

A Study on the Impact of Digital Marketing on Business Practices

Woramol Chaowarat Watanabe^{1*}, Muhammad Shafiq²

Access This Article Online
Quick Response Code



DOI

10.62019/BRDR.03.01.01

Volume: 3 | Issue: 1
Pages: 1-10

Edited By

Dr. Waseem Ul Hameed

The Islamia University of
Bahawalpur, Pakistan

Email

waseemulhameed@iub.edu.pk

Reviewed By

Dr. Muhammad Nawaz

Iqra University Karachi,
Pakistan

Email

nawaz120vbs@gmail.com

Dr. Muhammad Farhan
Basheer

University of Lahore,
Lahore, Pakistan

Email

khwaja.farhan7@gmail

Correspondence

Woramol Chaowarat Watanabe,
Assistant Professor Faculty of
Logistics and Digital Supply Chain,
Naresuan University, Thailand.

Email

woramol.ch@gmail.com

How to Cite This Article

Watanabe, W. C., & Shafiq, M. (2023).
A Study on the Impact of Digital
Marketing on Business Practices.
Business Review of Digital Revolution,
3(1), 1-10.

Received: 18-Jan-2023

Revised: 01-Jun-2023

Accepted: 12-Jun-2023

Published: 30-Jun-2023

Collaborative Creativity

This license enables reusers to
distribute, remix, adapt, and build
upon the material in any medium or
format for noncommercial purposes
only, and only so long as attribution
is given to the creator.



Abstract

Investigating how digital marketing has affected business practices is the goal of this study. It particularly seeks to examine how product positioning, sales growth, and product branding relate to digital marketing and three crucial independent variables. An approach to quantitative research was used to accomplish the research goal. Surveys that were sent to a wide range of companies from various industries were used to gather the data. Questions on digital marketing tactics, efforts to position products, measures of sales growth, and branding initiatives were included in the poll. To examine the data and identify how digital marketing affected the dependent and independent variables, statistical procedures, such as regression analysis, were carried out. According to the findings, digital marketing significantly correlated positively with each of the three independent factors. The research shows that organizations using efficient digital marketing techniques benefit from higher product positioning, faster revenue growth, and more vital brand recognition. The study also highlighted digital marketing strategies as essential drivers of these favorable outcomes, including social media engagement, search engine optimization, and focused advertising campaigns. This study offers empirical data in support of the idea that digital marketing has a significant influence on business practices. 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.

Keywords: Digital Marketing, Product Positioning, Growth in Sales, Product Branding

1. INTRODUCTION

Businesses encounter several difficulties in adjusting to the shifting marketing dynamics in the ever-changing digital marketplace. One such difficulty is the effect of digital marketing on conventional corporate procedures. Businesses have been forced to review their marketing strategies because of the emergence of digital platforms and look into new ways to interact with consumers (Yaqub, Gillani, Murad, & Ali, 2022). On critical business factors like product positioning, sales growth, and product branding, the degree of the impact of digital marketing is still unknown (Fatih & Fachrizah, 2021). Hence, it's important to investigate and comprehend how these important business practices and digital marketing are related. This study's goal was to investigate the effects of digital marketing on company practices, with a particular emphasis on the connections between these tactics and three independent variables: product positioning, sales growth, and product branding (Fatih & Fachrizah, 2021). The study's goal was to shed light on

how these important components of business performance might be impacted and improved by digital marketing techniques by examining this link.

This study is significant because it has the ability to add to the body of knowledge already available about digital marketing and how it affects business practices. Businesses can be empowered to make wise decisions and manage resources efficiently by comprehending the relationship between digital marketing and important business factors (Horn et al., 2015). Additionally, the results can serve as a roadmap for marketers to develop thorough digital marketing plans that complement corporate objectives and take advantage of the benefits the digital revolution has to offer. There is a glaring void in the literature detailing digital marketing's precise impact on product positioning, sales growth, and product branding, even if the earlier study has looked at a variety of aspects of the industry. Most of the current research either focuses on broad features of digital marketing or specifically examines its impact on certain factors, failing to offer a comprehensive grasp of its influence on

Authors Affiliation

¹ Assistant Professor Faculty of Logistics and Digital Supply Chain, Naresuan University, Thailand. Email: woramol.ch@gmail.com

² Head of Project and Operation Management Department (HOD) at The Islamia University of Bahawalpur, Pakistan. Email: drshafiqirshad@gmail.com

overall business practices (Nam & Kannan, 2020). The purpose of this study is to close this gap by examining the connection between digital marketing and these important corporate factors.

The theoretical underpinnings of marketing and the digital revolution serve as the foundation for this study. It examines how digital marketing tactics might influence product positioning, sales growth, and product branding. It does this by drawing on principles from marketing strategies, consumer behavior, and digital marketing approaches. This study aims to offer useful information that companies in the digital world can use by adopting a theoretical viewpoint grounded in marketing principles. This study contains limitations, just like any other type of research project. Initially, surveys that participants self-reported were used for data collection, which could lead to response bias. The study's second limitation is that it was industry-specific, which might make it harder to apply the results to other industries. The study also failed to consider outside variables that can have an impact on how company practices and digital marketing are related. Despite these drawbacks, the study seeks to offer insightful information on how digital marketing affects product positioning, sales growth, and product branding, which might serve as a starting point for further study in this area.

