

The Impact of Digital Transformation on Customer Experience: A Study of How Firms Use Digital to Enhance CX

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Abstract - This pandemic harmed all economies, developed and developing, because the entire world was under lockdown. The corporate community is also experiencing instability as a result of this outcry. Numerous people have experienced job loss for a variety of causes. It was hard for the business organisations to continue because the market and all of the operations were reduced or stopped. Business organisations really needed to change their strategies because the ones they had been using to succeed were no longer workable. Lockdowns, social isolation, and other restrictions made it extremely difficult for businesses to provide customers a genuine sense of their goods or services. Businesses have been forced by COVID-19 to move their product and service promotion and advertising online, in order for them to build a solid clientele even after lockdown scenarios. For corporate companies, virtual buying and an awareness of online customer behaviour are becoming essential. Due to the competitive virtual marketplace, business businesses are prioritising these things, which is the genuine requirement of the current moment. Gradually, regular Internet development and expansion have made eCommerce a part of mainstream corporate operations.

Keywords: Digital Transformation, Digital Risk, Business Management

I. INTRODUCTION

In recent years, there has been a sharp increase in the number of internet users. Nowadays, most people spend their time on the internet (566 million users as of December 2018 according to Economic Times). Reliance (R-Jio), among other telecom firms, is a key player in this ongoing change. The expansion of the Internet is commonly attributed to a number of factors, including technological breakthroughs and 4G services. internet banking, internet shopping, and online video viewing are becoming more and more popular (Diaz & Montalvo, 2022). Benefit from the ever-growing internet by utilising social media. The corporate sector is going digital in tandem with the increasing digitisation of other things. In 2018, there were 480 million to 570 million internet users in India. Additionally, it is anticipated that there will be 666.4 million internet users by 2023. Businesses are increasingly employing many digital channels for different internal procedures. The growing usage of smartphones is particularly significant in this context. Consequently, a growing number of companies are using digital media to advertise their goods

and services (Ionaşcu et al., 2022; Taopik et al., 2024). Social networking sites are quite important in this (Kul & Upadhyaya, 2015). To increase their online presence, businesses are now depending on a variety of digital channels like social media, email, and search engine marketing. The internet presents a plethora of opportunities for businesses, and it can serve as a vital and practical platform for a range of marketing endeavours, including information dissemination, customer acquisition, customer retention, and online customer relationship management (CRM). Social media is drastically changing the marketing landscape at an ever-increasing rate (Li & Lin, 2024). Social media is changing the connection between businesses and their customers. The majority of people's time is now spent online. Consequently, the corporate world is shifting its focus from traditional marketing to digital marketing. These days, they use digital marketing channels to advertise and promote their goods and services. This was predicted to climb to almost 539 billion rupees by the financial year 2024, indicating a notable expansion in the industry field (Rami et al., 2024; Rosário & Dias, 2022). DT on Customer Experience shown in Fig. 1.



Fig. 1 DT on Customer Experience

The great majority of people in the nation who use the internet do so through mobile devices. The number of smartphone users and internet users in the nation were about equal (Nayal et al., 2022). The low cost of mobile data, the increasing number of smartphone users, and the practicality of smartphones in comparison to tablets and PCs are some of the factors contributing to India's high level of mobile internet access. Even with the vast number of internet users in the nation, internet penetration rates took longer to rise. In India, women use the internet significantly less frequently than males do, and the difference is even more noticeable in rural areas. In a similar vein, fewer older people in the nation use the internet because they lack online literacy and technological know-how. If disadvantaged groups, including women, the elderly, and those living in rural areas, are encouraged to use the internet, India's digital footprint has a great deal of potential to grow (Philbin et al., 2022).

In this case, the introduction is examined in section 1 of the article. Section 2 describes the review of the work further Section 2 and 3 explains the goal of the work digital technologies, and Section 4 concludes the project.

II. DIGITAL MARKETING

The phrase "digital marketing" is used differently by everyone, as there are many distinct ways that people refer to it. Other names for it include internet marketing, online marketing, and e-marketing. There is a difference between these expressions even if they are all related in some sense (Feroz et al., 2021). The use of the internet for product and service promotion and advertising is known as internet marketing. E-marketing is also known as electronic marketing. Digital technology and a live internet connection can be used to promote and advertise goods and services. 5-S Model of Digital Marketing shown in Fig. 2.



