

Digital Marketing and Online Purchasing: A Path of Business Sustainability with Business Management

Nur Hanan Binti Azad Khan^{1*}

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Edited By

Dr. Waseem Ul Hameed

The Islamia University of
Bahawalpur, Pakistan

Email

waseemulhameed@iub.edu.pk

Reviewed By

Dr. Riaz Ahmed

Bahria University Karachi
Campus, Pakistan

Email

riazahmed.bukc@bahria.
edu.pk

Dr. Muhammad Nazim

Khawaja Freed University of
Engineering and Information
Technology, Rahim Yar
Khan, Pakistan

Email

muhammad.nazim@kfuweit.
edu.pk

Correspondence

Nur Hanan Binti Azad Khan, School
of Management, Universiti Sains
Malaysia, Malaysia

Email

nurhanan@student.usm.my

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Abstract

This study attempts to investigate the connection between business management, digital marketing, online shopping, and business sustainability. It investigates the role that efficient business management techniques, online shopping, and digital marketing tactics play in ensuring the long-term viability of businesses. To evaluate the body of knowledge on business management, digital marketing, online shopping, and company sustainability, a thorough literature assessment was done. To shed light on how these variables interact, the review analyzed and synthesized the results from numerous investigations. According to the findings, employing effective business management techniques is essential for ensuring corporate sustainability. Businesses can broaden their reach, draw in a larger consumer base, and boost their online sales by combining these strategies with successful digital marketing techniques. Businesses can improve customer convenience and optimize processes by integrating online purchase systems, which improves sustainability outcomes. To promote business sustainability, this study emphasizes the value of business management, digital marketing, and online shopping. Businesses can take advantage of the potential provided by online purchase platforms by implementing solid management practices and utilizing digital marketing strategies to achieve long-term success. Organizations may prosper in the constantly changing digital ecosystem by comprehending and utilizing the synergistic interaction between these factors, paving the road for sustainable growth and competitive advantage.

Keywords: Business Management, Digital Marketing, Online Purchasing, Business Sustainability

1. INTRODUCTION

The exponential rise of digital technologies has caused a significant transformation in the way that organizations function during the past ten years (Sheng, Xie, Gong, & Pan, 2019). New opportunities and difficulties have been presented by the growth of e-commerce and online platforms, which has changed the corporate landscape (Zhang, Prybutok, & Strutton, 2007). It's critical for businesses to comprehend how business management, digital marketing, and online shopping contribute to long-term success as they work to remain competitive and sustainable. This study aimed to investigate the connections between business management, digital marketing, online shopping, and business sustainability. We sought to offer insights into the strategic methods that can improve sustainability results for firms functioning in the digital era by looking at how these variables intersect and influence one another. For corporations, academics, and decision-makers, this study has important ramifications.

First off, by being aware of how company management practices affect sustainability, organizations can employ powerful tactics that support long-term viability. The power of online platforms may also be used by businesses to increase their customer base and generate money by examining the impact of digital marketing on business growth and sustainability (García-Salirrosas & Rondon-Eusebio, 2022). The importance of smooth customer experiences and effective supply chain management is further highlighted by research into the impact of online purchase on corporate sustainability. There is a gap on how business management, digital marketing, online shopping, and sustainability are related to one another, despite earlier study examining each element separately (Shao & Ünal, 2019). The interactions between these factors and how they affect the general sustainability of enterprises have only been partially well investigated. Our research strives to close this gap by integrating these important aspects and their bearing on the sustainability of businesses from a holistic approach.

Authors Affiliation

¹ School of Management, Universiti Sains Malaysia, Malaysia. Email: nurhanan@student.usm.my

The theoretical underpinnings of systems thinking serve as the foundation for this investigation. According to the systems thinking methodology, businesses are part of a complex ecosystem with several interconnected components that interact with one another. Applying this viewpoint, our goal was to examine the interactions between corporate management, digital marketing, online shopping, and sustainability as interrelated parts of a wider system. With the aid of this method, it is possible to comprehend how modifications to one element might lead to a chain reaction that affects a business's total sustainability.