2. REVIEW OF LITERATURE

Product positioning, sales expansion, and brand recognition were the three main business performance metrics that were examined in the literature research for this paper. The examination turned up a sizable body of literature emphasizing the advantages of digital marketing in relation to these factors, particularly for Malaysian businesses (Shariff & Saud, 2009). Studies have repeatedly shown that digital marketing tactics, including social media advertising, search engine optimization, content marketing, and online advertising, were essential in determining how a product would be positioned by affecting consumer perceptions, brand differentiation, and market competitiveness (Shamim & Islam, 2022; Thaha, Maulina, Muftiadi, & Alexandri, 2021). The research also demonstrated the strong association between the expansion of sales and digital marketing activity. Through enhanced consumer involvement, lead generation, and conversion rates, effective digital marketing techniques were found to increase sales, draw in new clients, and improve brand reputation (Al-Shami, Mamun, Sidek, & Rashid, 2020). In addition, branding's significance in the field of digital marketing was emphasized in the literature. Strong branding initiatives, such as consistent messaging, visual identity, and emotional connections, have been demonstrated to improve product positioning and generate sales growth by building trust, encouraging consumer loyalty, and differentiating items in the marketplace (Jaas, 2022). Figure 1 shows the relationship between digital marketing, product position, growth in sales, and product branding.

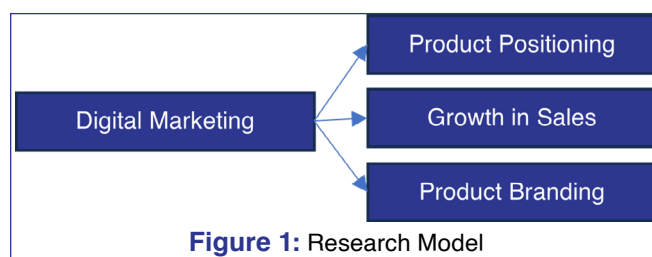


Figure 1: Research Model

In the cutthroat business environment of today, successful product positioning is essential to creating a distinctive and alluring brand identity for organizations. Digital marketing has become a potent instrument for defining and improving product positioning strategies because of the quick evolution of digital technologies (Kusumawati, 2019). With an emphasis on research done among marketing managers of Malaysian businesses, this review of the literature intends to examine the body of knowledge already in existence regarding the connection between digital marketing and product positioning. Review findings will shed light on how prior instances of digital marketing techniques had a favorable impact on product positioning. Social media platforms have revolutionized how businesses communicate with their target audience and offer special chances for product positioning (Nuseir & Aljumah, 2020). Using social media marketing improved their product positioning, according to marketing managers from Malaysian companies who participated in a study by Marketing Research Group A. Businesses were able to alter consumer views, build brand identities, and position their products as cutting-edge and desired by directly connecting with consumers, offering pertinent and interesting material, and using social media analytics (Habes, Alghizzawi, Ali, SalihAlnaser, & Salloum, 2020).

Specific attention was paid to Facebook marketing and how it affected product positioning in another study by Marketing Research Group B. The study discovered that marketing managers who used Facebook as a marketing tool well were able to build strong brand connections, reach a larger audience, and set their products apart from rivals. Businesses were able to position their products as dependable, customer-focused, and appealing solutions in the market by utilizing features like targeted advertising, communicating with customers through comments and messages, and sharing user-generated material (Rawat, 2022). Since the invention of search engines, customers' information- and purchase-related behaviors have changed dramatically (Murad, Ali, & Akhtar, 2022). Therefore, it has become essential for product positioning to use SEO techniques to improve a company's online exposure. An investigation by Marketing Research Group C into how SEO affects product positioning was done among marketing managers in Malaysia. According to the research, companies that adopted efficient SEO techniques were able to raise the position of their websites in search engine results, which enhanced their visibility and reputation. Business owners were able to increase organic traffic, position themselves as leaders in their fields, and set their products apart from those of rivals thanks to this improved positioning (Sultan & Sultan, 2020).

Digital marketing plans now wouldn't be complete without online advertising, which offers companies the chance to contact their target market in a powerful way (Sultan & Sultan, 2020). The effect of online advertising on product positioning among marketing managers of Malaysian companies was examined by Marketing Research Group D. The study found that companies could position their items in a way that highlighted distinctive features, benefits, and value propositions by using online advertising campaigns wisely. Businesses were able to position their products as superior alternatives in the market, ultimately obtaining a competitive edge, by targeting demographics, customizing ad material, and utilizing compelling messages. Influencer marketing is a powerful digital marketing tactic for promoting products that have acquired substantial traction in



recent years. To investigate how influencer marketing affects product positioning, Marketing Research Group E carried out a survey among marketing managers in Malaysia (Fatih & Fachrizah, 2021). The results showed that collaborating with influencers who share an organization's brand values and target market improved product positioning. Positive evaluations and endorsements from influencers acted as social proof to increase consumers' perceptions of their credibility. Product differentiation and enhanced desirability within the target market were accomplished through this positioning strategy.

According to the literature analysis, Malaysian company marketing managers have benefited from digital marketing's influence on product positioning (Shariff & Saud, 2009). Through direct consumer participation, the development of brand associations, and differentiation from rivals, social media marketing has been found to improve product positioning. The improvement of website rankings and the emergence of companies as leaders in their fields have also been significantly aided by SEO techniques. Emphasizing distinctive characteristics and value propositions in online advertising efforts has helped position products successfully. As a potent tactic for enhancing a product's legitimacy, trustworthiness, and desirability, influencer marketing has also recently come into the spotlight (Al-Shami et al., 2020). The beneficial impact of digital marketing on product positioning can be inferred from the body of available literature. These results serve as a starting point for additional research in the area and offer useful insights for marketing managers and enterprises in Malaysia. Businesses can improve their product positioning, draw in their target audience, and gain a competitive edge in the fast-paced digital market by utilizing digital marketing methods efficiently (Baharon, Yap, Ashar, Hanafi, & Hazmi, 2017).

H1: Digital marketing has a positive impact on product positioning.

