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Characteristics of the Digital Marketing using IBM SPSS Statistics

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Abstract: Digital marketing is the practice of promoting goods and services online by utilizing digital technology, including the internet, handheld devices, search engines, social networking sites, and various other online platforms. Due to the growth of the worldwide web and the widespread use of cellphones and other mobile devices, digital marketing has grown in popularity. Through a variety of internet marketing platforms, it gives companies of all sizes the capacity to reach a worldwide audience and target particular demographics. Mobile marketing is one of the most popular digital marketing strategies, along with others. Each strategy offers certain advantages and can be utilized to accomplish particular marketing objectives. Digital marketing research is the process of collecting and analyzing data to understand the behavior, preferences, and needs of your target audience in the digital space. It involves the use of various digital tools and techniques to gather information about customer demographics, buying habits, online activities, and response to marketing campaigns. Here are some of the reasons why digital marketing research is important: Identifying and understanding your target audience: Digital marketing research helps you gain a deep understanding of your target audience's demographics, interests, behaviors, and preferences. By knowing your audience better, you can create more effective marketing campaigns that resonate with them. Evaluation preferences: There are different types of customer relationship management (CRM) techniques, such as analytical, collaborative, traditional, digital, sales-based CRM, sales forecasting, post-sale service, loyalty inbound. The Cronbach's alpha reliability result for the overall model is .759, indicating 62% reliability. Based on the literature review, the model with a Cronbach's alpha value above 75% can be considered for analysis. IBM created SPSS Statistics, a statistical program with features for handling data, advanced analytics, multimodal analytics, intelligence for businesses, and criminal investigation. After creating it for a long time, IBM bought SPA Inc. in 2009. The latest releases are marketed under the name IBM SPSS Statistics.

Keywords: Collaborative, Sales based CRM, Post sale service, Traditional.

1. INTRODUCTION

To capture all key substantive research breakthroughs in the area of digital marketing as comprehensively as possible, we have narrowed down our search to four marketing journals: The International Association of Studies in Advertising, Management Science, Journal of Business Investigation, and Journal of Marketing. We are specifically interested in works published between 2000 and 2016. Although we have sacrificed representation, our search for relevant literature is concentrated on these journals. Our preliminary Web of Science search included publications containing the terms "digital" or "online" as either a research subject or a part of the article title, which yielded 305 "seed papers" [1]. The goals of a digital advertising approach include discussing companies and their surroundings while also acting as a manual for administering the organization's marketing plan. To make the most use of cash, the plan must address changes and act as an adaptable guide that can be modified based on the company's needs, taking into consideration the results of each developed activity, especially in the realm of technology [2]. The most astounding finding is how much less prospecting companies rely on analysts to evaluate the knockoff products they sell. Less profitable products have lower price points, which leaves less money for expensive advertising campaigns [3]. In order to be more explicit about the nature of online marketing, we must first standardize the various terms used when describing this fresh marketing trend in specialized literature and