Fig. 2 5-S Model of Digital Marketing

Digital marketing encompasses the promotion and advertising of different products and services using digital means, along with the utilisation of diverse IT technologies and strategies. It's a novel and successful method of product marketing. It's a completely different process from standard marketing. Digital marketing is the process of connecting and keeping up a relationship with customers using electronic media and other online activities. It includes a range of

techniques to interact with consumers digitally and produce leads and conversions for our company. Unlike traditional marketing, digital marketing is a dynamic process that is always evolving (Martínez-Peláez et al., 2023). The effectiveness of digital marketing can be determined by measuring the data, facts, and figures involved. It reduces the quantity of frenzied door-to-door sales. It's also an easy and affordable approach to engage with people without disturbing them.

Digital marketing is the process of promoting goods or brands via one or more electronic media platforms. Other names for digital marketing include "web marketing," "internet marketing", and "online marketing" (Camodeca & Almici, 2021). Digital marketing is the management process in charge of recognising, predicting, and profitably meeting client requirements, according to the Chartered Institute of Marketing (2015). Digital marketing, according to Smarter Insights (2000), is "achieving marketing objectives through the use of digital technologies." The field of digital marketing is growing as the world gets more digital. This is because to the widespread perception that it is an easy, practical, and efficient method of learning new material. Experts in handling matters pertaining to electronic media are in greater demand. General Process of Digital Marketing shown in Fig. 3.

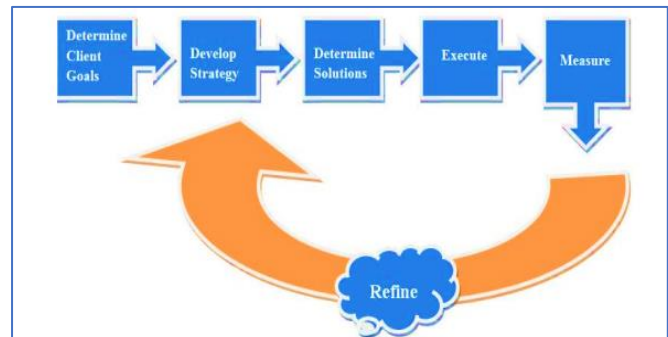


Fig. 3 General Process of Digital Marketing

These days, every everyone has a mobile phone—especially a smart phone. The digital marketing landscape is always growing, much like the industry itself. The key idea is that, whereas digital marketing (via the internet and electronic media) enables us to be everywhere, at any time, anywhere in the globe, traditional marketing does not allow us to be everywhere. Digital marketing is really a fresh method for comprehending consumer behaviour and methods (Stroumpoulis & Kopanaki, 2022).

III. RESEARCH FRAMEWORK

Digital marketing is becoming the increasing need of hour as it is impacting businesses and consumers in several ways (Li, 2022). On the basis of above research issues, the research objectives for the present study are framed as,

- To research how digital marketing has emerged in the context of India (YOY secondary data analysis).

- To determine the driving forces behind the adoption of digital marketing.
- To determine the obstacles or issues that the companies encountered during adoption or implementation.
- to gauge how digital marketing affects commercial enterprises' sales.
- To determine the most successful digital marketing strategy that affects businesses; To determine the most successful social media platform that encourages businesses to use digital marketing; and
- To examine how consumers view digital marketing.

The methodical or well-organised approach to addressing a research problem is known as research methodology. It involves a variety of sampling strategies, data gathering approaches, research completion timeframes, respondent counts, and analytic tool combinations (Zheng & Zhang, 2023). Research methodology, to put it simply, is the collection of several techniques used to carry out fruitful research (Ufua et al., 2021). Convenient random selection will be employed for this purpose, and well-crafted questionnaires will be used to gather data. The questionnaire will be broken down into three sections: questions about the respondents' demographic profiles will be asked in the first section, questions about how digital marketing is affecting businesses will be asked in the second section, and questions about how consumers view digital marketing and advertising will be asked in the third section (Ji et al., 2023). Depending on the needs of the study, different statistical tests and methods will be employed to assess the data that has been gathered. Newspapers, periodicals, government websites, online portals, research papers, journals, annual reports, and different textbooks will all be used as secondary data sources. A framework or an arrangement of several procedures and research methods is essentially what research design is. A research design is essentially a plan or framework created prior to the start of the entire research process. Logical problems are mostly addressed by research design, not logistical ones (Shen & Wang, 2023). A well-defined research problem or statement, a variety of instruments and procedures, the sample under study, and the methods to be applied in the data analysis phase are typically included in a research design. Both primary and secondary data served as the foundation for the current investigation. Secondary data was gathered from the body of current research on digital marketing, from various subsets of the field to consumer behaviour and digital marketing, as well as from yearly reports, publications, reputable journals, official websites, and several recognised data-providing portals. The study's primary data was gathered with the aid of a carefully thought-out questionnaire (Gil-Gomez et al., 2020).