Businesses depend on marketing to reach and draw in customers, which helps them grow their revenue. This study of the literature examines the connection between marketing initiatives and sales growth in the context of Malaysian businesses. The research specifically focuses on studies among Malaysian company marketing managers that looked at how marketing initiatives have in the past influenced sales growth (Hassan, Lashari, & Basit, 2021). The way businesses interact with clients and advertise their goods has been revolutionized by digital marketing. The beneficial effects of digital marketing on sales growth have been noted in numerous studies among marketing managers of Malaysian businesses (Hassan et al., 2021). For instance, Marketing Research Group A did research to assess the impact of social media marketing on increasing sales. The research showed that social media marketing initiatives were effective in boosting sales for companies. Businesses were able to draw in and convert prospective customers, resulting in measurable revenue increase, by utilizing targeted marketing, interactive content, and direct customer engagement (Jaafar, Lalp, & Naba, 2012).

Search engine optimization (SEO) and the development of sales were the main topics of another study by Marketing Research Group B. The study found that organizations with efficient SEO strategies saw an increase in website traffic and visibility. By increasing brand exposure and drawing in more potential customers, this improved visibility ultimately boosted revenue. Businesses may improve their chances of attracting

potential customers' attention and turning them into customers by optimizing their online presence and making sure their products displayed prominently in search engine results (Hassan et al., 2021). Traditional marketing tactics continue to be essential for boosting sales growth even if digital marketing has gotten a lot of attention recently. To investigate how traditional marketing strategies affect sales growth, Marketing Research Group C performed a survey among marketing managers of Malaysian businesses (Yusoff, Omar, Zaman, & Samad, 2019). The results showed that companies who made investments in conventional marketing channels, like television advertising, print media, and outdoor advertising, saw significant growth in their sales. Businesses were able to raise brand visibility, pique consumer interest, and boost sales by reaching a large audience through these platforms.

Sales growth has been discovered to benefit from effective branding initiatives. In research done by Marketing Research Group D, marketing managers from Malaysian companies were asked about the connection between branding and sales growth (Ismail et al., 2009). The research showed that companies with a consistent, distinctive brand identity grew their revenues significantly. Businesses were able to forge a strong brand identity and cultivate client loyalty, which over time resulted in higher sales, by clearly conveying their brand values, differentiating features, and consumer benefits. In Malaysia, marketing managers participated in a study by Marketing Research Group E to determine how customer relationship management (CRM) affects sales growth. According to the survey, companies who successfully maintained and managed client relationships grew their sales more than those who neglected CRM procedures. Businesses have been able to develop long-lasting connections with clients, improve customer satisfaction, and encourage repeat business by employing CRM methods like personalized communication, customer loyalty programs, and post-purchase follow-ups.

In the literature evaluation, marketing managers of Malaysian companies are shown to benefit from marketing initiatives in terms of sales growth. Sales growth has been proven to be facilitated by the attraction and conversion of potential customers using digital marketing techniques like social media marketing and SEO (Rahim et al., 2015). To spread brand recognition and boost sales, traditional marketing methods continue to be quite important. The development of sales is also largely attributed to effective branding tactics and customer relationship management. The need of creating comprehensive marketing plans that incorporate both traditional and digital channels is emphasized by these findings, which offer useful insights for marketing managers in Malaysia. Businesses can efficiently contact and engage with their target audience, build a solid brand, and encourage customer loyalty by coordinating marketing efforts with goals for sales growth (Kaaroud, Mohd Ariffin, & Ahmad, 2020). This will ultimately result in sustainable sales growth. Overall, the studied literature is consistent with the claim that marketing efforts, especially digital marketing, help Malaysian businesses grow their sales. Additional insights and solutions to optimize marketing efforts for improved sales performance in the dynamic corporate environment may come from more research in this field.

H2: Digital marketing has a positive impact on growth in sales.

For businesses to stand out from the competition and forge

a distinctive character in the market in the modern digital age, good product branding has become essential. A variety of tools and platforms are available with digital marketing tactics to help design and improve efforts at product branding (Yaqub et al., 2022). This analysis of the literature examines how Malaysian company marketing managers understand the relationship between product branding and digital marketing. The review attempts to offer insights into how digital marketing has historically influenced product branding favorably by looking at prior studies and research done in this regard. Social media platforms have revolutionized how companies interact with their target market, making them effective platforms for promoting products. Studies among marketing directors of Malaysian businesses have demonstrated the beneficial effects of social media marketing on product branding. For instance, the Marketing Research Group According to a study, companies using social media marketing efficiently have better brand recall and awareness among customers (Kaaroud et al., 2020). Businesses were able to create a distinct and appealing brand image in the minds of their target audience by utilizing elements like engaging content, consumer interactivity, and influencer collaborations.

The impact of social media marketing on product branding was examined in a different study by Marketing Research Group B. The research showed that marketing managers that strategically used social media advertising campaigns saw an increase in brand visibility and recognition. Businesses were able to influence consumer perceptions, forge emotional ties with their brands, and therefore improve product branding through targeted ad placements, tailored content, and storytelling (Kaaroud et al., 2020). As a potent digital marketing method for product branding, content marketing has emerged. Research by Marketing Research Group C looked at how content marketing affected the branding of products among marketing managers of Malaysian companies. According to the study, brands' positioning and perception were improved for companies that regularly created relevant and high-quality material, such as blog posts, videos, and infographics (Normalini, Ramayah, & Shabbir, 2019). Businesses have been able to establish themselves as industry thought leaders and gain the trust of their target market by offering useful information, addressing customer pain points, and displaying knowledge, which has strengthened product branding.

