

An empirical study of marketing and strategy problems in social media and digital marketing

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Abstract

In the modern era of digitalization, business market and organizations are involved with social media as well as digital mediator marketing and the purpose of branding. The way of marketing or advertising through social media currently is innovative nature of any kind of business. Social media advertisement is a very easy process to reach the customer and explore a brand, product, or any kind of business service. But in this time of modern technology social media business platforms are also facing some challenges and problems. The strategy of the digital marketing process is affected by some lack of business management. In this time of high business market competition, digital marketing or online marketing procedure also face various issues such as authentic connections, genuine platforms, limitations of advertisement platforms, the active user, and others. The nature of digital marketing or online marketing challenges is increasing due to less engagement number and user inactivity. Major reasons for the marketing strategy problem in digital or social media are described properly in this particular analysis paper.

Keywords: marketing and strategy problems, social media, digital marketing, visualization of social media marketing

1. Introduction

The analysis paper of business marketing strategy problem through social media, online market as well as digital market, its identification, problem statement, marketing challenges, visualization of social media marketing, solution and current situation of online marketing challenges are described in this study paper. In this generation, businesses are mostly involved with social media platforms for their business establishment, exploration of the market, advertising products, and new launching. Increasing business volume in digital market platform changing customer mentality. Customer's also moving to new products, new branches, or new materials. Due to market changes position on social media platforms usually became a large problem for business owners. Choosing the right customer, reaching the business target, and understanding properly about frequently changing the platform of the digital market is the biggest problem for marketing on social media or any online platform.

The analysis paper on digital market challenges in this today's life shows the problem of advertisement or marketing in social media, challenges of the online business market, issues of digital marketing in modern life, followers or customer inactivity in the business platform of social media and the type of changing digital market nature-based on the customer also discussed elaborately throughout this whole study paper. Researchers have identified the problem, and relevant data about digital market challenges as well as a solution or overcome this situation.

2. Problem Statement

The area of the problem statement of the analysis paper of social media marketing problems or marketing problems through digital media signified some major challenge aspects for business owners as well as online marketing issues (Dwivedi et al. 2021). Social

media marketing is a huge challenge in the modern era of online business platforms. This study paper focuses that particular areas of marketing, advertisement, or business challenges for organizations and business owners. Current social media business platforms are facing various issues. This research paper finds major challenges for the business organization through digital media marketing such as failure to engage followers or customers in digital media platforms, lack of customer interaction, frequently changing business modules, day-to-day business upgrading or dynamic business system, choosing the right customer or audience or another. The whole study of digital marketing challenges is mainly focused on these are of online marketing problems (El 2020).

3. Research Aim and objectives

The study of online marketing challenges, and issues through social media platforms is presented for the reason of finding major causes of diminishing online marketing. The research aim of this particular study aims to highlight the current situation of marketing through any online or social media, proper discuss the reasons for facing digital marketing challenges in the modern day of business, and about business components that are needed to change to make a solution of this problem (Pandey et al. 2020). The objective of this research paper on marketing problem through social media in any online market are described below.

- lack of making a dynamic website or platform for growing business market
- lack of creating business content to advertise properly
- perfect timing set to become active in social media or online platform
- new customers allow us to expand the business chain
- focus on engaging more customers in social media

- focus on the campaign to follow a dynamic business process

4. Hypothesis

H01: Presence of Dynamic website may improve efficiency of digital marketing for target customers.

H10: Presence of Dynamic website may not improve efficiency of digital marketing for target customers.

H02: Utilizing engaging time may bring efficiency for customer involvement from digital marketing process.

H20: Utilizing engaging time may not bring efficiency for customer involvement from digital marketing process

H03: Pattern of campaigning may enhance the outcome efficiency from digital marketing strategy.

H30: Pattern of campaigning may not enhance the outcome efficiency from digital marketing strategy.

5. Methodology

In the area of methodology part of the research paper about digital marketing challenges in various e-commerce, sectors are discussed. Marketing through social media platforms or any digital media is a large business marketing platform for modern business (Jacobson et al. 2020). Many investors, business owners, or organizations are involved with the omnipresent market platform of digital media. Methodology of the research paper of digital online marketing problem and challenges are maintained in this area such as lost business volume in the online business market, way to reach the target audience or customer, visualize online marketing strategy, looking to modern generation choice, trend and keep going with dynamic business strategy.