on the internet. Some authors have adopted interchangeable concepts such as "digital advertising," "internet advertising," "online advertising," "web advertising," "email advertising," "e-marketing," or "marketing 4.0," all of which refer to the same thing and have similar meanings, but with different undertones. The main difference between them is the marketing strategies they emphasize [4]. Some argue that as internet marketing spending increases, so do people's perceptions of its benefits. Significant levels of usage indicate more frequent online contact, whereas low concentrations indicate a more conventional online presence. As a result, a company's online involvement can be precisely quantified by examining the usage of online advertising and its potential advantages [5]. Regarding the question "What are areas in need of further study on the use of computational sciences in digital marketing?" we have ultimately decided on nine subjects for subsequent studies on a company's data-driven strategy [6]. This study looks at many forms of current digital marketing strategies. The strategies were chosen for the exploratory study using 70 millennials, who compiled a list comprising the more common web policies that were examined in this study [7]. Although there are many publications on current developments in digital marketing, most of them come out around the holidays and frequently use overblown clickbait titles that rely mainly on speculation rather than supporting evidence. Similar to Magritte's inexorable pipe, this series of trends lacks concrete information [8]. Marketing professionals are revising their strategies and venues for interacting with millennials since they are a distinct breed. Online marketing is an excellent tactic for interacting with millennials because they spend a lot of time online. However, it must be carried out properly. Customers who have a negative encounter with digital marketing may form a negative opinion about the advertised goods or the website that is displaying the invasive adverts [9]. The second meaning is meant to act as a reminder that any use of digital marketing needs to effectively promote products or services, include sophisticated planning, and utilize first-rate communication. It is also important to make the genuine meaning of any additional terms employed in this work apparent. The concept of "media fields" is commonly understood to encompass publication, media (including radio and TV), construction, craft, fashion, marketing, publicity, and computer games and software, as defined by the U.S. Bureau of Arts, Culture, and Sports [10]. We add two new ideas. We start by giving a general overview of how the cultural frameworks employed on the internet have evolved. We contribute to the institutional literature on marketing by describing the strategy for cultural change based on two types of institutional activity: appropriation work and assimilating work. By outlining four societal structures, their positions inside various internet systems, their relationships, and their influence on prospective changes in the digital environment, we specifically contribute to the body of literature on digital marketing [11]. Technology adoption is the third key element identified during research on online marketing. Technology adoption is an issue that is related to topics such as social networking acceptance, mobile tech acceptance, electronic auctions, technology readiness, technological advancement, and crowdsourcing. Several distinct technology adoption theories have been used to describe how emerging technologies, such as social media, e-commerce, mobile, and email, are being adopted by the business-to-business market [12]. In order to comprehend how the intermediary functions, the number and polarity of online reviews play a role in this process. The current study integrates these two factors. Additionally, the current study sheds light on a key but understudied topic: how varied digital marketing strategies and online reviews impact the performance of hotels for various hotel types [13]. Marketing plans include financial allotments for publicity campaigns, marketing, and other activities. These activities aim to attract present and potential new clients while promoting the brand, the goods offered, and services provided. This results in the culmination of the marketing campaign – a purchase. While evaluation of the execution plan for "conventional" marketing instruments, such as TV advertisements, has long been a practice, the new, emerging field of digital marketing still requires improvement in two areas: assessment of DM efforts and DM results [14]. Data is obtained, and the actions outlined in the business strategy are developed for each step using traditional or digital means. Fundamental studies in this field that are centered on CRM analysis have identified the three main types of all these applications, and each of them can be applied in digital advertising ecosystems [15]. The media and artistic sectors served as the inspiration for this study. In this study, "digital marketing abilities" are used to describe the knowledge of online marketing and its applications in the creative arts. The study closes this knowledge gap and contributes to the communications industry [16].

2. MATERIALS & METHODS

2.1. Analytical: The Preface of the book by John F. Fouls-Williams provides background information on how the book came to be: "This book was born out of the lecture material for a course... [presenting] the methods of analysis of selected topics pertinent to modern sonar... the subject matter evolved... to cover recognized and unstable flow... the material on which the classroom discussions were founded we currently wish to store on a more lasting record." One of these five authors wrote a lecture for every part of the book, and therefore, there exists a stylistic variation in a single section, such as "Green function" [17].

2.2. Operational: Despite its flaws, the operational perspective is a beneficial thing in any study, but particularly in psychiatry, due to the availability of a large lexicon with nonscientific and ancient roots. It is hardly surprising that behaviorism, a robust and early manifestation of the broad practical movement in the discipline of science that Stevens has demonstrated to constitute the framework of processes, should have existed in the domain of psychology. Despite the changes Stevens claimed to discover, behaviorism has never been anything more than a rigorous operational investigation of conventional mentalist conceptions, which is considered the minimum requirement by most behaviorists [18].

2.3. Collaborative: Many environmental organizations claim that local business interests have hijacked these initiatives, while industry organizations argue the opposite. Often, those outside the "inner circle" feel that their opinions are not heard, and organizations question whether successful collaborative initiatives can be replicated in other communities. Participants in initiatives that fail to produce the desired results may wonder if it was worth their time and effort. These challenges are well summarized by Kenney (2000) [19].

2.4. Traditional: It sounds like you are providing a review or assessment of a book on literature reviews. Based on your statement, it seems that the book provides a clear analysis of both conventional and systematic reviews, and that it offers general advice on study techniques that would be useful for both undergraduate and graduate students. The later chapters of the book are helpful resources for researchers focusing on systematic or conventional literature reviews, and the writers have made useful suggestions throughout the text that would be helpful to scholars working on a literature review [20].

2.5. Digital: That is correct. Digital technology has indeed revolutionized the way we communicate, access information, and conduct business. The widespread adoption of the internet, smartphones, and social media platforms has created new opportunities for individuals and businesses alike. E-commerce has made it easier to buy and sell products online, while social media has allowed people to connect and share information globally. Digital marketing, in particular, has become an essential aspect of business strategy as companies strive to reach their target audiences online [21].