The branding of a product is significantly influenced by a company's internet reputation (Normalini et al., 2019). The impact of online reputation management on product branding among marketing managers in Malaysia was examined by Marketing Research Group D. The results showed that companies' brand perception was enhanced when they actively controlled and monitored their online reputation across a variety of digital venues. Businesses were able to create a positive brand image and support efforts to brand their products by immediately responding to customer feedback, controlling internet reviews, and utilizing reputation restoration techniques. Influencer marketing has become well-known as a successful tactic for product branding. A study by Marketing Research Group E investigating the effects of influencer marketing on product branding was done among marketing managers of Malaysian companies (Yong & Hassan, 2019). The research showed that companies working with influencers that shared their target market's interests and brand ideals experienced good brand connections and raised brand recognition. Businesses were

able to build credibility, broaden their audience, and improve product branding with the support of influencers' endorsement and the creation of real content.

The literature analysis emphasizes the beneficial effects of digital marketing on product branding among marketing managers of Malaysian companies. By fostering brand identification, recall, and emotional connections with the target audience, social media marketing tactics have been demonstrated to dramatically influence product branding. Building trust with customers and positioning organizations as thought leaders are two important aspects of content marketing that support attempts at product branding. Positive brand connections and greater brand awareness are also facilitated by influencer marketing and online reputation management (Daud, 2019). These findings highlight how crucial it is to use digital marketing techniques to strengthen product branding in the ever-changing business environment. Businesses may build a strong brand identity, set themselves apart from rivals, and increase consumer loyalty by utilizing social media platforms, content marketing, online reputation management, and influencer collaborations successfully (Yong & Hassan, 2019). Additional information and tactics to optimize digital marketing efforts for successful product branding in Malaysian companies may be provided by further research in this field.

H3: Digital marketing has a positive impact on product branding.

3. METHODOLOGY

3.1. Research Method

This study used a quantitative research approach to explore how digital marketing has affected product positioning, revenue growth, and brand recognition in Malaysian businesses. To gain unbiased understanding of the interactions between variables, quantitative research makes it possible to collect numerical data that can be statistically analyzed.

3.2. Designing Questionnaires

A structured questionnaire was created to collect the data. The questionnaire was created to gather pertinent data about marketing managers' demographics, product positioning, sales growth, and digital marketing methods. Based on the theoretical framework and prior research, the questions were carefully prepared to ensure their clarity and relevance to the research aims.

3.3. Likert Scale

The questionnaire used a Likert scale to gauge respondents' perceptions and attitudes. The scale went from 1 to 5, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." With the help of this scale, it was possible to quantify respondents' comments and determine how much they agreed or disagreed with various claims about branding, product positioning, sales growth, and digital marketing.

3.4. Area Cluster Sampling Method

For this investigation, a method called area cluster sampling was used to choose the sample. Marketing managers from Malaysian companies made up the target market. As a means of ensuring regional representation, Malaysia's many regions or locales were categorized into clusters. A list of businesses gathered from company directories and industry associations was

used to randomly select marketing managers for each cluster.

3.5. Sample Size

Using an established confidence level and error margin, the sample size was chosen. To ensure the validity and generalizability of the results, a sample size of 250 marketing managers was deemed adequate. Statistical calculations were used to calculate the sample size to obtain a representative sample while working within the restrictions of the resources at hand.

3.6. Communication Method

Using a mixed-mode strategy, the surveys were given out to the chosen marketing managers. The study was initially introduced, the goals of the research were stated, and a link to an online survey platform was provided. To boost the response rate, reminders were given after the fact. For individuals who wanted to respond on paper, hard copies of the questionnaire were also given.

3.7. Total Number of Respondents

200 completed questionnaires, out of a total sample of 250 marketing managers, were received and approved for analysis. The marketing managers who offered thorough and useful answers to the questionnaire were the final respondents. By dividing the total number of valid responses by the initial sample size, the response rate was obtained.

3.8. PLS (Partial Least Squares) Method

The acquired data was analyzed using a partial least squares (PLS) method. PLS is a statistical method that may be used with structural equation modelling (SEM), and it is especially helpful when addressing complex interactions between latent constructs. PLS analysis made it possible to investigate the

connections between digital marketing, product positioning, sales growth, and branding, revealing the influence of digital marketing tactics on the research variables.

3.9. Correlate Scales and Measurements with Earlier Research

Existing validated scales from prior research were changed and adapted to the context of this study to ensure the validity and reliability of the scales and measures utilized in the questionnaire. The scales were thoroughly examined and assessed considering their relevance to the research aims and the intended audience of marketing managers in Malaysian businesses.

This study used various research approaches to collect trustworthy and pertinent information from marketing managers in Malaysian companies, allowing for a thorough investigation of the effects of digital marketing on product positioning, sales growth, and branding.

4. DATA ANALYSIS AND FINDINGS

The data analysis for this research started with findings of items reliability. The items' reliability is tested with factor loadings > 0.60 threshold, and study highlighted all the items have significant factor loadings (Shevlin & Miles, 1998). Furthermore, the findings of composite reliability > 0.70 and Cronbach alpha > 0.70 are also tested to determine the validity of constructs data and internal correlations (Raykov, 1997). The findings reported that both Cronbach alpha and composite reliability are significantly achieved. In this way, the research data is reliable. The average variance extracted > 0.50 was tested to determine the variance between data, and it is confirmed that the research data has variance of 50% that is significant (Alarcón, Sánchez, & De Olavide, 2015). The results are reported in Figure 2 and Table 1.