6. Data Analysis

Digital marketing

	Frequency	Percent	Valid Percent	Cumulative Percent
Market Researcher	2	6.5	6.5	6.5
Consultant	1	3.2	3.2	9.7
Marketing team	8	25.8	25.8	35.5
Digital marketing manager	2	6.5	6.5	41.9
Consultant	2	6.5	6.5	48.4
Consultant; Owner	1	3.2	3.2	51.6
Technician	1	3.2	3.2	54.8
Owner	3	9.7	9.7	64.5
Project manager	9	29.0	29.0	93.5
Project manager; Consultant	1	3.2	3.2	96.8
Technician	1	3.2	3.2	100.0
Total	31	100.0	100.0	

Marketing_knowledge_rating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	3.2	3.2	3.2
	2	11	35.5	35.5	38.7
	3	11	35.5	35.5	74.2
	4	4	12.9	12.9	87.1
	5	4	12.9	12.9	100.0
	Total	31	100.0	100.0	

DIGITAL MARKETING_knowledge_source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Company training	3	9.7	9.7	9.7
	Company training ;Workshop	1	3.2	3.2	12.9
	Internet	7	21.6	22.6	35.5
	Internet ;Company training	2	7.5	6.5	41.9
	Internet ;Company training ;Workshop	2	3.2	3.2	45.2
	Internet ;Company training ;Workshop; Self-taught	1	6.5	6.5	51.6
	Internet ;Self-taught	2	6.5	6.5	58.1
	Internet ;Self-taught ;University Curriculum	1	3.2	3.2	61.3
	Internet ;University Curriculum	1	4.2	3.2	64.5
	Internet ;Workshop	1	1.2	3.2	67.7
	Internet ;Workshop;Self-taught	1	3.2	3.2	71.0
	None	4	11.9	12.9	83.9
	Self-taught	3	10.7	9.7	93.5
	Workshop	1	3.2	3.2	96.8
	Workshop; University Curriculum	1	3.2	3.2	100.0
Total	31	100.0	100.0		

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
exp	31	1	5	3.13	1.408
company_size	31	40.00	976.00	562.9677	275.98907
agree_marketing_necessity_for_SMEs	31	2	5	3.97	.836
agree_market_knowledge_rising	31	1	5	3.55	.888
agree_digital_marketing_modelling	31	3	5	4.35	.551
agree_competition_increase_by_digital_marketing	31	3	5	4.42	.564
Agree_collaboration	31	2	5	4.23	.717
agree_marketing_strategy_error_reducion	31	3	5	4.45	.675
agree_strategy_cost_effectiveness	31	2	5	4.26	.773
agree_cust_obstacle_digital_marketing_adoption	31	2	5	3.55	.850
agree_finance_barriers_	31	2	5	3.71	.864
agree_expertise_lack_barriers_marketing	31	2	5	4.06	.727
agree_low_commit_impact_digital_marketing	31	2	5	4.03	.795
agree_low_demands_impact_marketing	31	2	5	4.16	.820
agree_marketing_module_unavail_impact_market	31	2	5	4.35	.798
agree_diff_old_sys_integration_impacts_marketing_strategy	31	1	5	3.58	1.259
agree_company_staff_prep_implement	31	1	5	3.45	1.091
agree_company_invest_on_training	31	1	5	3.39	1.230
agree_SME_ready_for_digital_marketing	31	2	5	3.03	.752
agree_market_vision_2030_help_marketing_awareness	31	2	5	4.10	.908
Digital_marketing_knowledge_source_num	31	1	16	7.13	4.660
names_of_digital_app_exp_num	31	1	19	7.45	5.715
Valid N (listwise)	31				

Regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.585	.555	.139

- a. Predictors: (Constant), names_of_DIGITAL MARKETING_app_exp_num, agree_marketing_awareness_rising, exp, agree_expertise_lack_barriers_digital marketing, agree_finance_barriers_market, agree_diff_old_sys_integration_impacts__marketing strategy, agree_company_staff_prep_implement, company_size, agree_marketing_module_unavail_impact_dogitalization, agree_competition_increase_by_digital marketing, agree_low_commit_impact_marketing, agree__necessity_for_SMEs, agree_strategy_help_error_reducion, agree_cust_obstacle_strategy_adoption, agree_low_demands_impact_digital marketing, agree_marketing_strategy_help_collaboration, agree_company_invest_on_training, agree_offerings_digital_3d_modelling, agree_marketing_aids_cost_effectiveness, Marketig_knowledge_source_num

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.924	20	.496	.705	.758 ^b
	Residual	7.043	10	.704		
	Total	16.968	30			

- a. Dependent Variable: agree_SME_ready_for_digital marketing

- b. Predictors: (Constant), names_of_digital_app_exp_num, agree_maarketing_awareness_rising, exp, agree_expertise_lack_barriers_digital marketing, agree_finance_barriers_market, agree_diff_old_sys_integration_impacts_strategy, agree_company_staff_prep_implement, company_size, agree_digital_module_unavail_impact_strategy, agree_competition_increase_by_digital marketing, agree_low_commit_impact_marketing, agreestrategy_necessity_for_SMEs, agree_maarketing_help_error_reducion, agree_cust_obstacle_digital marketing_adoption, agree_low_demands_impact_market, agree_marketing_help_collaboration, agree_company_invest_on_training, agree_offerings_digital_3d_modelling, agree_strategy_aids_cost_effectiveness, digital marketing_knowledge_source_num

