

# مجلة جامعة الرازي للعلوم الإدارية والإنسانية RUHMS

علمية محكمة تصدر عن مركز البحث العلمي، وكلية العلوم الإدارية والإنسانية – جامعة الرازي

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مجلة جامعة الرازي - مجلة علمية محكمة - تهدف إلى إتاحة الفرصة للباحثين لنشر بحوثهم العلمية باللغتين العربية والإنجليزية في مختلف العلوم الإدارية والإنسانية

### مجلة جامعة الرازي للعلوم الإدارية والإنسانية

مجلة علمية محكمة تعنى بنشر البحوث في مجال العلوم الإدارية والإنسانية  
تصدر عن مركز البحث العلمي، وكلية العلوم الإدارية والإنسانية - جامعة الرازي - اليمن

توجه المراسلات إلى رئيس التحرير على العنوان الآتي:  
مجلة جامعة الرازي للعلوم الإدارية والإنسانية

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فاكس : ٤٠٦٧٦٠

البريد الإلكتروني: [ruahms@alraziuni.edu.ye](mailto:ruahms@alraziuni.edu.ye)

صفحة الإنترنت: [www.alraziuni.edu](http://www.alraziuni.edu)

## The Impact of Digital Marketing on The Growth of Entrepreneurial Business: An Empirical Study in Sana'a, Yemen

Dr. Osamah Ahmed AL-Maamari<sup>1</sup>, Sumaia M. Al-Tawili<sup>2</sup>, Ghada A. Al-Aslami<sup>2</sup>, Doa'a A. Al-Aslami<sup>2</sup>, Rua'a A. Al-Dubai<sup>2</sup>, Malak A. Al-Khalqi<sup>2</sup>, Khadija A. Al-Mesbahi<sup>2</sup>

<sup>1</sup>Assistant Professor and Head, Department of International business Administration, Al-Razi University

<sup>2</sup> Researcher, Department of International business Administration, Al-Razi University

### Abstract:

This study aims to investigate the impact of digital marketing on the growth of entrepreneurial businesses in Sana'a Yemen. The methodology section outlines the research design, data collection methods, and sampling techniques employed in the study. A questionnaire was utilized to collect data from a sample of Yemeni entrepreneurial projects, enabling the analysis and evaluation of the impact of digital marketing on business growth. The results of the study reveal a significant positive impact of digital marketing on the growth of entrepreneurial businesses in Sana'a Yemen. Specifically, digital marketing is found to increase profitability, drive sales growth, and enhance market penetration for these ventures. The discussion section delves into the implications of the research findings, emphasizing the importance of understanding digital marketing strategies in emerging markets like Yemen. The study underscores the potential of digital marketing techniques to support entrepreneurial growth, guide policymaking, contribute to academic literature, and offer practical recommendations for businesses. This research contributes to enhancing the understanding of digital marketing's impact on entrepreneurial businesses in Sana'a Yemen and similar contexts. The findings highlight the need for supportive policies, infrastructure, and training programs to harness the full potential of digital marketing for entrepreneurial ventures in Sana'a Yemen.

**Key Words:** Digital Marketing, Growth, Entrepreneurial Businesses, Profitability, Sales

Growth, Market Penetration

### تأثير التسويق الرقمي على نمو الأعمال الريادية: دراسة تجريبية في صنعاء، اليمن

د. أسامة أحمد المعمري<sup>١</sup>، سمية الطويلي<sup>٢</sup>، غادة الأسلمي<sup>٢</sup>، دعاء الأسلمي<sup>٢</sup>، رؤى الدبيعي<sup>٢</sup>، ملاك الخلقي<sup>٢</sup>، خديجة

المصباحي<sup>٢</sup>

<sup>1</sup>أستاذ مساعد ورئيس قسم إدارة الأعمال الدولية، جامعة الرازي

<sup>2</sup>باحثة، قسم إدارة الأعمال الدولية، جامعة الرازي

### المُلخَص:

تستكشف هذه الدراسة البحثية تأثير التسويق الرقمي على نمو الأعمال الريادية في صنعاء، اليمن، وتهدف إلى تقديم نظرة شاملة على دور التسويق الرقمي في تعزيز الربحية، وزيادة المبيعات، واختراق السوق للمشاريع الريادية. تبدأ الدراسة