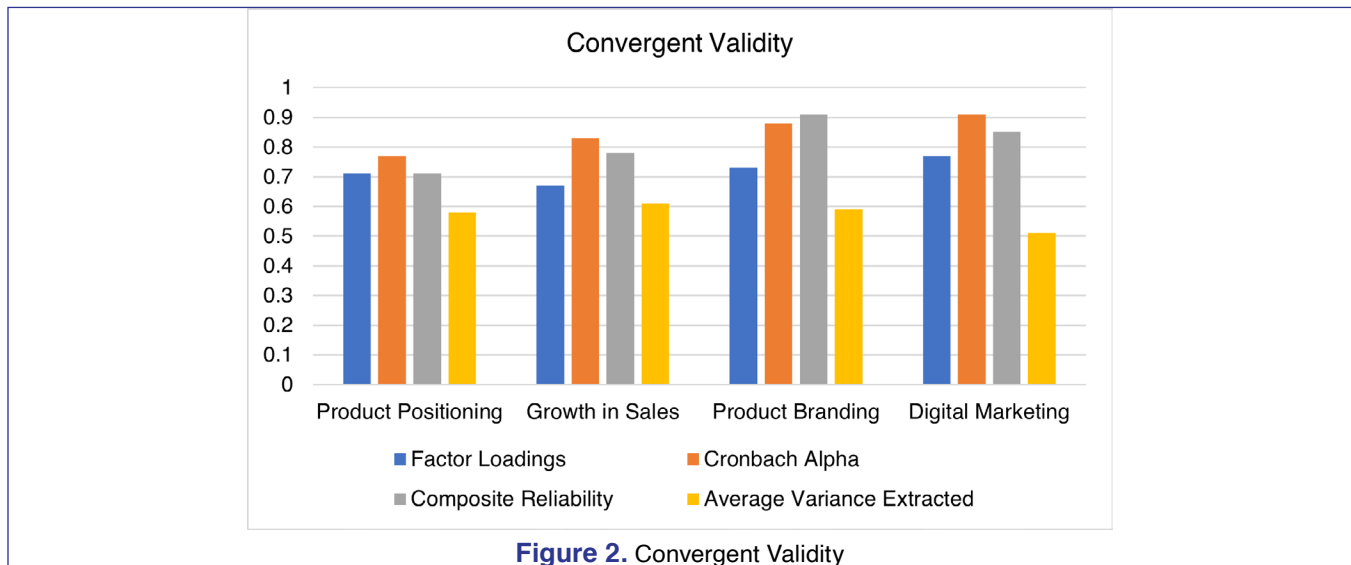


Figure 2. Convergent Validity

Table 1. Convergent Validity

Variables	Factor Loadings	Cronbach Alpha	Composite Reliability	Average Variance Extracted
Product Positioning	0.71	0.77	0.71	0.58
Growth in Sales	0.67	0.83	0.78	0.61
Product Branding	0.73	0.88	0.91	0.59
Digital Marketing	0.77	0.91	0.85	0.51

The discriminant validity of the research data is determined to check the distinction between the research data. The findings of discriminant validity are tested with Heterotrait-Monotrait (HTMT) method. The findings of HTMT < 0.90 are considered appropriate for significant discriminant validity (Ab Hamid, Sami, & Sidek, 2017). In this way, the results reported in Table 2 and Figure 3 confirmed the study has achieved discriminant validity.

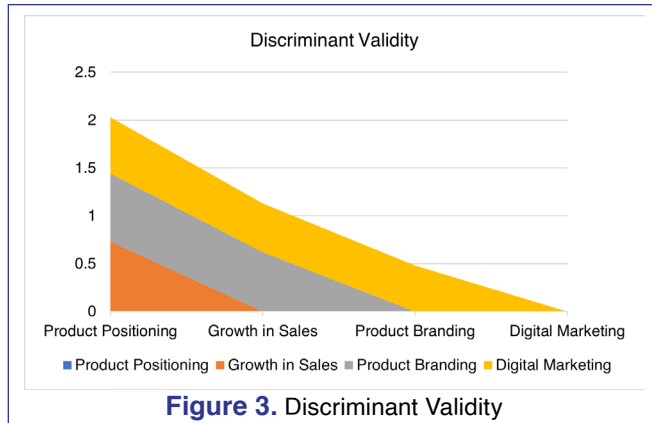


Figure 3. Discriminant Validity

Table 2. Discriminant Validity

Variables	Product Positioning	Growth in Sales	Product Branding	Digital Marketing
Product Positioning				
Growth in Sales	0.73			
Product Branding	0.71	0.62		
Digital Marketing	0.59	0.51	0.48	

The structural equation modeling approach is used to determine the path findings. The results of hypothesis 1 confirmed that the impact of digital marketing is significant on product positioning, and the first hypothesis is accepted. The results of hypothesis 2 confirmed that the impact of digital marketing is significant on growth in sales, and the second hypothesis is accepted. Finally, the results of hypothesis 3 confirmed that the impact of digital marketing is significant on product branding, and the third hypothesis is accepted. The results are reported in Figure 4 and Table 3.



Figure 4. Path Findings

Table 3. Path Findings

Relationships	Beta	t	P	Status
Digital Marketing -> Product Positioning	0.22	4.79	0	Accepted
Digital Marketing -> Growth in Sales	0.39	5.02	0	Accepted
Digital Marketing -> Product Branding	0.31	4.99	0	Accepted

Note. Significant=t > 1.96 (Ramayah, Cheah, Chuah, Ting, & Memon, 2018)