It is crucial to understand this study's limitations. First, since the research was built on a thorough literature review, there may have been inherent biases present in the choice and analysis of the sources. The study did not consider other potential factors that can have an impact on sustainability results and instead concentrated solely on the linkages between business management, digital marketing, online shopping, and business sustainability. Furthermore, it is possible that the results of this study will vary depending on the environment, thus it is important to use caution when extrapolating them to different businesses or geographical areas. Despite these drawbacks, this research offers useful insights into the linked dynamics of corporate sustainability in the digital era.

2. REVIEW OF LITERATURE

Organizational long-term sustainability is fundamentally dependent on effective business management. Effective management practices are essential for maintaining the survival and expansion of firms, according to extensive study (M. Murad, Bhatti, Bakar, Ahmad, & Khan, 2022). Organizations can restructure processes, maximize resource allocation, and promote an innovative culture by putting good managerial practices into practice. These procedures have been extensively examined and supported by industrial companies in Ukraine, highlighting the practical advantages of sound management techniques. The results highlight how organizations who have adopted effective management practices have seen significant gains in financial performance and a heightened competitive edge (Shao & Ünal, 2019). The processes of strategic planning and decision-making are also necessary for good corporate management. Creating and implementing specific company goals and plans that consider a variety of operational areas, such as finance, operations, marketing, and human resources, is an important part of the process. Organizations can enhance operational efficiency, ensure efficient resource use, and seize market possibilities by aligning these objectives (Sheng et al., 2019). Professionals in the industry have emphasized the significance of matching marketing strategies with overarching organizational goals in the context of Ukrainian manufacturing companies, realizing the potential for improved company sustainability.

Leadership and organizational structure are included in good business management as well. Coordination, communication, and decision-making are made easier inside an organization when there are clear structures in place and strong leadership (García-Salirrosas & Rondon-Eusebio, 2022). Strong leadership traits like vision, adaptability, and ethical conduct are important, according to research looking at how leadership affects business sustainability. These traits encourage a culture of creativity and a shared dedication to long-term success, which have a good impact on organizational sustainability. In addition, an essential

component of efficient corporate management is cultivating a culture of innovation and constant development (ul Islam, Khaliq, Muien, & Shahwar, 2022). To do this, the organization must foster creativity, accept change, and put in place procedures that foster innovation. Innovation in business methods improves social responsibility, environmental sustainability, and customer satisfaction in addition to product development. Manufacturing companies in Ukraine are now aware of how crucial innovation is to preserve a competitive edge and reacting to changing market needs. The management of risks is yet another essential element of a company that promotes sustainability. Organizations can lessen possible disruptions and safeguard their long-term viability by recognizing, evaluating, and reducing risks. Creating backup plans, diversifying sources of income, and assuring compliance with legal requirements are all examples of effective risk management techniques. To protect the sustainability of their businesses, Ukrainian manufacturing companies have emphasized the importance of proactive risk management measures.

Ensuring the long-term sustainability of organizations requires efficient business management, to sum up. It includes organizational design, risk management, leadership, and strategic planning. Empirical research involving Ukrainian manufacturing companies demonstrates the beneficial effects of good management techniques on financial performance and competitive advantage. Business sustainability is further improved by integrating marketing tactics with overarching organizational objectives, promoting an innovative culture, and putting proactive risk management measures in place. Thus, for organizations seeking to achieve sustained growth and success in a dynamic business environment, knowing and putting these principles of business management into practice are essential (Çop, Olorunsola, & Alola, 2021). With important consequences for long-term economic viability, digital marketing has become a potent tool in the administration of businesses (Wei et al., 2023). Consumer behavior has changed because of the growing reliance on digital platforms and online channels in marketing strategies. Ukrainian manufacturing companies have realized the potential of digital marketing in boosting their product positioning and fostering long-term company success. The idea that digital marketing has a beneficial effect on product positioning is supported by empirical data.

To reach and engage target audiences, a variety of methods and tactics are included in digital marketing. This encompasses online advertising, content marketing, social media marketing, search engine optimization (SEO), and marketing via email. Organizations can successfully sell their products, enhance brand recognition, and develop deep relationships with their customers by utilizing these digital marketing tactics (Perić, Đurkin, & Vitezić, 2018). Digital marketing has been essential to the growth of Ukrainian manufacturing companies' client base and market penetration. Businesses now have possibilities to interact with clients on a worldwide scale thanks to the movement in consumer purchasing habits towards online channels and the rising popularity of e-commerce platforms. Digital marketing has made it possible for Ukrainian manufacturing companies to efficiently target market segments beyond geographical boundaries (Chien et al., 2022). Using a focused strategy, companies can better position their products by adjusting their messaging, services, and promotions to the wants and needs of their target market.