2.6. Sales based CRM: It is interesting to see that the study found evidence that software can positively affect salesperson knowledge sharing, empathy, and sportsmanship. It is also noteworthy that there seems to be a lack of research in this area, particularly in how sales technology can affect empathy and sportsmanship in the future. Further research in this area could provide valuable insights for sales organizations looking to improve their sales processes and outcomes [22].

2.7. Sales forecasting: The article aimed to present the results of a survey that explored how forecasting managers use, find effective, and are satisfied with current sales forecasting approaches. The first goal was to understand how managers acquire knowledge about these approaches, and the methods they find most effective. This information could be used to guide other managers as they study forecasting. The second goal was to determine how satisfied managers are with using different forecasting methodologies [23].

2.8. Social CRM: The study highlights the importance of incorporating modern marketing theory and practice into a social CRM model, emphasizing cooperative ties between customers and marketers. Two-way information exchange and consumer involvement in relational information processing are emphasized as key factors in successful social CRM. The study also found that the use of social media technologies to support relational information processes can have a positive impact on marketing performance. These findings suggest that a customer-centric approach to social CRM can lead to improved marketing outcomes [24].

2.9. Loyalty Inbound: The phrase "loyalty inbound" typically refers to the loyalty that customers feel towards a particular product or service. This loyalty is often a result of positive interactions that customers have had with the company and is not necessarily dependent on incentive or rewards programs. Customers are more likely to become loyal to a brand when they have had a good experience with the company, whether that be through excellent customer service, high-quality products, or a user-friendly online experience. This positive experience can create a sense of trust and affinity between the customer and the company, which can increase the likelihood that the customer will continue to do business with that organization in the future [25].

2.10. Methods: IBM Statistics from SPSS is a powerful and efficient tool that enables research analysis across a wide range of industries. The entire analytics process, from planning and data collection to analysis, reporting, and deployment, can be conducted using SPSS Statistics in industries such as education, market research, healthcare, administration, and retail. Companies are now leveraging predictive analytics to guide their decision-making based on insights derived from actual customers. By applying these discoveries, businesses can achieve their intended objectives. SPSS software has been utilized by universities throughout Europe for over fifty years to assist faculty and students with their statistical analysis requirements. Currently, all colleges and universities, including nine of the top 10 online colleges and 80% of most schools in the Ivy League, use SPSS Statistics.2 This tool allows educational institutions to focus on patterns that indicate student achievement and identify students who may be at risk of dropping out, enabling proactive measures to be taken to ensure their success. Moreover, faculty can conduct more in-depth analyses of large datasets to uncover previously undetected trends that

encourage innovation across a range of industries, including education, enrollment and accrediting administration, and alumni development. Overall, SPSS Statistics is a valuable asset for organizations seeking to improve decision-making and gain insights into their customer base.

3. RESULT AND DISCUSSION

TABLE 1. Reliability Statistics

| Reliability Statistics | | |
|------------------------|-----------------------------------------------------------|------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items ^a | N of Items |
| .622 | .759 | 8 |

Table 1 shows the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .759 which indicates 62% reliability. From the literature review, the above 75% Cronbach's Alpha value model can be considered for analysis.

TABLE 2. Reliability Statistic individual

| | Cronbach's Alpha if Item Deleted |
|-------------------|----------------------------------|
| Analytical | 2.156 |
| Collaborative | 0.049 |
| Traditional | 0.023 |
| Digital | 0.016 |
| Sales based CRM | 0.213 |
| Sales forecasting | 0.024 |
| Post sale service | 0.068 |
| Loyalty Inbound | 0.022 |

Table 2 Shows the Reliability Statistic individual parameter Cronbach's Alpha Reliability results Analytical 2.156, Collaborative 0.049, Traditional 0.023, Digital 0.016, Sales based CRM 0.213, Sales forecasting 0.024, Post sale service 0.068, Loyalty Inbound 0.022.