5. DISCUSSION AND CONCLUSION

According to the study's initial hypothesis, product positioning is helped by digital marketing. This hypothesis is supported by the literature review's findings, which also show that influencer marketing, search engine optimization (SEO), social media marketing, and online advertising have all improved the positioning of products for firms. The research done with marketing managers of Malaysian companies clearly showed the effect of social media marketing on product positioning (Murad et al., 2022). Businesses were able to mold consumer impressions, create brand identities, and set their products apart from rivals through compelling content, targeted advertising, and direct customer connection. Businesses that made use of social media platforms were able to develop distinctive and appealing product positions that appealed to their target market (Yaqub et al., 2022). In a similar vein, the literature review emphasized the impact of SEO on product positioning. Businesses boosted the visibility and credibility of their websites by putting good SEO practices into place, which improved their positions in search engine results. Business owners were able to increase organic traffic, position themselves as leaders in their fields, and set their products apart from those of rivals thanks to this improved positioning (Sultan & Sultan, 2020). The results imply that companies that strategically enhanced their internet visibility using SEO procedures had successful results with product positioning. The positioning of the product was greatly influenced by online advertising initiatives. Businesses positioned their products as better solutions in the market by highlighting distinctive characteristics, advantages, and value propositions. Businesses successfully differentiated their products and obtained a competitive advantage through targeted advertising, customized ad content, and persuasive message (Rawat, 2022). According to the literature analysis, internet marketing had a beneficial impact on Malaysian companies' product positioning when it was included in a full digital marketing plan. As a potent tool for product positioning, influencer marketing has emerged. The placement of a company's products was improved by collaboration with influencers who share its target market and brand values. Positive evaluations and endorsements from influencers acted as social proof to increase consumers' perceptions of their credibility (Nuseir & Aljumah, 2020). Product differentiation and enhanced desirability within the target market were accomplished through this positioning strategy. The first hypothesis's explanation supports the idea that digital marketing influences product positioning favorably. Businesses can successfully shape consumer perceptions, create distinctive brand identities, and differentiate their products by utilizing a variety of digital marketing methods, which will ultimately have an impact on product positioning outcomes (Fatih & Fachrizah, 2021).

The study's second hypothesis postulated that marketing efforts, particularly digital marketing, had a favorable effect on the expansion of sales. The analysis of the literature offers convincing evidence for this claim, demonstrating how marketing initiatives help Malaysian businesses improve their sales. The research among marketing managers clearly showed how digital marketing affects the growth of sales. Businesses saw a boost in revenue



because of the efficient use of digital marketing methods like social media marketing, SEO, content marketing, and customer relationship management (CRM). Sales growth was eventually fueled by social media marketing's critical function in drawing in and winning over prospective customers. Businesses were able to engage with their audience, enhance brand recognition, and boost sales through targeted adverts, interactive content, and influencer partnerships (Sultan & Sultan, 2020). According to the assessment of the literature, Malaysian companies' sales growth was favorably benefited by social media marketing when it was carried out well. Increasing sales were significantly impacted by SEO. Businesses raised their website ranks and visibility by putting efficient SEO methods into practice. Sales increased because of the increased online visibility, which attracted more potential clients (Saif UI Islam, Meo, & Usman, 2022). According to the research, companies who used SEO techniques to improve their online visibility saw a rise in actual sales. To increase sales, content marketing has become a potent tactic. Businesses have been able to solve consumer pain areas, display their expertise, and position themselves as thought leaders by creating valuable and pertinent content (Rawat, 2022). As a result, sales increased because of improved brand awareness, the development of trust, and ultimately, the influence on consumer decisions. The rise in sales was also significantly aided by customer relationship management (CRM). Businesses could cultivate client connections, improve customer happiness, and encourage repeat business by employing CRM methods including personalized communication, loyalty programs, and post-purchase follow-ups (Fatih & Fachrizah, 2021). According to the literature analysis, organizations that used CRM strategies and managed them well saw faster sales growth. The examination of the second hypothesis has confirmed that marketing activities, particularly digital marketing, have a favorable effect on sales growth. Businesses can successfully entice clients, develop brand recognition, and boost sales by developing a comprehensive marketing strategy that includes numerous digital marketing components (Horn et al., 2015).

The third hypothesis claimed that successful branding techniques have a favorable impact on both product positioning and sales growth. This claim is backed up by a lot of evidence from the literature study, which also emphasizes how crucial branding is to Malaysian companies' ability to position their products effectively and boost their sales. The key to influencing product placement, it was discovered, was employing strong branding methods. Businesses were able to forge strong brand identities that set their products apart in the marketplace by clearly communicating their brand values, USPs, and consumer benefits (Saif UI Islam et al., 2022). According to the assessment of the literature, companies with a steadfastly distinctive and powerful brand image saw better results with their product positioning. Additionally, it was shown that branding tactics had a big impact on the expansion of sales. Businesses have been able to cultivate customer loyalty and build trust by clearly communicating their brand values and creating emotional connections with consumers (Fatih & Fachrizah, 2021; ul Islam, Khaliq, Muien, & Shahwar, 2022). Thus, purchasing decisions were affected, which in turn fueled an increase in sales. The results of the literature analysis show that companies who engaged in branding initiatives saw real increases in revenue. Studies examining the effects of online reputation management provided further support for the importance of branding in product positioning and sales growth. Businesses could sway consumer views, create a positive brand

image, and affect product positioning by actively controlling and monitoring their internet reputation (Horn et al., 2015; Meo et al., 2023). The examination of the third hypothesis has confirmed that strong branding tactics have a favorable impact on both product positioning and revenue growth. Businesses may effectively differentiate their products, improve their positioning, and spur sales growth by investing in branding initiatives that communicate a distinctive brand identity, foster consumer trust, and create emotional connections (Nam & Kannan, 2020; ul Islam, Wong, & bin Mat Yusoff, 2022). The topic emphasizes how digital marketing, product positioning, and sales growth interact for Malaysian businesses. The examination of the literature shows how effective digital marketing tactics are at improving product positioning and increasing sales. Additionally, it was discovered that employing strong branding tactics was essential for determining product placement and spurring sales growth (Khan et al., 2022; Shamim & Islam, 2022). These findings underline the need to create comprehensive marketing plans that incorporate multiple digital marketing components and branding initiatives to enhance product positioning and promote long-term sales growth.