IV. EXPERIMENTAL ANALYSIS

Both primary and secondary data served as the foundation for the current investigation. Secondary data was gathered from the body of current research on digital marketing, various subsets of the field and consumer behaviour, annual reports from organisations, periodicals, reputable journals, official

websites, and other portals that provide verifiable data, among other sources (Šimberová et al., 2022). The study's primary data was gathered with the aid of a carefully thought out questionnaire. The information gathered from various sources is presented in tabular form according to the analysis's needs. Several mathematical techniques, such as percentages, were employed in this study to analyse the data that was gathered. The fundamental instruments for gathering, arranging, evaluating, and interpreting the gathered primary and secondary data are provided by statistical methods (Xu et al., 2023).

The majority of attendees work in the banking, tour and travel, food and hospitality, manufacturing, IT, healthcare, and education sectors, among other industries. Additionally, information was gathered from 600 clients, of whom 580 returned responses and 563 were deemed appropriate for examination. Techniques such as factor analysis, correlation, one-way ANOVA, reliability test, mean, and standard deviation have been used to evaluate the effect of digital marketing on Indian businesses. Pie charts and bar charts are two ways that data can be shown graphically (Mohamed Hashim et al., 2022) Response Rate shown in Fig. 4.



Fig. 4 Response Rate

Five experts were consulted in order to validate the questionnaire. These professionals work with a variety of company structures, including corporations, partnerships, sole proprietorships, and semi-government organisations. The questionnaire has been modified appropriately based on their reviews and distributed to the relevant individuals. Designed Framework shown in Fig. 5.

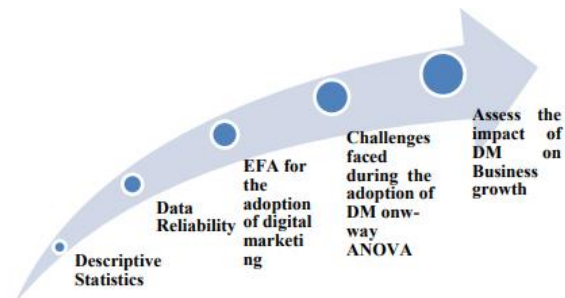


Fig. 5 Author Designed Framework

When deciding which components to keep in an exploratory factor analysis (EFA), a scree plot can be helpful. It is the graph where the number of elements and the eigen values are plotted. Scree Plot for Motivational Factors Scale shown in Fig. 6.

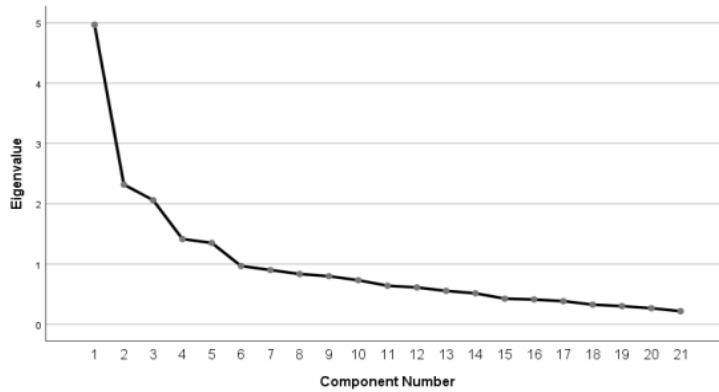


Fig. 6 Scree Plot for Motivational Factors Scale

The participants stated that organisations benefit from technological advancements in using chatbots, artificial intelligence (AI), digital marketing, and other tools (factor loading: 81.2%). A customised digital marketing campaign has a factor loading of 73.8%; the use of contemporary technologies lowers the cost of digital platform marketing

(factor loading: 65.5%); technological advancements increase the efficacy of marketing and promotional efforts (factor loading: 57.4%); and data management. Factors associated with the motivation towards digital marketing adoption shown in Fig. 7.