TABLE 3. Descriptive Statistics

| | N | Range | Minimum | Maximum | Sum | Mean | Std. Deviation | |
|--------------------|----|-------|---------|---------|--------|----------|----------------|----------|
| Analytical | 10 | 54136 | 45614 | 99750 | 736185 | 7.36E+04 | 5865.6 | 18548.66 |
| Collaborative | 10 | 15787 | 19 | 15806 | 49825 | 4982.5 | 1805.734 | 5710.233 |
| Traditional | 10 | 638 | 1 | 639 | 1931 | 193.1 | 70.191 | 221.963 |
| Digital | 10 | 744 | 120 | 864 | 4974 | 497.4 | 89.606 | 283.358 |
| Sales based CRM | 10 | 23216 | 563 | 23779 | 70291 | 7029.1 | 2366.025 | 7482.029 |
| Sales forecasting | 10 | 673 | 14 | 687 | 2244 | 224.4 | 75.008 | 237.195 |
| Post sale service | 10 | 19082 | 0 | 19082 | 43981 | 4398.1 | 1830.488 | 5788.51 |
| Loyalty Inbound | 10 | 515 | 0 | 515 | 1046 | 104.6 | 48.433 | 153.158 |
| Valid N (listwise) | 10 | | | | | | | |

TABLE 4. Frequency Statistics

| | | Analytical | Collaborative | Traditional | Digital | Sales based CRM | Sales forecasting | Post sale service | Loyalty Inbound |
|-------------|---------|------------|-----------------|-------------|------------------|------------------|-------------------|-------------------|-----------------|
| N | Valid | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Median | | 7.13 | 2477.5 | 100.5 | 469 | 5134 | 142.5 | 2979 | 54.5 |
| Mode | | 45614 | 19 ^a | 1 | 120 ^a | 563 ^a | 14 ^a | 0 ^a | 0 ^a |
| Percentiles | 10 | 4.68 | 19.4 | 1 | 130.2 | 567.8 | 14.7 | 21.6 | 0.6 |
| | 20 | 5.80 | 199.8 | 8.8 | 224.2 | 654.8 | 22.4 | 217.4 | 6.6 |
| | 25 | 5.88 | 686 | 30.25 | 230.25 | 775.25 | 26.25 | 221.25 | 8.25 |
| | 30 | 5.93 | 1123 | 51.4 | 249.2 | 1413.8 | 50.5 | 577.3 | 18.9 |

Table 3 shows the descriptive statistics values for analysis N, range, minimum, maximum, mean, standard deviation, Variance, Skewness, Kurtosis. Analytical, Collaborative, Traditional, Digital, Sales based CRM, Sales forecasting, Post sale service, Loyalty Inbound this also using.

Table 4 Shows the Frequency Statistics in Analytical, Collaborative, Traditional, Digital, Sales based CRM, Sales forecasting, Post sale service, values, Loyalty Inbound are given. Valid 10, Missing value 0, Median value 7, Mode value 45614.

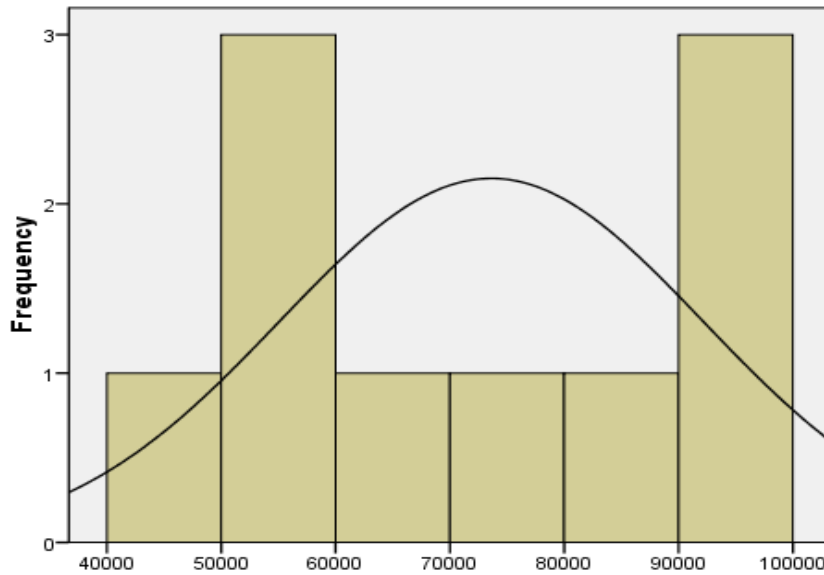


FIGURE 1. Analytical

Figure 1 shows the histogram plot for the Analytical from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 50000,60000 for the Medical Devices except for the 90000,100000 value all other values are under the normal curve shows the model is significantly following a normal distribution.