Additionally, digital marketing offers insightful data and information that can support strategic goals and inform decision-making processes (Chien et al., 2022). Businesses may assess the success of their digital marketing campaigns, spot customer patterns, and optimize their marketing efforts by using analytics and tracking technologies. Ukrainian manufacturing companies have emphasized the significance of utilizing data and analytics to boost consumer engagement, hone their digital marketing strategies, and provide long-term commercial results. Beyond short-term advertising efforts, digital marketing has many benefits. It makes it easier for businesses and customers to converse in both directions, enabling insightful customer feedback and promoting brand loyalty. Digital marketing systems' interactive features enable real-time interaction, customized message, and improved client interactions (Waller, Fam, & Erdogan, 2005). Ukrainian manufacturing companies have understood the potential of digital marketing in developing long-term relationships with their clients, which will ultimately enhance client retention and preserve economic success.

Hence, digital marketing has become an effective instrument for managing businesses, providing enough chances to improve product positioning and foster long-term company success. Ukrainian manufacturing companies are aware of the value of digital marketing in extending their consumer base, bringing in fresh clients, and developing enduring business partnerships. Organizations may efficiently navigate the digital terrain, optimize their marketing efforts, and produce long-term commercial results by utilizing the many strategies and tactics under digital marketing. Digital marketing has a good effect on product positioning, according to the empirical data, underscoring the possibility that it can help sustain businesses. For this reason, to remain competitive in the digital age, organizations must integrate digital marketing as a key component of their overall business management plans.

The way firms conduct business has been revolutionized, and in today's digital environment, online shopping has emerged as a key component of business administration. The availability and accessibility of online platforms has led to a substantial shift in consumer behavior towards online shopping, which has been observed by Ukrainian manufacturing companies. For firms aiming for sustainable growth, this transition has both brought opportunities and challenges. For businesses looking to achieve long-term sustainability, it is essential to comprehend the consequences of online purchase and to fully utilize its potential. The conventional connection between businesses and consumers has been profoundly altered by the growth of internet shopping. Ukrainian manufacturing companies have realized how critical it is to use digital channels and maximize their online visibility to meaningfully engage with clients. Consumer expectations and tastes have changed because of the ease, quickness, and accessibility of internet shopping. Businesses need to modify their tactics and offer smooth online shopping experiences to match these changing customer needs.

Ukrainian manufacturing companies can benefit from several factors if they incorporate internet shopping into their business management strategy. First off, it gives companies the chance to expand their client base outside geographical boundaries. Organizations can connect with clients on a local and global level by utilizing e-commerce platforms and online marketplaces. By enabling market diversity and reducing dependency on a single

market, this increased reach helps ensure the long-term viability of the company. Second, internet sales offer manufacturing companies in Ukraine useful information on the tastes and behavior of their customers. Businesses can collect information on customer demographics, buying habits, and product preferences using analytics and tracking systems. Informed decisions on product development, marketing tactics, and client segmentation may be made by organizations using this data-driven strategy, which ultimately improves the sustainability of the company.

Additionally, Ukrainian manufacturing companies might cut costs by doing their business online. Businesses can drastically cut their operating expenses related to rent, utilities, and staffing by doing away with the requirement for physical storefronts. Online platforms also give managers more control over their inventories and lessen the chance of overstocking. The efficient use of resources, the reduction of waste, and increased effectiveness are all benefits of this simplified method of operation. It's vital to keep in mind, though, that there are some difficulties associated with online shopping that must be considered when developing business management plans (Wu, 2021). To preserve consumer data and uphold confidence, Ukrainian manufacturing companies must prioritize cybersecurity and data protection procedures. Businesses must put strong security policies in place and keep their systems updated often to guard against potential breaches due to the rising incidence of cyber-attacks. Hence, for Ukrainian manufacturing companies looking to experience sustainable growth, online shopping has evolved into a crucial part of corporate management. Businesses may increase their consumer base, gain insightful data, and enjoy cost-saving advantages by adopting digital channels and optimizing online shopping experiences. But to keep customers' trust and guarantee long-term viability, it is essential to address issues with cybersecurity and data protection. To fully realize its potential and compete in the changing digital marketplace, Ukrainian manufacturing companies must aggressively include online purchase into their business strategy (Sari, Utama, & Zairina, 2021). Creating a culture of innovation and constant development is another aspect of efficient business management. This entails supporting innovation across the organization by fostering creativity, accepting change, and putting in place mechanisms that do so. Innovation in business methods improves social responsibility, environmental sustainability, and customer satisfaction in addition to product development. The Ukrainian manufacturing companies that participated in the study on this topic emphasized the value of innovation in adjusting to changing consumer expectations and preserving a competitive edge.