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.609	2.536		1.423	.185
exp	-.055	.158	-.104	-.350	.733

company_size	.000	.001	-.101	-.271	.792
agree_marketing_necessity_for_SMEs	-.168	.349	-.187	-.482	.640
agree_marketing_awareness_rising	.307	.277	.363	1.109	.293
agree_offerings_digital_3d_modeling	-.217	.556	-.159	-.390	.705
agree_competition_increase_by_digital_marketing	-.086	.430	-.064	-.200	.846
agree_stargey_help_collaboration	-.421	.426	-.401	-.989	.346
agree_marketing_strategy_help_error_reducion	-.059	.363	-.053	-.163	.874
agree_digital_aids_cost_effectiveness	.445	.405	.457	1.098	.298
agree_cust_obstacle_strategy_adoption	-.291	.339	-.329	-.857	.411
agree_finance_barriers_marketing	.082	.281	.094	.292	.776
agree_expertise_lack_barriers_marketing	.196	.403	.190	.487	.637
agree_low_commit_impact_digital_marketing	-.136	.312	-.144	-.437	.671
agree_low_demands_impact_marketing	.142	.369	.154	.383	.710
agree_digital_module_unavail_impact_market	-.132	.266	-.140	-.496	.631
agree_diff_old_sys_integration_impacts_marketing	.114	.181	.191	.630	.543
agree_company_staff_prep_implementation	.278	.327	.403	.848	.416
agree_company_invest_on_training	-.033	.249	-.053	-.131	.899
marketing_knowledge_source_number	.016	.078	.097	.201	.845
names_of_marketing_app_exp_number	-.014	.043	-.104	-.317	.758

a. Dependent Variable: agree_SME_ready_for_digital marketing

From the above mentioned regression model dependent variable value has been analysed. significance value of 0.758 has been evaluated.

Regression analysis to model help in digital marketing awareness:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953 ^a	.908	.724	.477

a. Predictors: (Constant), names_of_digital_app_exp_num, agree_Digital marketing_awareness_rising, exp, agree_expertise_lack_barriers_DIGITAL MARKETING, agree_finance_barriers_Digital marketing, agree_diff_old_sys_integration_impacts_Digital marketing, agree_company_staff_prep_implement, company_size, agree_DIGITAL MARKETING_module_unavail_impact_DIGITAL MARKETING, agree_competition_increase_by_Digital marketing, agree_low_commit_impact_Digital marketing, agree_DIGITAL MARKETING_necessity_for_smes, agree_Digital marketing MARKETING_help_error_reducion, agree_cust_obstacle_DIGITAL MARKETING_adoption, agree_low_demands_impact_DIGITAL MARKETING, agree_Digitalmarketing_help_collaboration, agree_company_invest_on_training, agree_offeringsdigital marketing_3d_modelling, agree_Digital marketing marketing_aids_cost_effectiveness, Digital marketing_knowledge_source_num

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.436	20	1.122	4.933	.006 ^b
	Residual	2.274	10	.227		
	Total	24.710	30			

a. Dependent Variable: agree__vision_2030_help_DIGITAL MARKETING_awareness

B. Predictors: (constant), names_of_digital marketing_app_exp_num, agree_digital marketing_awareness_rising, exp, agree_expertise_lack_barriers_digital marketing, agree_finance_barriers_digital marketing, agree_diff_old_sys_integration_impacts_digital marketing, agree_company_staff_prep_implement, company_size, agree_digital marketing_module_unavail_impact_digital marketing, agree_competition_increase_by_digital marketing, agree_low_commit_impact_digital marketing, agree_digital marketing_necessity_for_smes, agree_digital marketing_help_error_reducion, agree_cust_obstacle_digital marketing_adoption, agree_low_demands_impact_digital marketing, agree_digital marketing_help_collaboration, agree_company_invest_on_training, agree_offerings_digital marketing_3d_modelling, agree_digital marketing_aids_cost_effectiveness, digital marketing_knowledge_source_num

Significance value from Anova has been analysed that is 0.06 and getting the associated value improve the understanding of dependent variable.