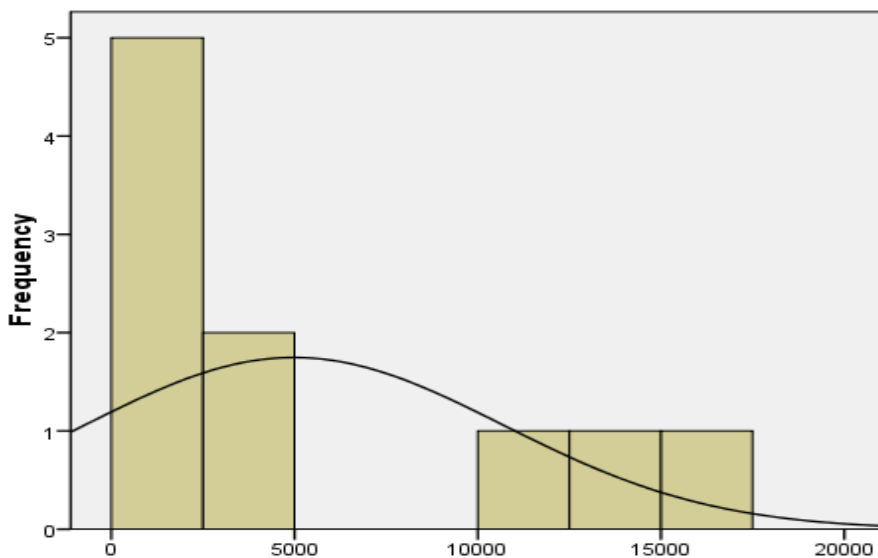


FIGURE 2. Collaborative

Figure 2 shows the histogram plot for the Collaborative from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 0 for the Collaborative except for the 0value all other values are under the normal curve shows the model is significantly following a normal distribution.

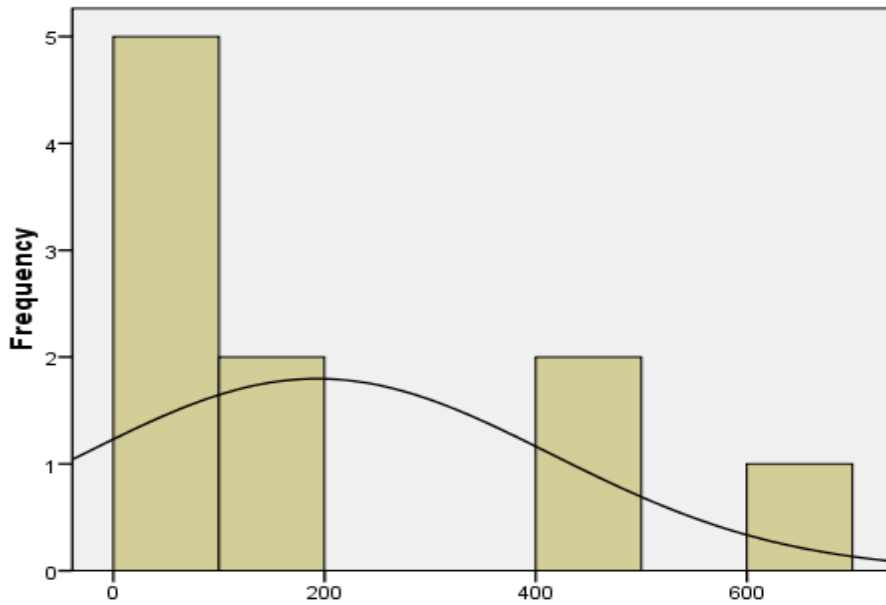


FIGURE 3. Traditional

Figure 3 shows the histogram plot for the Traditional from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 0 for the Traditional except for the 0 value all other values are under the normal curve shows the model is significantly following a normal distribution.