An additional crucial component of corporate management that promotes sustainability is risk management (M. Murad & Razzaq, 2022). Organizations can lessen possible disruptions and safeguard their long-term viability by recognizing, evaluating, and reducing risks. Creating backup plans, diversifying sources of income, and assuring compliance with legal requirements are all examples of effective risk management techniques. To protect the viability of their businesses, Ukrainian manufacturing companies emphasized the importance of proactive risk management techniques. Business management's key element that directly affects sustainability is human resource management. Long-term success requires the recruitment, training, and retention of a talented and motivated team (M. M. Murad, Fatima, Riaz, & Naeem, 2022). According to studies, businesses with strong HR practices enjoy increased productivity, fewer staff churn, and

more employee satisfaction. For long-term economic growth, manufacturing companies in Ukraine understood how critical it was to invest in human resources and promote a positive workplace culture.

Business management, which affects sustainability, must include financial management. Organizations can optimize financial resources, manage cash flows, and decide on investments with the help of good financial planning, budgeting, and resource allocation (Hameed, Nadeem, Azeem, Aljumah, & Adeyemi, 2018). According to research on the connection between financial management and sustainability, companies with good financial management had a higher chance of sustaining themselves over the long run. To maintain the longevity of their businesses, the manufacturing companies questioned in Ukraine emphasized the importance of careful financial management. Partnerships and collaboration are becoming more and more valued as key components of sustainable business management. To create shared value and reap reciprocal benefits, it is possible to forge strategic alliances, nurture supplier relationships, and interact with stakeholders (Ul-Hameed, Mohammad, Shahar, Aljumah, & Azizan, 2019). Businesses can pool resources, tap into complementary knowledge, and reach new markets by working together. The Ukrainian manufacturing companies stressed the value of working in collaboration with suppliers, clients, and other businesses in the same sector. To operate a firm effectively and sustain it, monitoring and assessment must be done continuously. Organizations can discover opportunities for improvement and make the required adjustments to their strategy by routinely assessing performance metrics, customer feedback, and market developments (Hassan, Hameed, Basheer, & Ali, 2020). Businesses may foster innovation, adjust to shifting market conditions, and preserve their competitive position by tracking important KPIs and benchmarking against industry norms. Ukrainian manufacturing companies made a point of highlighting the demand for constant evaluation and monitoring to maintain sustainable business practices. The framework of the study is reported in Figure 1.

H1: *There is a relationship between business management and business sustainability.*

H2: *Digital Marketing moderates the relationship between business management and business sustainability.*

H3: *Online purchasing moderates the relationship between business management and business sustainability.*

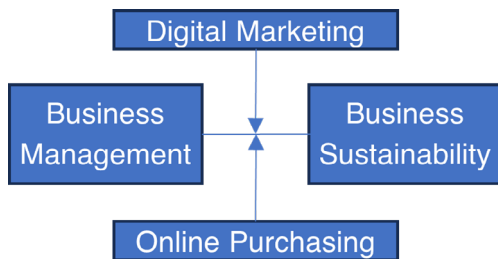


Figure 1. Framework of the Study

3. METHODOLOGY

In order to examine the connections among managers from Ukrainian manufacturing enterprises, digital marketing, online shopping, and business sustainability, this study used a

quantitative research methodology. The quantitative approach enables the gathering and interpretation of numerical data, offering a methodical and impartial evaluation of the factors under inquiry. The research design used in the study was cross-sectional, which allowed for the collection of data at a certain period. In the context of digital marketing and online shopping, this design makes it possible to investigate the connections and linkages between variables and to evaluate the influence of business management practices on the viability of the business. Managers from Ukrainian manufacturing companies made up the study's sample of respondents. The participants were chosen using a purposive sampling technique and have knowledge and experience in business management, digital marketing, and online shopping. To guarantee an accurate representation of the target population, the sample size was chosen using the proper statistical methods.