7. Result and discussion

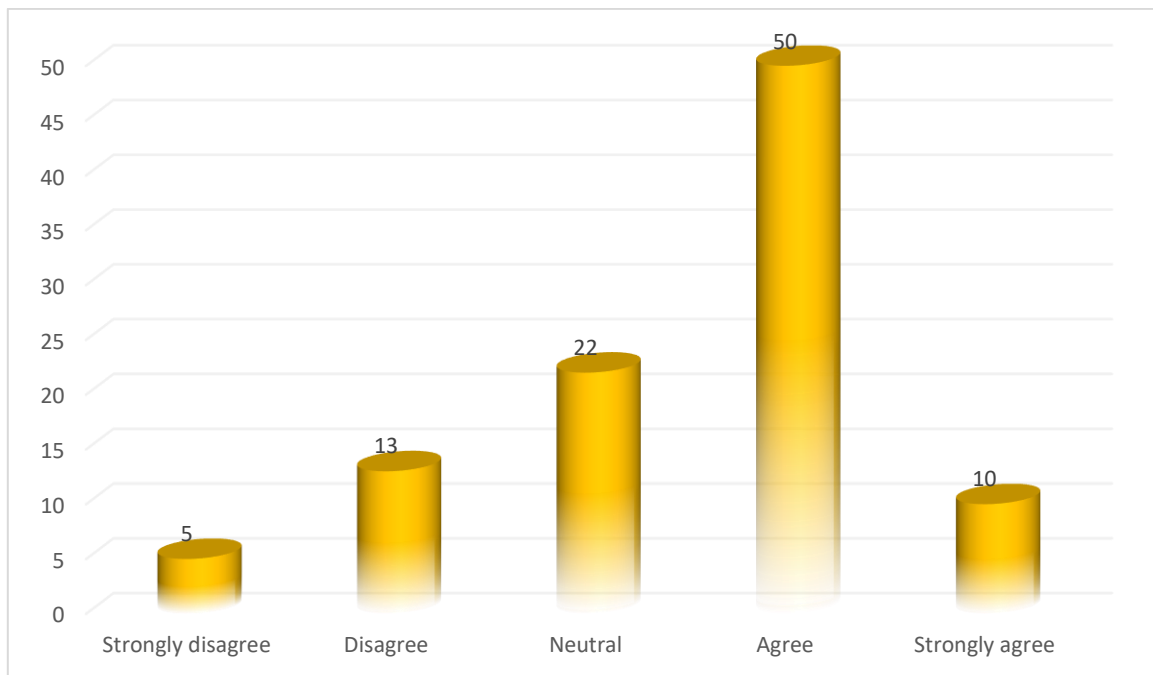


Figure 1: Responses regarding social media engagement concern the effective marketing process

(Source: Created by author)

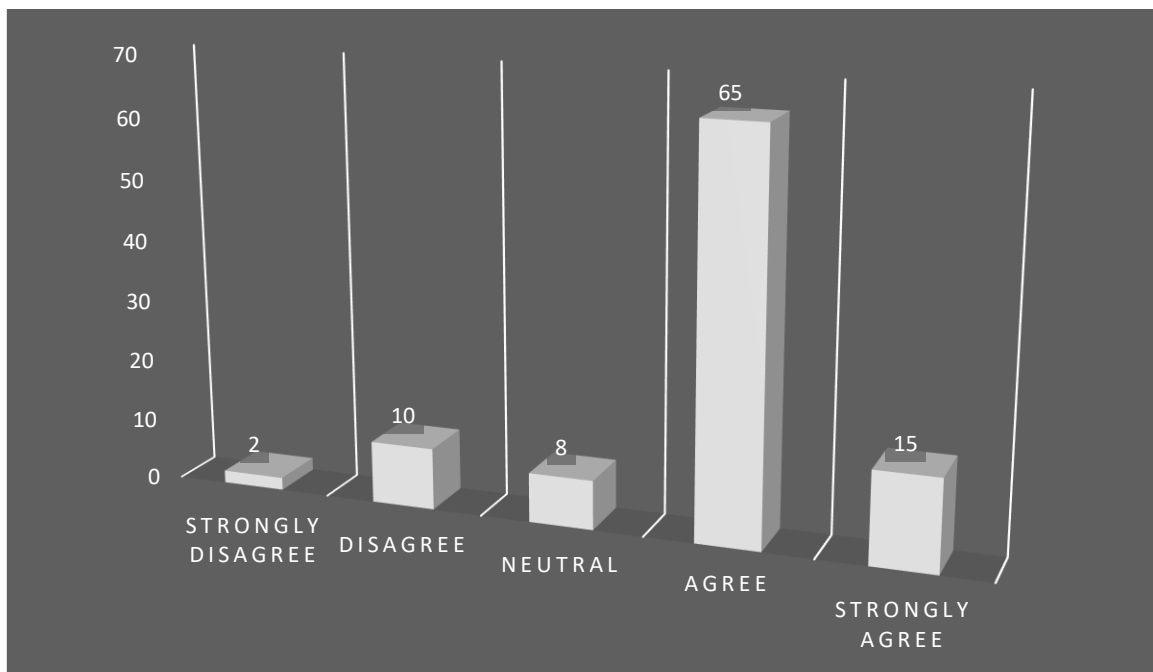


Figure 2: Responses regarding targeting the right audience to increase online marketing

(Source: Created by author)