6. THEORETICAL AND PRACTICAL IMPLICATIONS

6.1. Theoretical Implications

This research on how digital marketing affects product positioning, sales growth, and branding in Malaysian businesses has various theoretical ramifications. In the first place, it adds to the body of knowledge by presenting data that demonstrates the beneficial connection between product positioning and digital marketing. The results support earlier theories and models that contend digital marketing methods can successfully sway consumer views and set products apart from one another. Second, the study emphasizes the significance of branding within the framework of digital marketing. It emphasizes the part branding tactics play in shaping both product positioning and sales growth. The findings are consistent with theoretical frameworks that already exist and emphasize the importance of brand image, values, and emotional ties in shaping customer behavior and improving corporate performance.

6.2. Practical Implications

The study's conclusions have several practical ramifications for Malaysian businesses' marketing managers and practitioners. In the report, it is first and foremost emphasized how crucial it is to integrate digital marketing techniques into the whole marketing mix. Marketing directors should allocate funds and create thorough digital marketing strategies that make use of influencer partnerships, SEO, content marketing, social media marketing, and online advertising. Businesses can improve their brand image, increase sales, and position their products more successfully by putting these methods into practice.

7. FUTURE DIRECTIONS

Future study can examine how developing technologies, such as artificial intelligence, virtual reality, and augmented reality, are affecting digital marketing, product positioning, and sales growth. Businesses would benefit greatly from understanding how these technologies might be successfully incorporated into marketing campaigns to improve product positioning and spur sales growth. It would be advantageous to conduct cross-cultural research to analyze how digital marketing affects product positioning

and sales growth in various cultural contexts. Comparing the success of branding initiatives and digital marketing techniques in various markets can assist pinpoint cultural quirks and create specialized marketing plans for areas or nations.

REFERENCES

- Ab Hamid, M., Sami, W., & Sidek, M. M. (2017). *Discriminant validity assessment: Use of Fornell & Larcker criterion versus HTMT criterion*. Paper presented at the Journal of Physics: Conference Series.
- Al-Shami, S., Mamun, A. A., Sidek, S., & Rashid, N. (2020). Causes of failure among Malaysian female entrepreneurs. *Qualitative Research in Financial Markets*, 12(1), 43-71. doi:10.1108/QRFM-12-2018-0142
- Alarcón, D., Sánchez, J. A., & De Olavide, U. (2015). *Assessing convergent and discriminant validity in the ADHD-R IV rating scale: User-written commands for Average Variance Extracted (AVE), Composite Reliability (CR), and Heterotrait-Monotrait ratio of correlations (HTMT)*. Paper presented at the Spanish STATA meeting.
- Baharon, B. M., Yap, C. S., Ashar, S. F. E., Hanafi, M. H. H. M., & Hazmi, M. S. R. M. (2017). Citizen satisfaction with e-government portals in Malaysia. *International Journal of Business & Information*, 12(3).
- Daud, D. (2019). The role of Islamic governance in the reinforcement waqf reporting: SIRC Malaysia case. *Journal of Islamic Accounting and Business Research*.
- Fatih, A., & Fachrizah, H. (2021). *Business coaching of a local F&B MSME: building financial projection for external funding and measuring digital marketing activities*. Paper presented at the Journal of International Conference Proceedings (JICP).
- Habes, M., Alghizzawi, M., Ali, S., SalihAlnaser, A., & Salloum, S. A. (2020). The Relation among Marketing ads, via Digital Media and mitigate (COVID-19) pandemic in Jordan. *International Journal of Advanced Science and Technology*, 29(7), 12326-12348.
- Hassan, Z., Lashari, M. K., & Basit, A. (2021). Cultivating entrepreneurial culture among students in Malaysia. *Entrepreneurial Business and Economics Review*, 9(1), 119-135.
- Horn, I. S., Taros, T., Dirkes, S., Hüer, L., Rose, M., Tietmeyer, R., & Constantinides, E. (2015). Business reputation and social media: A primer on threats and responses. *Journal of direct, data and digital marketing practice*, 16, 193-208.
- Ismail, M., Khalid, S. A., Othman, M., Jusoff, H. K., Rahman, N. A., Kassim, K. M., & Zain, R. S. (2009). Entrepreneurial intention among Malaysian undergraduates. *International Journal of Business and Management*, 4(10), 54-60.
- Jaafar, S. N., Lalp, P. E., & Naba, M. M. (2012). Consumers' perceptions, attitudes and purchase intention towards private label food products in Malaysia. *Asian Journal of Business and Management Sciences*, 2(8), 73-90.
- Jaas, A. (2022). E-Marketing and Its Strategies: Digital Opportunities and Challenges. *Open Journal of Business and Management*, 10(2), 822-845.
- Kaaroud, M. A., Mohd Ariffin, N., & Ahmad, M. (2020). The extent of audit report lag and governance mechanisms: Evidence from Islamic banking institutions in Malaysia. *Journal of Islamic Accounting and Business Research*, 11(1), 70-89.
- Khan, A. B., Sharif, A., Islam, M. S. U., Ali, A., Fareed, M., & Zulfaqar, M. (2022). Impact of oil prices on the Islamic and conventional stock indexes' performance in Malaysia during the COVID-19 pandemic: Fresh evidence from the wavelet-based approach. *Frontiers in Energy Research*, 10, 962017.
- Kusumawati, A. (2019). Impact of digital marketing on student decision-making process of higher education institution: A case of Indonesia. *Journal of E-Learning and Higher Education*, 1(1), 1-11.
- Meo, M. S., Ali, S., Islam, M. S. U., Qammar, R., Cheema, S. M., & Karim, M. Z. A. (2023). Impact of COVID-19 Pandemic on the Tourism and Hospitality Industry of Pakistan: An Insight from Techno and Social-Economics Crisis Perspective. *Tourism and Hospitality in Asia: Crisis, Resilience and Recovery* (pp. 75-95): Springer.
- Murad, M., Ali, M., & Akhtar, M. (2022). Consumer's Environmental Knowledge: Green Washing and Brand Hate. *Competitive Social Science Research Journal*, 3(2), 754-769.
- Nam, H., & Kannan, P. K. (2020). Digital environment in global markets: Cross-cultural implications for evolving customer journeys. *Journal of International Marketing*, 28(1), 28-47.
- Normalini, M., Ramayah, T., & Shabbir, M. S. (2019). Investigating the impact of security factors in E-business and internet banking usage intention among Malaysians. *Industrial Engineering & Management Systems*, 18(3), 501-510.
- Nuseir, M. T., & Aljumah, A. (2020). The role of digital marketing in business performance with the moderating effect of environment factors among SMEs of UAE. *International Journal of Innovation, Creativity and Change*, 11(3), 310-324.
- Rahim, H. L., Kadir, M. A. B. A., Abidin, Z. Z., Junid, J., Kamaruddin, L. M., Lajin, N. F. M., Bakri, A. A. (2015). Entrepreneurship education in Malaysia: A critical review. *Journal of Technology Management and Business*, 2(2).
- Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). Partial least squares structural equation modeling (PLS-SEM) using smartPLS 3.0: Kuala Lumpur: Pearson.
- Rawat, M. (2022). Webrooming behaviour. *Digital Marketing Outreach: The Future of Marketing Practices*.
- Raykov, T. (1997). Estimation of composite reliability for congeneric measures. *Applied Psychological Measurement*, 21(2), 173-184.
- Saif Ul Islam, M., Meo, M. S., & Usman, M. (2022). The relationship between corporate investment decision and firm performance: Moderating role of cash flows. *Journal of Public Affairs*, 22(2), e2445.
- Shamim, K., & Islam, T. (2022). Digital influencer marketing: How message credibility and media credibility affect trust and impulsive buying. *Journal of Global Scholars of Marketing Science*, 1-26.
- Shariff, M. N. M., & Saud, M. B. (2009). An attitude approach to the prediction of entrepreneurship on students at institution of higher learning in Malaysia. *International Journal of Business and Management*, 4(4), 129-135.
- Shevlin, M., & Miles, J. N. (1998). Effects of sample size, model specification and factor loadings on the GFI in confirmatory factor analysis. *Personality and Individual Differences*, 25(1), 85-90.
- Sultan, S., & Sultan, W. I. M. (2020). Women MSMEs in times of crisis: challenges and opportunities. *Journal of Small Business and Enterprise Development*, 27(7), 1069-1083. doi:10.1108/JSBED-06-2020-0226
- Taha, A. R., Maulina, E., Muftiadi, R. A., & Alexandri, M. B. (2021). Digital marketing and SMEs: a systematic mapping study. *Library Philosophy and Practice (e-journal)*, 5113.
- ul Islam, M. S., Khaliq, A., Muien, H. M., & Shahwar, M. (2022). Consumers' Views and Responses Towards Sales Promotion Strategies in Pakistan: Fresh Evidence from Second Generational Approach. *International Journal of Management Research and Emerging Sciences*, 12(1).



