience effectively and website and social media pages ($r = 0.733$, $n = 150$, $p = 0.000$).

The results indicate that most variables have significant positive relationships, suggesting that digital marketing strategies are highly interrelated. Variables such as digital content, email marketing, online advertisements, and customer feedback show strong influence on audience reach and online presence. Hence, improving one variable tends to enhance the effectiveness of others, supporting an integrated digital marketing approach.

MAJOR DIGITAL MARKETING TOOLS USED BY ORGANIZATIONS FOR BUSINESS GROWTH

In the modern business environment, digital marketing has become a crucial strategy for achieving organizational growth and competitiveness. Organizations increasingly rely on various digital marketing tools to promote their products and services, engage with customers, and enhance brand visibility in the online marketplace. These tools enable businesses to reach a wider audience, target specific customer segments, and measure the effectiveness of marketing campaigns in real time.

Fig.1. Structural Equation Model (SEM) based on Standardised Coefficient on major digital marketing tools used by organizations for business growth



Changing Consumer Behavior (0.84) shows the highest positive influence, indicating that rapid shifts in customer preferences and expectations are the most significant challenge for organizations. Rapid Technological Changes (0.75) and Data Privacy and Security Issues (0.75) also exhibit strong positive relationships, suggesting that continuous technological advancements and concerns about data protection significantly affect digital marketing implementation. Integration with Traditional Marketing (0.71) shows a moderately strong impact, indicating that difficulty in aligning digital strategies with traditional marketing methods is a key issue. Lack of Skilled Workforce (0.31) has a moderate influence, implying that although skill gaps exist, they are less critical compared to other factors. High Competition (0.07) shows a very weak relationship, suggesting that competition is not a major barrier compared to other issues in this model.

STRATEGIES FOR IMPROVING THE EFFECTIVENESS OF DIGITAL MARKETING IN BUSINESS MANAGEMENT

Improving the effectiveness of digital marketing in business management requires a strategic and customer-focused approach. Organizations should begin by developing a clear digital marketing strategy aligned with their overall business objectives. Understanding the target audience through market research and data analytics helps in designing personalized campaigns that increase engagement and satisfaction. Creating high-quality and relevant content is essential for attracting and retaining customers, while effective use of search engine optimization (SEO) improves online visibility. Additionally, leveraging social media platforms enables businesses to interact directly with customers, build relationships, and enhance brand loyalty.

Furthermore, organizations should focus on data-driven decision-making by using tools like Google Analytics to measure performance and optimize campaigns. Email marketing and online advertising can be made more effective through proper targeting and timing. A user-friendly and mobile-responsive website enhances customer experience and increases

conversion rates. Encouraging customer feedback and integrating multiple digital channels ensures consistency in communication. Finally, continuous monitoring and adaptation to changing trends and technologies are crucial for sustaining competitive advantage and achieving long-term business growth.

INTERPRETATION

The overall findings of the study indicate that digital marketing practices play a significant and positive role in modern business management. The ranking analysis shows that social media platforms, digital content, and websites are the most influential tools, suggesting that organizations prioritize interactive and engagement-based platforms to connect with customers. These tools help businesses improve visibility, build brand awareness, and maintain strong customer relationships. In contrast, tools like SEO and email marketing, although important, are perceived as less impactful, indicating a shift towards more dynamic and real-time marketing approaches.

The correlation analysis further reveals that most digital marketing practices are positively and significantly related to each other. This means that improving one practice, such as digital content or online advertising, can enhance the effectiveness of other practices like customer engagement and audience reach. The strong relationships among variables highlight the importance of adopting an integrated digital marketing strategy rather than using tools in isolation. It clearly shows that digital marketing activities work best when they are combined and aligned.

The Structural Equation Model (SEM) results provide insights into the challenges faced by organizations. Changing consumer behavior has the highest impact, indicating that businesses must continuously adapt to evolving customer preferences. Rapid technological changes and data privacy issues also significantly affect digital marketing implementation, showing the need for continuous technological updates and secure data practices. Other factors like integration with traditional marketing and lack of skilled workforce have moderate influence, while competition is found to have minimal impact.

7. CONCLUSION

The study concludes that digital marketing practices have a significant and transformative impact on modern business management. The increasing adoption of digital tools has enabled organizations to enhance their marketing efficiency, improve customer engagement, and achieve better business performance. Among the various tools, social media platforms, digital content, and websites are identified as the most influential factors contributing to business growth, as they facilitate real-time interaction and wider market reach.

The analysis further reveals that digital marketing practices are highly interrelated, indicating that an integrated approach is essential for maximizing effectiveness. Organizations that combine multiple digital strategies can achieve better outcomes compared to those using isolated methods. At the same time, the study highlights key challenges such as changing consumer behavior, rapid technological advancements, and data privacy concerns, which require continuous adaptation and strategic planning.

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