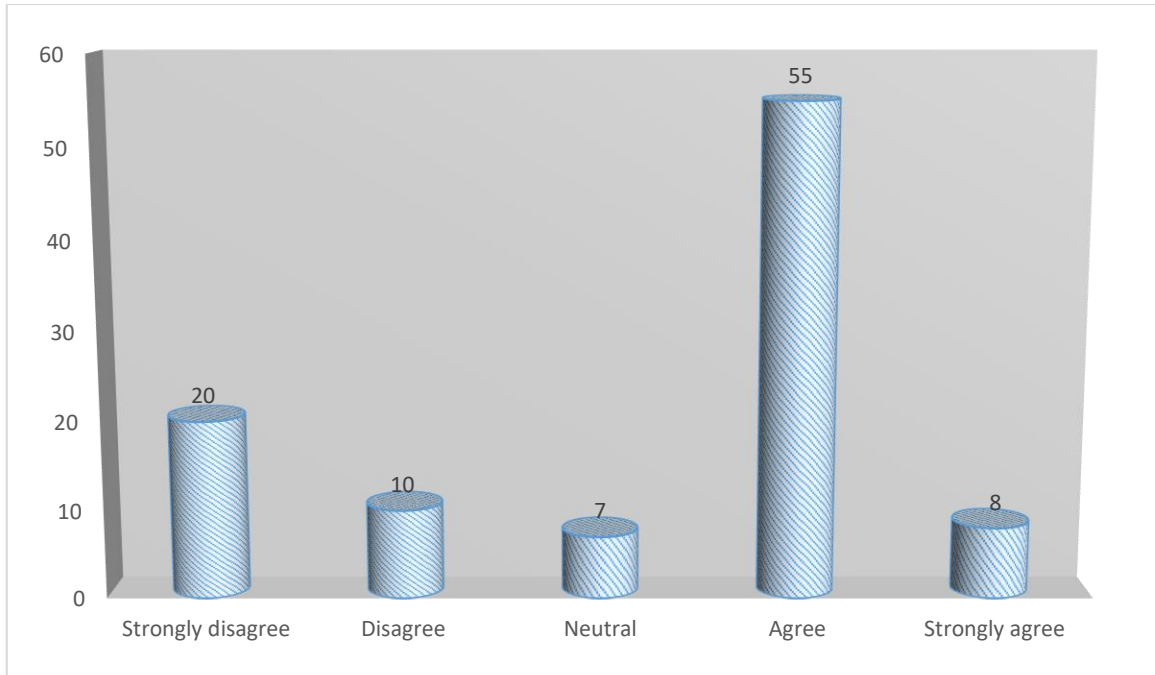


Figure 3: Responses regarding lead generation in online market effect
(Source: Created by Author)

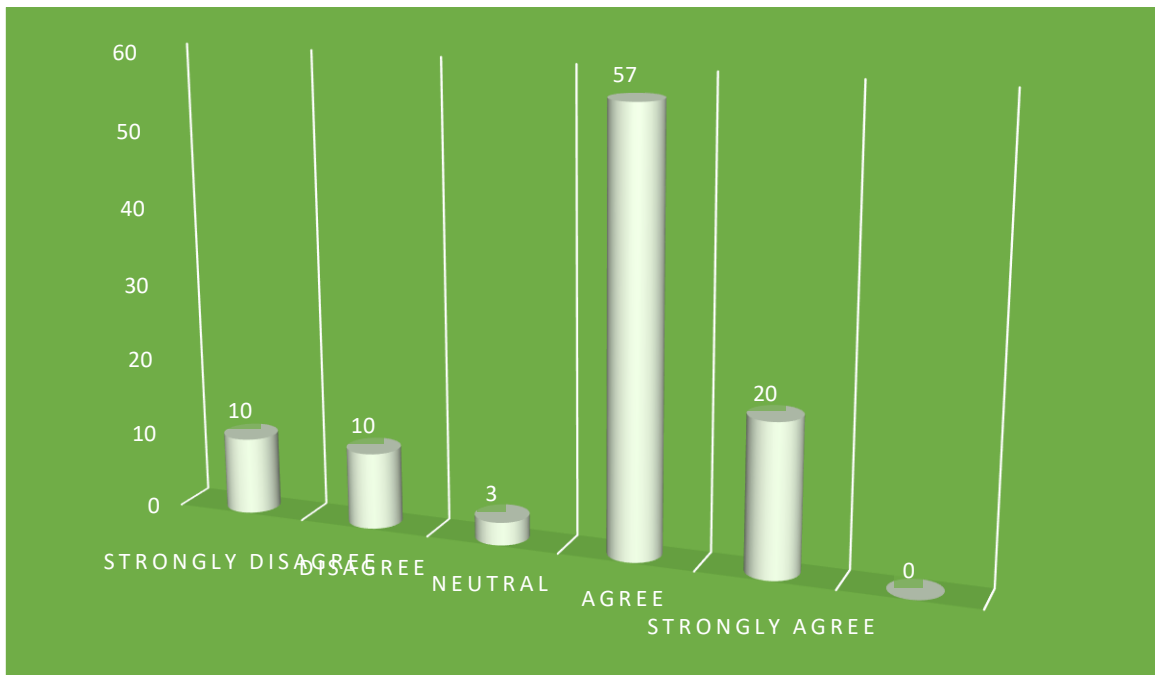


Figure5: Responses regarding updated with new trends for business grow
(Source: Created by Author)