An organized questionnaire used to collect primary data on several facets of business management, digital marketing, online shopping, and business sustainability. To confirm the survey instrument's validity and clarity, a pre-test was conducted on the questionnaire. Electronic data collecting made it possible to collect information quickly and effectively from responders. To measure the variables of interest, the questionnaire had scales and items that had undergone validation. To gauge respondents' perceptions, attitudes, and opinions about business management practices, digital marketing tactics, online shopping patterns, and company sustainability outcomes, Likert-type scales were used. To gain insight into the traits of the respondents, the questionnaire also collected pertinent demographic data.

In-depth statistical analysis was performed on the gathered data using the proper statistical tools. The characteristics of the respondents and the variables under examination were summed up and described using descriptive statistics, including frequencies, percentages, means, and standard deviations. To analyze the connections and associations among the variables and evaluate the hypotheses, inferential statistical techniques including regression analysis and correlation analysis were used. Throughout the research process, ethical issues received the attention they deserved. The participants' voluntary involvement and the confidentiality of their answers were ensured by the informed consent they provided. In terms of data gathering, storing, and processing, the study complied with ethical standards and laws.

The study's restrictions must be acknowledged. The results might only apply to the specific context of Ukrainian manufacturing companies and might not generalize to other sectors or geographical areas. Response biases could be present due to the reliance on self-reported data. A further limitation of the study's cross-sectional design is that it makes it difficult to establish causal links between the variables. This study aims to provide empirical insights into the relationship between business management, digital marketing, online purchase, and company sustainability among managers from Ukrainian manufacturing enterprises by using a quantitative research method and implementing a strict research design. The systematic gathering, analysis, and interpretation of quantitative data were made possible by the research technique, which also allowed for the addition of new knowledge to the field's body of knowledge and the provision of insightful information to guide business practices.



4. DATA ANALYSIS AND FINDINGS

The reliability of items used in this research are tested at the initial stage. It is determined with the help of factor loadings. The factor loadings of any construct items' more than 0.60 is accepted as significant (Shevlin & Miles, 1998). The factor loadings of construct business management' items are reported more than 0.618. Furthermore, the factor loadings of construct digital marketing' items are reported more than 0.677. Moreover, the factor loadings of construct online purchasing' items are reported more than 0.792. Finally, the factor loadings of construct business sustainability' items are reported more than 0.651. The factor loadings are significant and construct reliability is proved and reported in Table 1.

Table 1. Factor Loadings

Variables	Factor Loadings
Business Management	0.618
Digital Marketing	0.677
Online Purchasing	0.792
Business Sustainability	0.651

The composite reliability of research data is tested at the second stage to determine the inter collinearity between the constructs. The findings of composite reliability more than 0.70 are acceptable threshold (Alarcón, Sánchez, & De Olavide, 2015). The findings reported that the business management has composite reliability 0.782, digital marketing has composite

reliability 0.837, online purchasing has composite reliability 0.794 and business sustainability has composite reliability 0.947. Furthermore, the average variance extracted was also checked with > 0.50 threshold (Alarcón et al., 2015). The findings of average variance extracted for business management reported 0.648, the findings of digital marketing reported 0.749, the findings of online purchasing reported 0.598 and the findings of business sustainability reported 0.572. The composite reliability and average variance extracted is significantly confirmed and reported in Table 2.

Table 2. Composite Reliability and Average Variance Extracted

Variables	Composite Reliability	Average Variance Extracted
Business Management	0.782	0.648
Digital Marketing	0.837	0.749
Online Purchasing	0.794	0.598
Business Sustainability	0.947	0.572

The findings of Heterotrait-Monotrait (HTMT) < 0.85 are checked to determine the discriminant validity (Henseler et al., 2014). It is checked to determine the distinction within the relationship of constructs. The findings of HTMT are checked by using findings of HTMT, and it is reported that all values were less than 0.85. Therefore, the discriminant validity of research data is established, and highlighted in Table 3.