بمقدمة تسلط الضوء على الأهمية المتزايدة للتسويق الرقمي في المشهد التجاري المعاصر وأهميته للأعمال الريادية. يشمل استعراض الأدبيات دراسة الأبحاث السابقة حول التسويق الرقمي، ونمو المبيعات، والربحية، واختراق السوق، مع التركيز على صلتها بالمشاريع الريادية اليمنية. يوضح قسم المنهجية تصميم البحث، وأساليب جمع البيانات، وتقنيات العينة المستخدمة في الدراسة. تم استخدام استبيان لجمع البيانات من عينة من المشاريع الريادية اليمنية، مما يتيح تحليل وتقييم تأثير التسويق الرقمي على نمو الأعمال. تكشف نتائج الدراسة عن تأثير إيجابي كبير للتسويق الرقمي على نمو الأعمال الريادية في صنعاء، اليمن. على وجه التحديد، وجد أن التسويق الرقمي يزيد من الربحية، ويحفز نمو المبيعات، ويعزز اختراق السوق لهذه المشاريع. وتتناول المناقشة الآثار المترتبة على هذه النتائج، وتسلط الضوء على أهمية فهم استراتيجيات التسويق الرقمي في الأسواق الناشئة مثل اليمن. تؤكد الدراسة على إمكانات التسويق الرقمي لدعم نمو ريادة الأعمال، وتوجيه عملية صنع السياسات، والمساهمة في الأدبيات الأكاديمية، وتقديم توصيات عملية في مجال الأعمال. بشكل عام، يؤكد البحث على الحاجة إلى سياسات داعمة وبنية تحتية وبرامج تدريب لتسخير إمكانات التسويق الرقمي الكاملة لمشاريع ريادة الأعمال في صنعاء، اليمن.

**الكلمات المفتاحية:** التسويق الرقمي، النمو، الأعمال الريادية، الربحية، نمو المبيعات، اختراق السوق

## Introduction

### 1.1. Background:

Keeping up with the era of technology and the extent of Internet use in our time and its entry into all fields and business (Ability boosts, 2021). There is no doubt that digital marketing is important for institutions and companies and is no less important for entrepreneurs than any other corner in their projects in the Internet age (Mohammad Naser Qadha, 2021). Customers are determining the information they need and offers that respond to their needs and desires that suit them, so digital marketing is called reverse marketing Companies in Sana'a Yemen face new opportunities and challenges in the success of entrepreneurial projects when using digital marketing Digital marketing is an essential element for the success of any business operation and is based on the interaction of parties exchanged digitally and targets the public, as it is a conservative way to communicate with all parties, which facilitates the access of Yemeni entrepreneurial projects to a wide audience through social media platforms. The goal of digital marketing is to reach customers and the appropriate segment for the nature of the activity, so the presence of digital marketing in general has become important in the success and spread of projects because it is an effective and contributing part that must be taken advantage of and applied and is considered effective in many fields and channels that work to transfer the virtual market to a real market and through this study a comprehensive overview will be provided about the impact of digital marketing on entrepreneurial projects in Sana'a Yemen, and identify potential opportunities and challenges faced by the commercial sector in the use of marketing Digital. The research methodology contributes to collecting data and information through the questionnaire and a sample of Yemeni entrepreneurial projects and analyzing and evaluating the impact of digital marketing on the growth entrepreneurial business.

## **1.2. Statemen of the Problem:**

In the contemporary business landscape, digital marketing has emerged as a transformative tool, influencing how businesses engage with their customers and market their products or services. Its impact is particularly significant in the context of entrepreneurial businesses, which often face unique challenges and opportunities in leveraging digital platforms for growth and visibility.

Sana'a Yemen, with its evolving business environment and increasing internet penetration, presents a unique setting to explore this phenomenon. Entrepreneurial businesses in Yemen are navigating a landscape marked by economic uncertainties and a growing digital ecosystem. Understanding how digital marketing strategies affect these businesses' growth is crucial for entrepreneurs, policymakers, and stakeholders in the region.