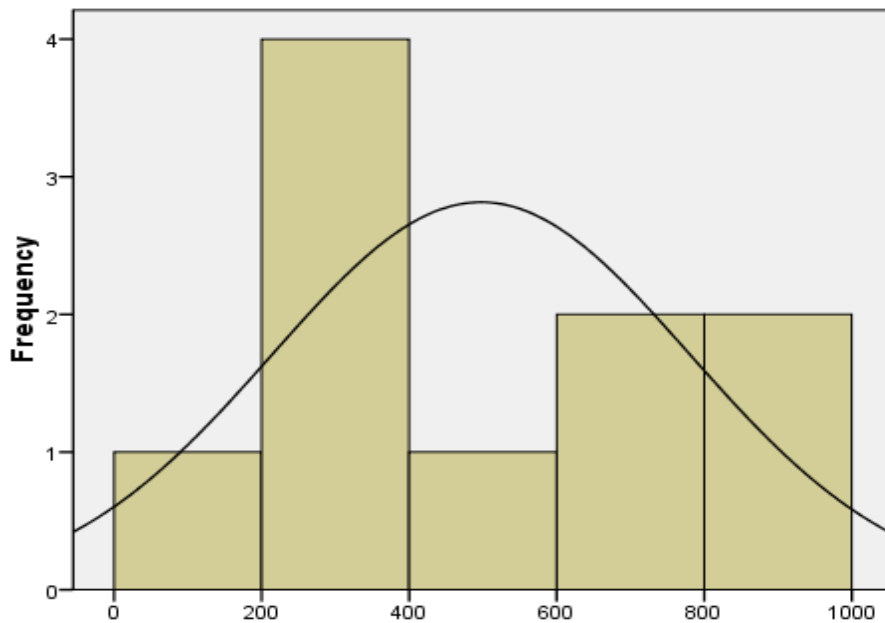


FIGURE 4. Digital

Figure 4 shows the histogram plot for the Digital from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 200,400 for the Digital except for the 200,400 value all other values are under the normal curve shows the model is significantly following a normal distribution.

Figure 5 shows the histogram plot for the Sales based CRM from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 5000 for the Sales based CRM except for the 5000 value all other values are under the normal curve shows the model is significantly following a normal distribution.