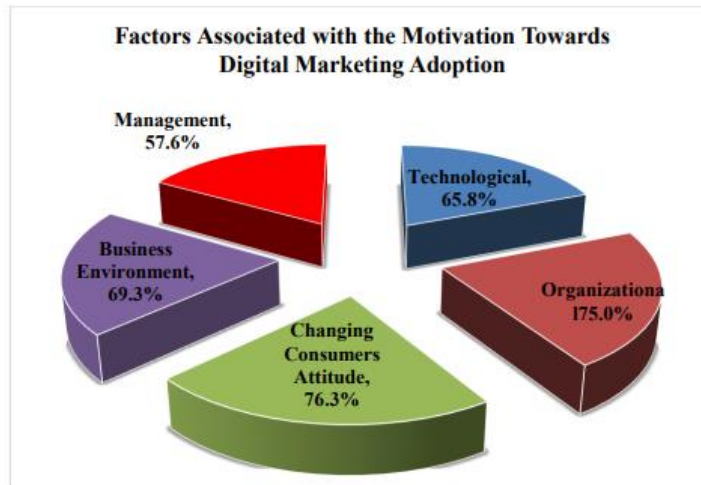


Fig. 7 Motivational Factors in Adoption of Digital Marketing

There are certain obstacles to overcome while using digital marketing, but these obstacles also help companies reach their full potential. A few obstacles have been highlighted in this survey, and participants have expressed their perspectives on the aspects that they believe motivate digital marketing.

Calculated mean values are used to display participant replies. Information gathered using a 5-point Likert scale, with 1 denoting a severe disagreement and 5 denoting a strong agreement. Mean Values of Different Identified Challenges shown in Fig. 8.

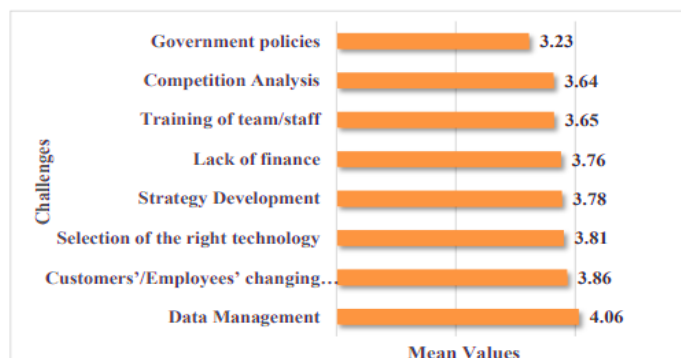


Fig. 8 Mean Values of Different Identified Challenges

Every significant number is less than or equal to the 0.05 tolerance level. It follows that digital marketing strategies are impacting customer decision-making at different digital

method levels as well as at the overall level. Preferred Digital Marketing Channels shown in Fig. 9.

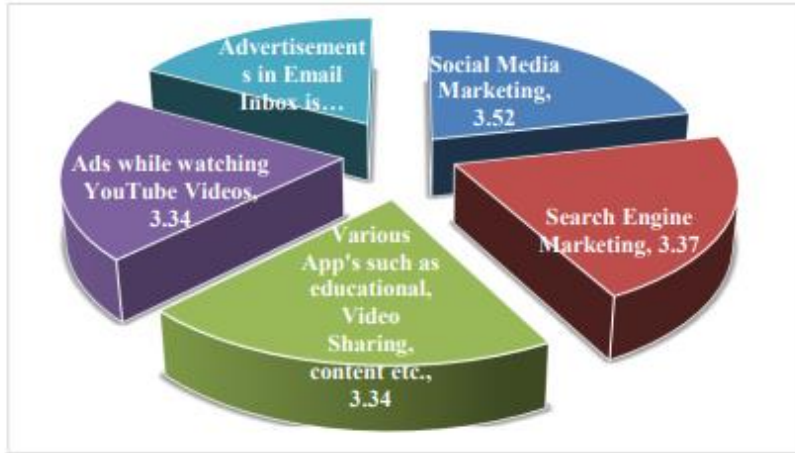


Fig. 9 Preferred Digital Marketing Channels

Here, the relevance level of the obstacles businesses faced when implementing digital marketing at the motivational level is evaluated using a one-way ANOVA. One-way ANOVA is used since the parameters (motivational factors and challenges) are both parametric in nature. Here, the

results are interpreted with a 95% confidence level while taking into account the F-value and significance value. Below is a demonstration of each corresponding One-way ANOVA table for discussion.