Despite the acknowledged importance of digital marketing, there is a lack of comprehensive research focusing on its impact on the growth of entrepreneurial businesses in Yemen. This gap is more pronounced in understanding the specific ways digital marketing can influence various growth metrics, such as customer reach, brand awareness, sales, and overall business growth. Additionally, challenges and strategies unique to the Yemeni context have not been thoroughly explored, leaving entrepreneurs and business owners without a clear roadmap to harness the full potential of digital marketing.

The implications of this research are multifaceted, touching upon economic, technological, educational, and socio-cultural dimensions. It underscores the critical role of digital marketing in shaping the future of entrepreneurial businesses in Sana'a Yemen and similar contexts.

The study aims to answer for the following questions:

## **1.3. Questions of the Study:**

### **1.3.1. Main Question :**

- What is the impact of digital marketing on the growth entrepreneurial business?

### **1.3.2. Sub-Questions :**

- What is the impact of digital marketing in increasing profitability?
- How to Measure the impact of digital marketing on the sales growth?
- How to Analyze the impact of digital marketing on market penetration?

## **1.4. Research Objectives:**

### **1.4.1 Mine Objective :**



- To determine the impact of digital marketing on the growth of entrepreneurial business.

#### **1.4.2 Sub-Objectives :**

- To measure the impact of digital marketing in increasing profitability
- To measure the impact of digital marketing on the sales growth .
- To analyze the impact of digital marketing on market penetration .

#### **1.5. Hypothesis:**

##### **1.5.1. The main hypothesis:**

**H1.** There is a significant impact of digital marketing on the growth of entrepreneur businesses.

##### **1.5.2. The sub-hypothesis:**

- **H1-a.** There is a significant impact of digital marketing on increasing profitability of entrepreneur businesses.
- **H1-b.** There Is a Significant Impact of Digital Marketing on Sales Growth of Entrepreneur Businesses.
- **H1-c.** There Is a Significant Impact of Digital Marketing on Market Penetration of Entrepreneur Businesses.

#### **2. Literature review:**

##### **2.1 Introduction:**

Entrepreneur projects are primarily considered with providing services and products to all people by using traditional or digital marketing. These provision aims to achieve a sustainable growth of entrepreneur projects to increase sales, increase profitability, and reach more market penetration. As a result, numerous studies have been done to determine the significance of digital marketing and its impact on entrepreneur projects. These types of researches were undertaken at worldwide and national levels. A review of the mixed result of numerous past researches undertaken on the issue of entrepreneur projects have been discussed in this chapter, as it will aid in identifying gaps in the studies that may be cut down by designing an appropriate approach for the current study. However, due to the difficulty in obtaining relevant previous studies relevant to Yemen in particular and in the Arab region in general in order to evaluate the impact of digital marketing on the growth of entrepreneur projects, the investigators was forced to select and analyze the closest studies that were conducted on the topic. The below section breaks up the previously reviewed studies into four parts, the first part discusses the previous literature related to digital marketing, the second part discusses the previous literature related to increase the sales, the third part discusses the previous literature related to increase in



profitability. The last part discusses the previous literature related to reach more market penetration.

## **2.2 Digital Marketing:**

Given the worldwide transition to a digital age, digital platforms are crucial for boosting product sales for companies, as highlighted by Mahalaxmi and Ranjith (2016), who clarify how digital marketing impacts customer buying choices. Bizhanova et al. (2019) enhance understanding from a business perspective, exploring the benefits and challenges of digital marketing and social media, noting that advancements in second-generation internet applications allow for innovative communication and content co-creation with customers. Melović et al. (2020) identify various factors affecting digital marketing implementation, including usage duration, management skills, perceived cost-effectiveness, measurability, and comparisons to traditional marketing methods. Dastane (2020) reveals a significant positive impact of digital marketing on online purchase intentions, although Customer Relationship Management (CRM) did not play a significant mediating role, introducing a structural model specific to Malaysian e-commerce and discussing implications, limitations, and future research directions. Grishikashvili et al. (2014) investigate the effects of digital technology across industries, noting significant transformations in sectors offering virtual products like financial services, insurance, and mobile telecommunications. Shankar et al. (2022) focus on digital marketing communication, emphasizing its increased significance amid the COVID-19 pandemic, while Yamin (2017) examines how digital marketing influences consumer behavior in Bangladesh. Collectively, these studies provide a comprehensive view of the multifaceted impact of digital marketing across different contexts and industries.