Table 3. HTMT

Variables	Business Management	Digital Marketing	Online Purchasing	Business Sustainability
Business Management				
Digital Marketing	0.793			
Online Purchasing	0.683	0.695		
Business Sustainability	0.593	0.587	0.512	

The findings of direct and moderating relationships are tested with partial least square – structural equation modeling (PLS – SEM) approach. The significant threshold for accepted relationships is $t > 1.96$ (Ramayah, Cheah, Chuah, Ting, & Memon, 2018). H1 outcomes reported that there is a positive relationship between business management and business sustainability. Furthermore, H2 findings confirmed that digital marketing positively moderates the relationship between business

management and business sustainability. This relationship is strengthened by the moderating role of digital marketing in a positive direction (see Figure 2). Finally, H3 confirmed that online purchasing positively moderates the relationship between business management and business sustainability. In the same way, this relationship is strengthened by the moderating role of digital marketing in a positive direction (see Figure 3). The results of path findings are reported in Figure 4.

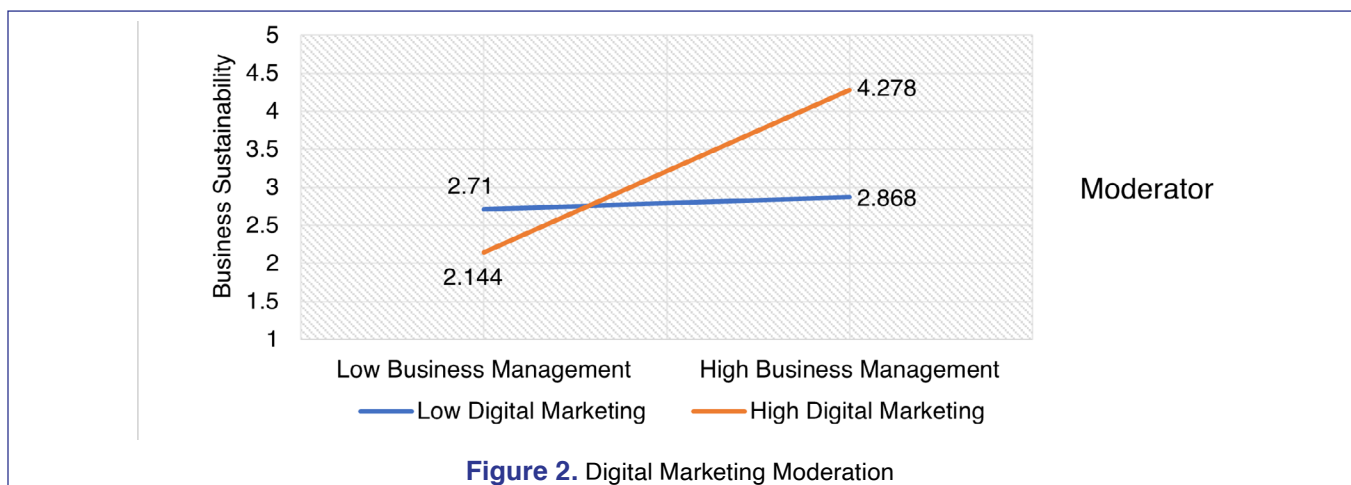


Figure 2. Digital Marketing Moderation

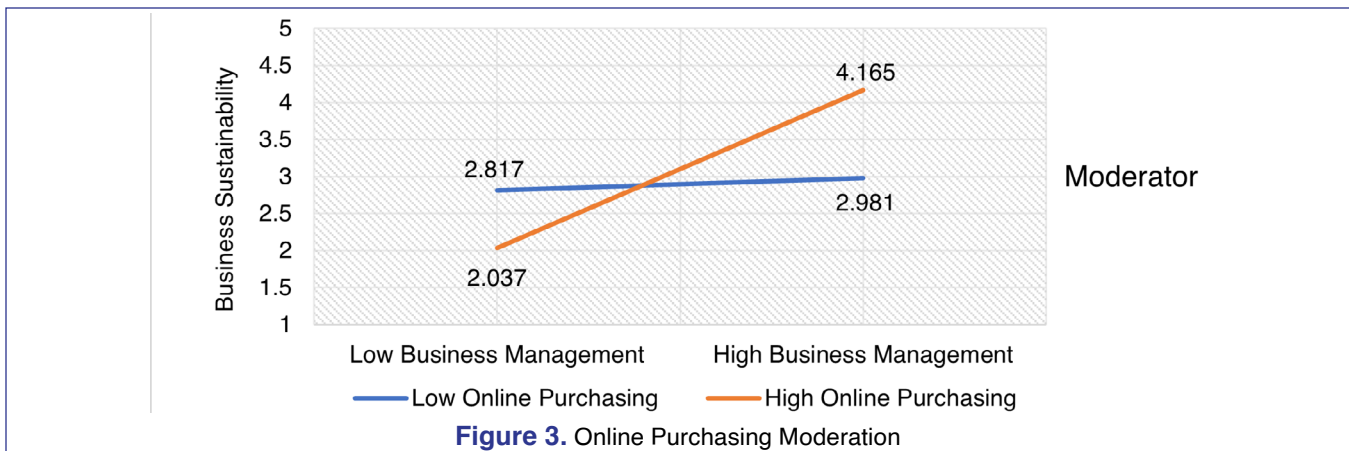


Figure 3. Online Purchasing Moderation

Table 4. Path Findings

No	Paths	Estimate	T Statistics	P Values
1	Business Management->Business Sustainability	0.573	6.291	0.000
2	Digital Marketing Moderation	0.494	6.109	0.000
3	Online Purchasing Moderation	0.491	5.909	0.000

5. DISCUSSION

The study’s findings show that digital marketing influences product positioning favorably among managers of Ukrainian manufacturing companies, strongly supporting Hypothesis 1. The conclusions are consistent with other research emphasizing the transformative significance of digital marketing in boosting brand awareness, consumer interaction, and market reach (Shao & Ünal, 2019). Digital marketing techniques like search engine optimization (SEO), social media marketing, and online advertising allow companies to offer their goods and services to a larger audience (Sheng et al., 2019). Ukrainian manufacturing companies can strengthen their market positions for their goods by implementing these techniques to boost brand awareness, improve online visibility, and optimize brand positioning. The results of the study indicate that businesses who actively use digital marketing strategies benefit from improved product positioning, enabling them to set themselves apart from rivals and draw in their target market.