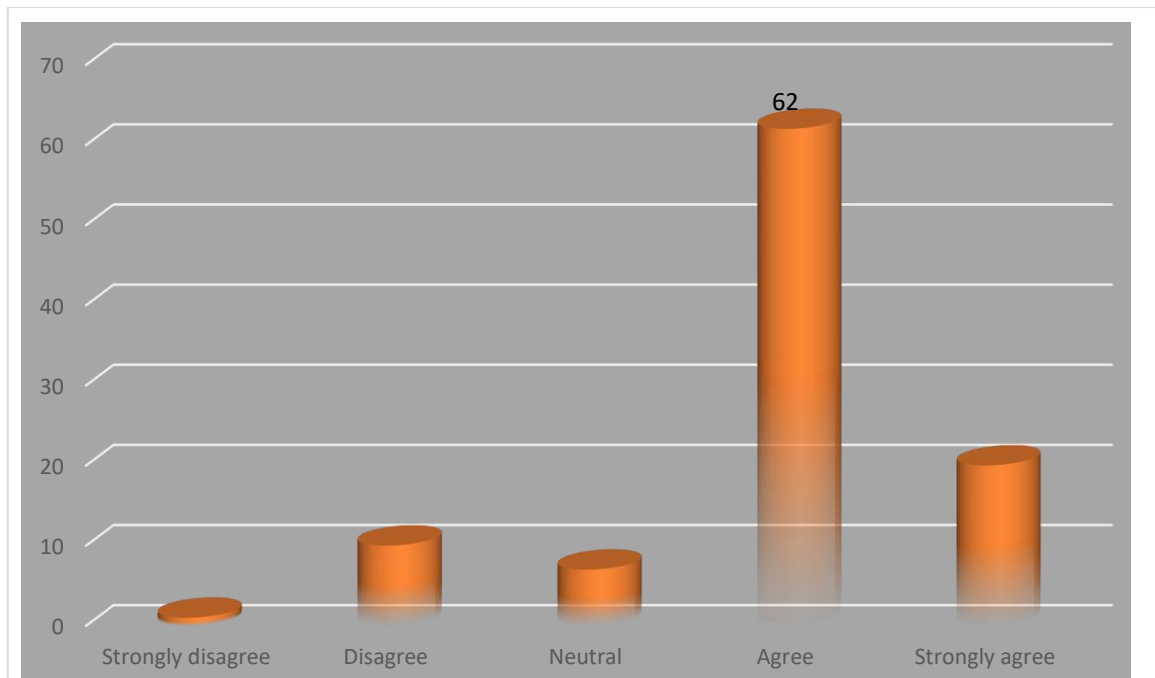


Figure6: Responses regarding the negative impact on business due to too much sales focus.
(Source: Created by Author)