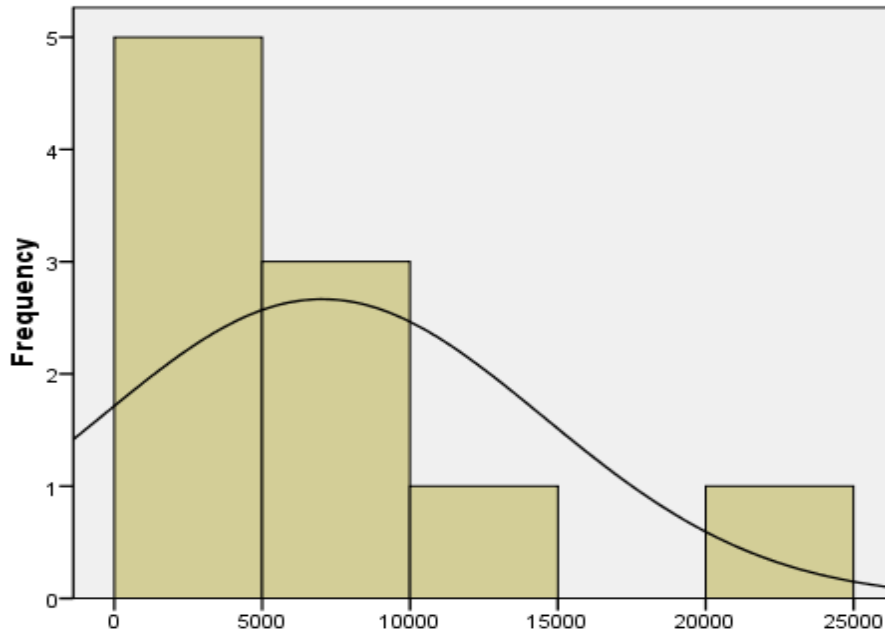


FIGURE 5. Sales based CRM

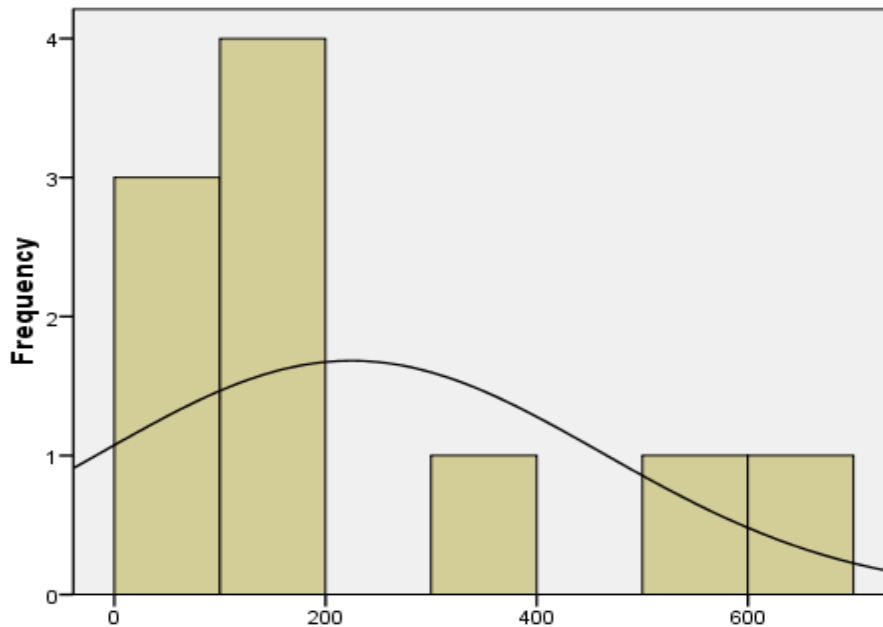


FIGURE 6. Sales forecasting

Figure 6 shows the histogram plot for the Sales forecasting from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 200 for the Sales forecasting except for the 200 value all other values are under the normal curve shows the model is significantly following a normal distribution.

Figure 7 shows the histogram plot for the Post sale service from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 5000 for the Post sale service except for the 5000 value all other values are under the normal curve shows the model is significantly following a normal distribution.

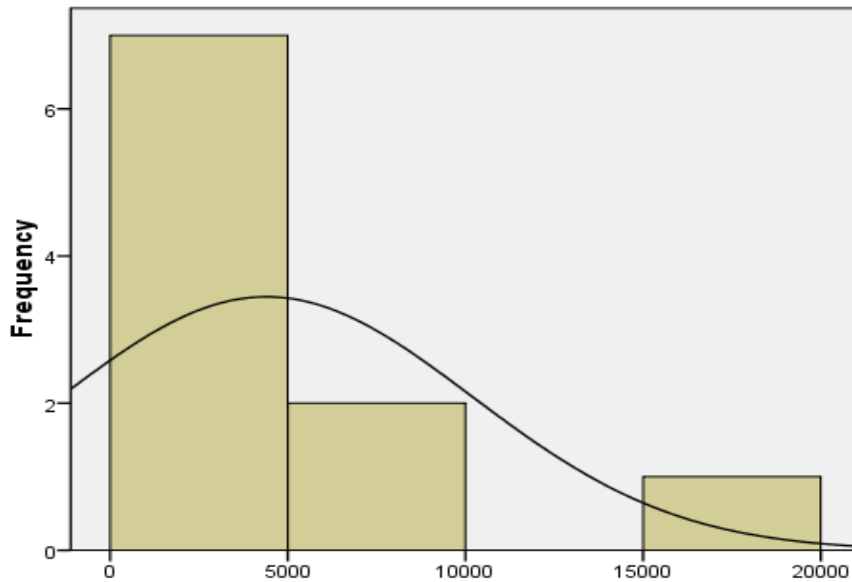


FIGURE 7. Post sale service

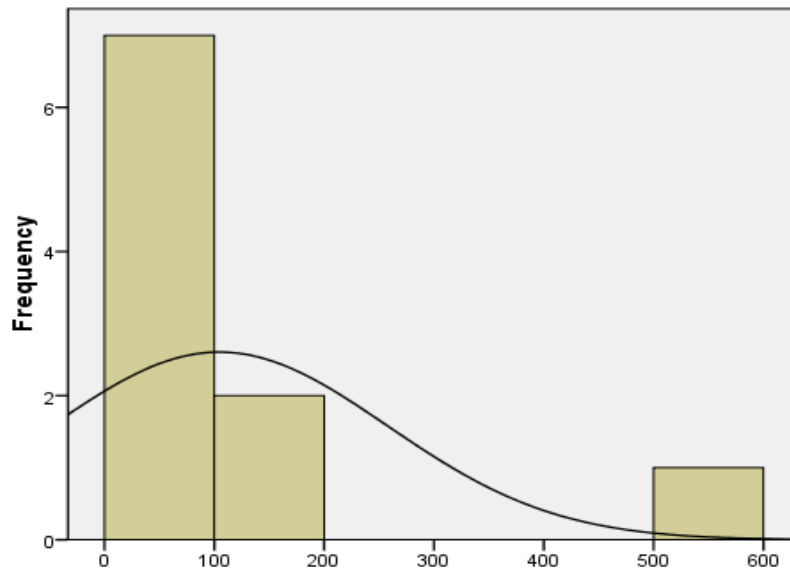


FIGURE 8. Loyalty Inbound

Figure 8 shows the histogram plot for the Loyalty Inbound from the figure it is clearly seen that the data are slightly Left skewed due to more respondents choosing 100 for the Loyalty Inbound except for the 100 value all other values are under the normal curve shows the model is significantly following a normal distribution.