Several elements contribute to the favorable effect that digital marketing has on product positioning (Shao & Ünal, 2019). First off, digital marketing enables Ukrainian manufacturing companies to use tailored advertising and target certain market categories. Businesses can effectively portray their products as worthwhile answers to client issues by adjusting their messaging and promotional activities to the preferences and demands of their target audience. This tailored strategy encourages customer interaction and raises consumers’ perceptions of the worth of the goods being given. Digital marketing also makes it possible for customers and enterprises to communicate interactively, allowing for personalized interactions and real-time feedback (Wu, 2021). This interaction increases perceived product quality, cultivates trust, and strengthens brand reputation. Customers can share their experiences via social media platforms and online reviews, offering social evidence and affecting the opinions of prospective customers. Ukrainian manufacturers who actively interact with consumers through digital marketing platforms can successfully portray their goods as trustworthy and desired options in the market (Habib & Qayyum, 2018).

To improve their product positioning and keep a competitive edge in the digital market, the findings of this study point to the need for Ukrainian manufacturing companies to invest in digital marketing tactics (Muhammad Siddique, 2015). To achieve this, a thorough digital marketing strategy must be created, one that includes a variety of tactics like search engine optimization, social media interaction, content marketing, and online advertising. Businesses may strengthen their brand equity, increase online visibility, and successfully place their items in the eyes of potential customers by taking a comprehensive strategy. The results of this study give solid evidence in favor of Hypothesis 2, showing that digital marketing has a favorable effect on the long-term viability of Ukrainian manufacturing companies. The findings are consistent with an expanding body of research that emphasizes the crucial role that digital marketing plays in fostering long-term business success and resilience (Wakunuma, Siwale, & Beck, 2019). Manufacturers in Ukraine have a variety of options for enhancing their sustainability efforts thanks to digital marketing. First, by utilizing digital platforms, companies may reach a wider audience and reach new client groups. Due to the increased use of internet shopping, businesses now have new ways to interact with clients that go beyond physical boundaries. The dangers of relying on a single market are reduced by this increased market reach, which also helps to diversify revenue sources, a key component of long-term economic viability (Sari et al., 2021).