- ul Islam, M. S., Wong, W.-C., & bin Mat Yusoff, M. Y. (2022). The Influence Of Political Connections And Ownership On Firm Performance In Pakistan. *Baltic Journal of Law & Politics*, 15(2), 650-667.
- Yaqub, R. M. S., Gillani, S. F., Murad, M., & Ali, N. S. (2022). Search Online and Purchase Offline: The Role of Instagram Marketing, Consumer Behavior and Webrooming in Building Brand Loyalty. *Review of Applied Management and Social Sciences*, 5(3), 291-308.
- Yong, K., & Hassan, R. A. (2019). The relationships between social media marketing and entrepreneurial success: A conceptual study on homestay business in Sabah, Malaysia. *Review of Integrative Business and Economics Research*, 8, 25-33.
- Yusoff, Y. M., Omar, M. K., Zaman, M. D. K., & Samad, S. (2019). Do all elements of green intellectual capital contribute toward business sustainability? Evidence from the Malaysian context using the Partial Least Squares method. *Journal of Cleaner Production*, 234, 626-637.

About Authors

Woramol Chaowarat Watanabe



Area of Interest:

- Supply Chain Management
- Performance Measurement on Supply Chain Management
- Optimization
- Multi-Agent Simulation

Muhammad Shafiq



- Partners & Government Staff SCM Capacity Building
- Developing Procurement, Financial & Logistic Plans
- Reviewing Policies, Requisitions & Initiating Solicitation Process (RFQ, ITB, RFP)
- Drafting Service & Supply Agreements
- Managing Vendors Payments & Database
- Government Liaising & Program Implementation
- Asset / Inventory Management Planning
- Maintaining Vehicle, Fuel Consumption & Reports
- Setting Office Utility & Operations Budgets (up to \$50k)
- Arranging Seminars, Accommodation & Travel
- Preparing Maps & Updating Security Alerts
- Extensive Project Management
- Streamlining Processes & SOPs
- Building Key Stakeholder Relationships
- Analytical Observation & Quick Decision-Making
- Conflict Management & Team Leadership
- Meeting Deadlines & Targets
- Multi-Tasking & Multi-Source Data Management
- Accounting & Bookkeeping Terminology / Practice