## **2.3 Digital Marketing and Increasing Sales:**

According to Febriyantoro and Arisandi (2019), digital marketing enables Small and Medium Enterprises (SMEs) to efficiently distribute information, directly engage with consumers, increase market visibility, enhance brand recognition, and boost sales. Similarly, Olonde (2017) found that email and social media marketing significantly impact SME sales growth, emphasizing the importance of supportive government policies and financial aid for SMEs to adopt digital marketing strategies. Reken (2023) investigated the influence of digital marketing via websites on sales growth during the "new normal" era at Citra Land Ambon. Gultom and Nainggolan (2023) showed that both E-CRM and E-Marketing concurrently impact Market Orientation at Alligator Roastery, accounting for 50.3% of its influence according to the coefficient of determination. Bhargava et al. (2013) address the marketing challenges faced by the IEEE Communications Society (ComSoc) in offering technical publications, conferences,

and educational resources. Hawaldar et al. (2022) observed that while digital marketing strategies and consumer engagement are consistent across South Asia, their effectiveness varies by country, highlighting the need for customized digital marketing approaches for Business-to-Business (B2B) markets in the region. Pratiwi et al. (2023) evaluated how digital marketing strategies enhance sales of Grin Sing weaving products, identifying obstacles faced by businesses and suggesting improvements for strategy implementation. Collectively, these studies underscore the critical role of digital marketing in enhancing sales, market orientation, and overcoming marketing challenges across various contexts and regions.

#### **2.4 Digital Marketing and Profitability:**

Agarwal et al. (2011) explored the impact of digital marketing on profitability, focusing on the effects of ad placement on revenues and profits from sponsored search, revealing consumer search behaviors and recency bias in purchasing decisions. Grandhi et al. (2021) emphasized customer-centric methodologies across business operations and the importance of adopting data-driven marketing (DDM) strategies utilizing big data. Kiradoo (2016) highlighted the essential role of marketing in enhancing business productivity and efficacy, crucial for attracting and maintaining customer relationships. Zaglago (2019) investigated the significance of integrating social media platforms for SMEs to improve their overall value, examining how SMEs define and evaluate value and the effectiveness of social media initiatives in terms of return on investment. Basriwijaya and Alham (2021) found that while a maintenance system positively affects business profitability, digital marketing has a negative influence, though both together significantly impact profitability. Lahdensuo (2018) asserts that e-commerce, conversions and leads, website engagement, and brand awareness significantly influence profits in digital marketing, recommending these metrics for evaluating digital marketing profitability. Wang et al. (2004) present an empirical study on marketing channel preferences, specifically internet and catalog, and their impact on marketing expenses and firm profitability. Collectively, these studies provide a comprehensive view of the diverse impacts of digital marketing strategies on profitability, emphasizing the importance of strategic ad placement, customer-centric approaches, data-driven methodologies, and effective social media integration.

#### **2.5 Digital Marketing and Market Penetration:**

Phiri (2020) indicated that competencies in developing and implementing digital strategies, innovating in digital markets, sensing e-market trends, and leadership positively impact intermediary market results such as customer awareness, attitudes, availability, and brand

associations. Notably, only digital strategy development and execution correlate positively with ultimate market performance outcomes like sales growth, market share, and profitability. Jadhav et al. (2023) theoretically examines the benefits of digital marketing for SMEs, leading to improved organizational efficiency. Wuisan and Handra (2023) highlighted the significant impact of digital marketing on brand visibility, sales volume, and profitability. Bhagowati and Dutta (2018) discussed the dynamic nature of the digital marketing environment, adapting to the growing number of online users and new technologies. Gao et al. (2023) found a significant connection between e-commerce adoption and the financial performance and resilience of MSMEs during the pandemic. Mathews and Healy (2008) contributed to research on technology adoption by examining how e-commerce and digital marketing affect firms' financial performance during a global pandemic, providing insights for managers and policymakers. Liu et al. (2020) investigated the evolution of internet marketing capabilities and their influence on international market performance, exploring the roles of market- and entrepreneurial-oriented behaviors, knowledge internalization, and internet-based customer management. Collectively, these studies underscore the vital role of digital marketing and e-commerce in enhancing market performance, financial resilience, and organizational efficiency across various contexts.