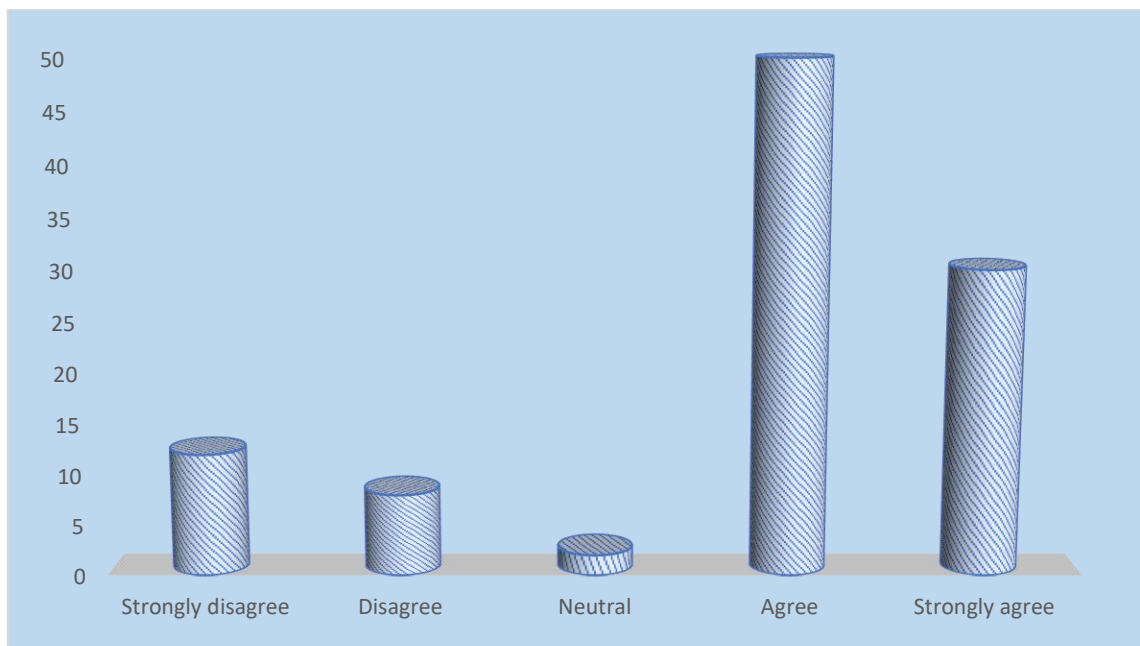


Figure7: Responses regarding advertising on the right platform to improve business
(Source: Created by Author)

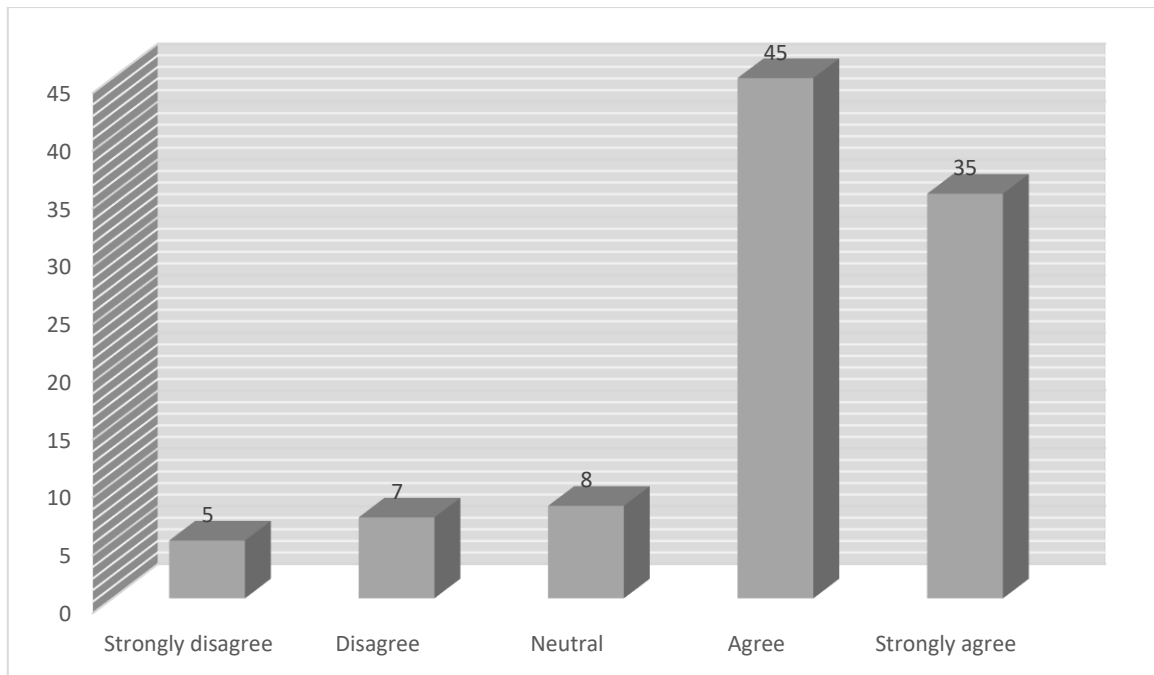


Figure8: Responses regarding the importance of understanding the target customer
 (Source: Created by Author)