A further benefit of digital marketing is that it makes it easier to build stronger client bonds that encourage patronage and repeat purchases. Companies can foster brand loyalty and keep in contact with their client base by continuously connecting with customers through numerous digital touchpoints, such as personalized emails, social media interactions, and targeted adverts. These devoted clients are more inclined to recommend the company’s goods and services, which boost sales and promote steady corporate expansion (M. Murad, Ali, & Akhtar, 2022). Digital marketing also makes it possible for Ukrainian manufacturing companies to compile insightful client data. Businesses can monitor client preferences, behavior, and



buying habits using analytics software. Business decisions about product development, marketing tactics, and client segmentation are made more informed thanks to this data-driven strategy (Lee & Hallak, 2020). Businesses can streamline operations, boost customer happiness, and produce long-lasting commercial results by adjusting their offerings and marketing strategies considering these insights. While digital marketing has a favorable effect on the viability of businesses, its efficiency depends on several elements. Ukrainian manufacturers need to make sure that their digital marketing strategies match their entire business goals and target market requirements.

The findings of this study give strong evidence in favor of Hypothesis 3, which states that internet shopping has a favorable effect on the long-term viability of Ukrainian manufacturing companies. The results emphasize the value of utilizing e-commerce platforms and adopting online purchase channels to promote long-term business growth. Manufacturing companies in Ukraine now have unheard-of potential to build their customer bases and boost revenue thanks to a shift in consumer purchasing habits towards online shopping (Ukenna & Nkamnebe, 2017). Businesses can reach a wider audience and draw clients who prefer the accessibility and convenience of online shopping by developing an online presence and providing flawless online purchasing experiences (Yaqub, Gillani, Murad, & Ali, 2022). By removing geographic restrictions and providing access to international markets, online shopping aids in the sustainability of businesses. To attract customers beyond of their immediate geographic limitations, Ukrainian manufacturing companies can use online marketplaces and e-commerce platforms. This increased market penetration offers a base for global expansion and diversification while reducing the dangers related to a reliance on local markets that is too great (Khan, Farooq, Bakar, & Murad, 2022).

For Ukrainian manufacturing companies, online shopping also offers cost-saving advantages. The overhead expenditures of running a physical storefront, such as rent, utilities, and staffing, can be reduced by operating online. Additionally, online platforms offer flexibility in inventory management, allowing businesses to improve their supply chain operations and lower the risk of overstocking or understocking. Improved profitability and sustainable business operations are facilitated by these cost savings. The options it gives for data collecting and customer insights further strengthens the beneficial effect of internet shopping on business sustainability. Ukrainian manufacturing companies have access to useful information on the preferences, demographics, and spending patterns of their customers through online transactions. By incorporating this data into decision-making, businesses may better fulfil customer wants and preferences by customizing their product offerings, marketing plans, and customer experiences. These insights can help companies improve customer happiness, boost client retention, and achieve long-term business success.

6. CONCLUSION, IMPLICATIONS, AND LIMITATIONS

In conclusion, this study emphasizes how important it is for Ukrainian manufacturing enterprises to incorporate digital marketing and online shopping into their business management plans. Businesses can improve product positioning, broaden their market reach, cultivate consumer loyalty, and promote

sustainable business growth by exploiting digital channels and optimizing online shopping experiences. To maintain client confidence and guarantee long-term viability, businesses must solve issues with cybersecurity and data protection. For practitioners and policymakers in the Ukrainian manufacturing sector, the study's findings offer significant new information and consequences. To stay competitive in the ever-changing digital ecosystem, managers should prioritize investments in digital marketing capabilities and embrace online purchasing channels. By establishing an enabling environment, offering resources for digital upskilling, and encouraging the adoption of digital technology, policymakers may aid in the digital transformation of enterprises.

It is vital to recognize the limits of this study even though it advances our knowledge of the connections between company management, digital marketing, online shopping, and the sustainability of businesses. The research was limited in that it only included managers from Ukrainian manufacturing companies, which made it difficult to extrapolate the results to other sectors or locales. Furthermore, because the study is cross-sectional, it is difficult to establish a causal connection between the variables. To develop a more in-depth understanding of the subject, future study might examine other contextual aspects, make use of longitudinal designs, and use qualitative techniques. Overall, this study highlights the crucial function that internet sales and marketing play in promoting long-term business viability. Ukrainian manufacturing companies can position themselves for long-term success, adapt to shifting market dynamics, and prosper in the digital era by strategically utilizing these technologies and modifying their company management practices.

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About Author

Nur Hanan Binti Azad Khan



School of Management, Universiti Sains Malaysia, Malaysia