Table 5 shows the correlation between motivation parameters for the Analytical for Collaborative is having the highest correlation the Loyalty Inbound is having the lowest correlation. Next, the correlation between motivation parameters for Collaborative the and Traditional is having the highest correlation with Loyalty Inbound having the lowest correlation. Next, the correlation between motivation parameters for Traditional for the Collaborative is having the highest correlation with Post sale service having the lowest correlation. Next, the correlation between motivation parameters for Digital and the Sales based CRM is having the highest correlation with Analytical having the lowest correlation. Next, the correlation between motivation parameters for Sales based CRM for the Digital is having the highest correlation with Analytical having the lowest correlation. Next, the correlation between motivation parameters for Sales forecasting the Sales based CRM is having the highest correlation with

Analytical having the lowest correlation. Next, the correlation between motivation parameters for Post sale service the Loyalty Inbound is having the highest correlation with Collaborative having the lowest correlation. Next, the correlation between motivation parameters for Loyalty Inbound the Post sale service is having the highest correlation with Analytical having the lowest correlation.

TABLE 5. Correlations

| | Analytical | Collaborative | Traditional | Digital | Sales based CRM | Sales forecasting | Post sale service | Loyalty Inbound |
|-------------------|------------|---------------|-------------|---------|-----------------|-------------------|-------------------|-----------------|
| Analytical | 1 | 0.356 | 0.003 | 0.217 | -0.039 | -0.175 | 0.109 | -0.01 |
| Collaborative | 0.356 | 1 | .895** | -.644* | -0.486 | -0.513 | -0.083 | -0.16 |
| Traditional | 0.003 | .895** | 1 | -.706* | -0.492 | -0.503 | -0.177 | -0.219 |
| Digital | 0.217 | .644* | .706* | 1 | .833** | .785** | -0.279 | -0.277 |
| Sales based CRM | 0.039 | 0.486 | 0.492 | .833** | 1 | .977** | -0.398 | -0.359 |
| Sales forecasting | 0.175 | 0.513 | 0.503 | .785** | .977** | 1 | -0.417 | -0.364 |
| Post sale service | 0.109 | 0.083 | 0.177 | -0.279 | 0.398 | 0.417 | 1 | .989** |
| Loyalty Inbound | 0.01 | 0.16 | 0.219 | -0.277 | -0.359 | -0.364 | .989** | 1 |

4. CONCLUSION

To clarify the nature of online marketing, it is important to standardize the various terms used to describe this emerging trend in specialized literature and on the internet. Several authors have used terms such as "digital advertising," "internet advertising," "online advertising," "web advertising," "email advertising," "e-marketing," or "marketing 4.0" interchangeably, with few distinctions between them. While these terms refer to the same concept and have similar meanings, they all have different nuances, emphasizing different marketing strategies. Some experts argue that as online marketing spending increases, people's perceptions of its benefits also increase. Significant levels of usage indicate more frequent online contact, while low concentrations suggest a more conventional online presence. Therefore, a company's online involvement and potential benefits of online advertising can be precisely quantified by analyzing its usage. In response to the question, "What areas require further study on the use of computational sciences in digital marketing?" nine subjects have been identified for future research on a company's data-driven strategy. The study aims to explore various forms of current digital marketing strategies and has selected 70 Millennials for the exploratory research. It seems that there may be some confusion in this text, as it jumps between topics and uses some technical language without clear context. The first sentence mentions a group compiling a list of web policies, but it is not clear who this group is or what their purpose is. The text then briefly discusses trends in digital marketing, but states that many publications rely on speculation rather than evidence. The text then shifts to discussing the importance of properly carrying out online marketing to avoid negative customer experiences. Finally, the text touches on behaviorism as a concept in psychology, but it is not clear how this relates to the previous topics. Overall, it seems that this text lacks coherence and clear organization. It would benefit from more focused and structured writing, with clear connections between ideas and topics. The Cronbach's alpha reliability result for the overall model is .759, indicating 62% reliability. Based on the literature review, the model with a Cronbach's alpha value above 75% can be considered for analysis.

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