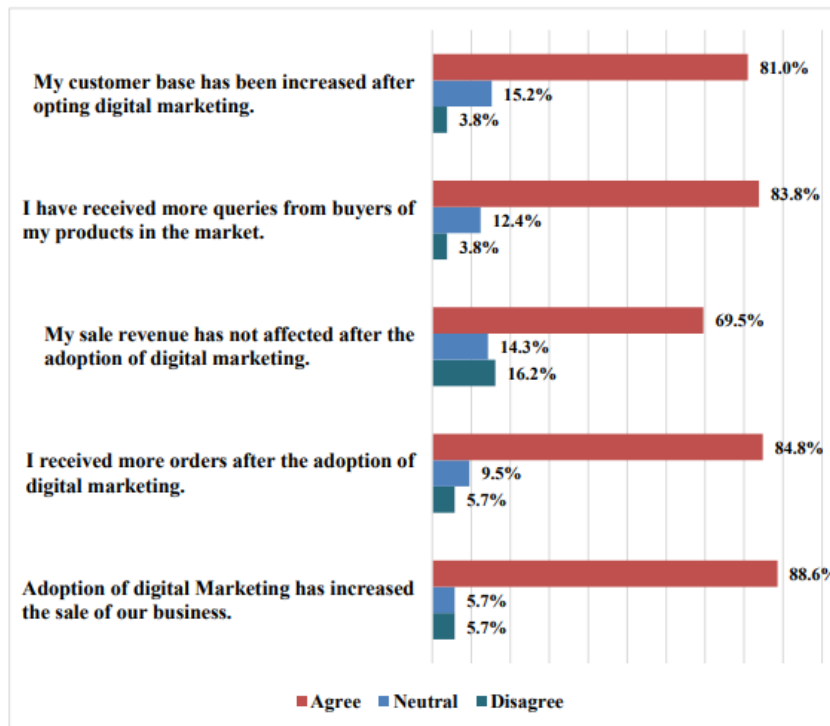


Fig. 10 Impact of Digital Marketing on Sale of Business Organizations

Fig. 10 discusses how digital marketing affects commercial enterprises' sales. The data collected indicates that the use of digital marketing has raised business sales by 88.6%. Following digitisation, 84.8% more orders were received by the company. The increase in sales income is (69.5%). Both the customer database (81.0%) and the number of product buyers' queries (83.8%) are rising. As per the firms and

participants, an overall influence has been noted. Due to the Internet's prevalence and ongoing technological advancements, the majority of people on the planet spend a significant amount of time online (Xu et al., 2022). The telecom industry has been crucial to this constant shift. Companies in the telecom sector, such as R-Jio, are crucial to this ongoing change. The expansion of the Internet is

commonly attributed to a number of factors, including technological breakthroughs and 4G services. Online activities such as shopping, banking, streaming videos, gaming, ordering meals and trips, and receiving educational services are becoming more and more popular. The corporate sector is embracing digitalisation in its business strategies as more and more people spend their time online.

V. CONCLUSION

Covid-19 has significantly altered all worldwide operations. It is one of the most extreme outspreads in human history. This pandemic harmed all economies, developed and developing, because the entire world was under lockdown. The corporate community is also experiencing instability as a result of this outcry. Numerous people have experienced job loss for a variety of causes. It was hard for the business organisations to continue because the market and all of the operations were reduced or stopped. Business organisations really needed to change their strategies because the ones they had been using to succeed were no longer workable. Lockdowns, social isolation, and other restrictions made it extremely difficult for businesses to provide customers a genuine sense of their goods or services. Businesses have been forced by COVID-19 to move their product and service promotion and advertising online. In order for them to build a solid clientele even after lockdown scenarios. The primary goals of the current study were to examine the various effects of digital marketing on Indian businesses as well as how consumers see this type of advertising. The profile of the respondents, which comprises frequency and percentage statistics, was presented using descriptive analysis. Several statistical techniques, including factor analysis, reliability test, one-way ANOVA, correlation, frequency distribution, mean, and standard deviation, were employed to evaluate the effects of digital marketing on Indian businesses and consumers' perceptions of it.

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