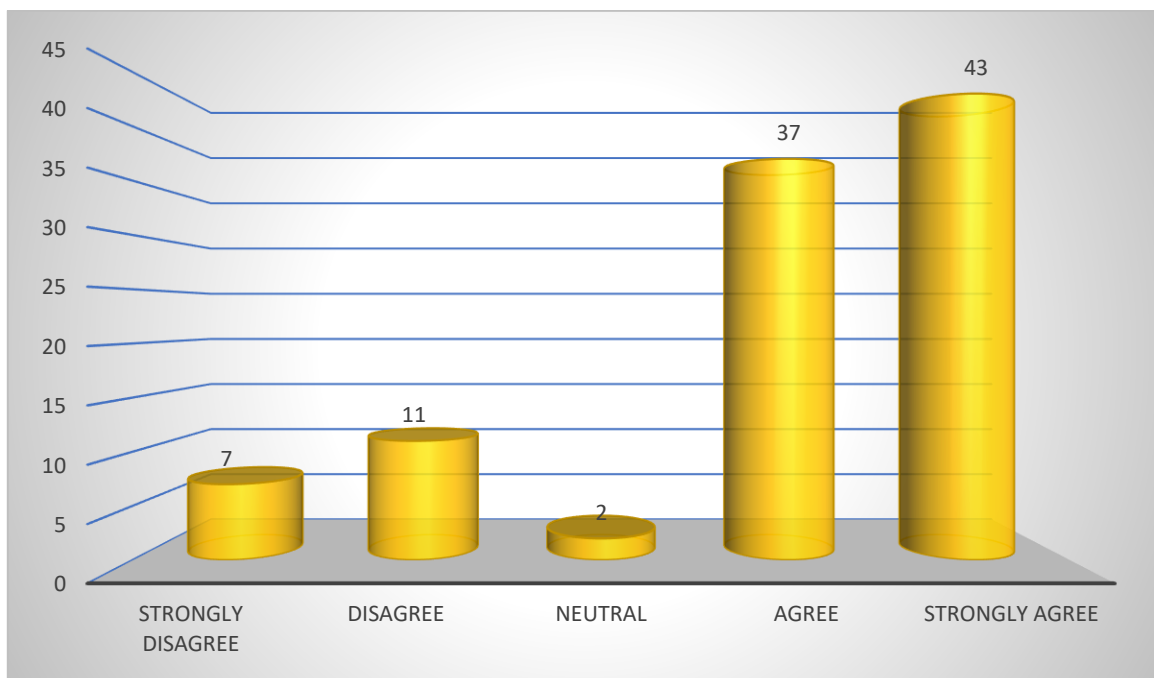


Figure9: Responses regarding the importance of increasing advertisement cost
 (Source: Created by Author)

8. Findings

- With growing market competition and increasing pressure for sustainability, it has been detected that existing issues in marketing and strategy facilitate the

threat. The need for digital marketing is observed for better customer engagement and market position to stand out. As per Mondal (2019) from the current research data analysis, it has been detected that engaging post is useful. To grab the

attention of customers and keep them involved in the business has been identified.

- The poor engagement has resulted from a lack of informational posts and the efficiency of creating interaction has been detected in the current research. Now if the engagement scope is started to fall then focus is need to be developed for the identification of the target audiences (Vrontis and Christofi 2020). Without knowing the potential customers' chances of developing the strategy for media stimulation or success ensured will be vulnerable to marketing.
- Market volume development and gaining a way of reaching out to maximum customers have been developed from the suitable strategy of marketing. Bartosik – Purgat (2019) mentioned that before marketing decision-taking need for market analysis has been detected because it provides the scope of customer influencing strategy formation scope build up in marketing. Visualization has been considered an important factor that uplifts the chances of better social media strategy build-up. It is the basic concept of customer psychology if they find the marketing process interesting they will remain engaged there. From which reaching out probability will increase for the marketing strategy.
- The concern of aligning marketing strategy with an updated plan of business is essential to keep informed the potential customers. According to Olson et al. (2021), without keeping the continuation process of up-gradation chances of losing the market attention in the long-term. Knowing the market trend and understanding the nature of potential customers will uplift the success of digital marketing. Poor identification of the market demand and lack of coordination for the strategy formulation

creates higher chances of issues facing consequences occurrence.

- Only focusing on the sell generation through marketing strategy develops higher chances of marketing issue formation. Understanding the customer needs and generating information is more important rather than only sales or profitable concern accumulation. Sale promotion needs to be market-based and analysis-oriented it will enhance the chances of efficiency build-up for the marketing process. Recognizing the appropriate platform is essential for generating engagement for the marketing process. If the consideration has been developed for a particular business then their customer-based activity needs to be evaluated before taking the step of marketing plan formation.
- Costing and affordability of the marketing process is a concern that sometimes creates an issue for efficiency build-up. Setiawan et al. (2021) stated that if the flexibility remains poor then marketing will not be enough for achieving the purpose of use. Without improving the current marketing strategy, adding other ways sometimes creates pressure on budget suitability. Before taking the step of addition knowing the existing strategy strength is essential.

9. Conclusion

Analysis study of the challenges or problems of marketing in the online business industry as well as in social media platforms is clarified all market aspects regarding this problem described in this whole study paper. Discusses online business challenges, obstacles, and marketing strategy problems through social media platforms or any kind of online business source and identifies the real marketing problem through digital marketing. This study paper signifies all digital marketing problems in the modern generation throughout this whole topic.

10. Recommendation

Research study on marketing and strategy problems in social media platforms as well as any kind of digital platform is a very crucial part of online business expansion in today's life. In this modern generation, a huge number of populations are using social media for various purposes of their life. Identification of social media marketing problems is an area important to understand about the modern digital business platform. The proper solution to overcome this online business market strategy is a positive sign for future steps also. The journey of understanding digital market analysis is making a strong business market chain for the future generation. The recommendation part of this study paper classified the current situation of online marketing, aspects to overcome, and proper solutions to explore in the market.

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