## **2.6 Research gap:**

The study aims to address several research gaps regarding the impact of digital marketing on entrepreneurial businesses, with a focus on Sana'a, Yemen. Firstly, it seeks to fill the void in comprehensive research within Sana'a's unique economic, social, and political context, where existing literature falls short. Secondly, it aims to shed light on the overlooked area of digital marketing's influence on small and medium-sized entrepreneurial ventures in emerging markets like Yemen, contrasting with the abundance of research in established markets and large corporations. Thirdly, it aims to delve into the effectiveness and adaptability of various digital marketing strategies within Yemen's less digitally developed landscape. Furthermore, the study intends to bridge the gap in appropriate metrics for measuring the impact of digital marketing on entrepreneurial growth, encompassing customer acquisition, retention, brand loyalty, and overall business expansion. Finally, it aims to contribute to longitudinal studies assessing the sustained effects of digital marketing on business growth in emerging economies like Yemen, thus offering insights beyond short-term impacts.

## **3. Methodology**

### **3.1 Research Design:**

The study was conducted on the entrepreneur projects in Sana'a who use digital marketing services. The intention is to examine the impact of digital marketing on the growth of entrepreneur businesses through the level of increasing as mediating variables. To accomplish this goal, descriptive & analytical research method is adopted for this study. A suitable research design must be used to collect relevant data for the study. Conduct successful data analysis, and produce relevant findings.

### **3.2 Type of Data:**

This study's quantitative data come from primary resources. A questionnaire was used to collect primary data for this study from 110 entrepreneurs in Sana'a. typically, primary data are utilized to study a new research problem. In other word, primary data aids in investigation a new study phenomenon using a novel approach. Primary sources are document or occurrences from which original data for study are gathered; along with the primary data, secondary data was gathered from various published sources such as books, journals, and so on by visiting the internet.

### **3.3 Research Population:**

The population for this study refers to the entrepreneurs who own projects and under using digital marketing in Sana'a.

### **3.4 Unit of Analysis:**

A unit of analysis is an important component from which data for a study is acquired. A unit of analysis is also the primary group or items chosen from a sample for a research project. Therefore, the unit of analysis for this study is the entrepreneur projects and various aspects of their performance indicators, which are being studied. Various aspects growth, such as increasing on sales, profitability, and market penetration.

### **3.5 Sampling Techniques:**

This study used a random sampling technique to select the sample size. Random sampling is a modification of random sampling in which the population is divided into two or more relevant and significant strata based on two or more attributes. Each of the strata to which the population is divided obtains an equal chance of being included in the sample.

### **3.6 Data Collection:**

Questionnaires were used to collect the data for this study in offline & online mode by using (google forms). The advantage of online data collection is that survey represent has plenty of time to complete the questionnaire. As a result, the data received is usually more accurate. The data collection is a systematic process that involves distinct distinctions in data collection methods (Granello & Wheaton,2004). A number of entrepreneur projects were visited to look for the beneficiaries who use digital marketing the sample included 110 participants.

### 3.7 Variables of the Study:

In table (3.1) independent variable "digital marketing" the independent variable try to test the impact of digital marketing the growth of entrepreneurial the responses were obtained on 5 points liker scale form 1(strongly disagree) to 5(strongly agree), " please see section C of the questionnaire in appendix 1. I, e: DM1 to DM9

Dependent variable "increasing profitability" the dependent variable try to test the impact of digital marketing the growth of entrepreneurial the responses were obtained on 5 points liker scale form 1(strongly disagree) to 5(strongly agree), " please see section C of the questionnaire in appendix 1. I, e: IP1 to IP6

Dependent variable "sales growth" the dependent variable try to test the impact of digital marketing the growth of entrepreneurial the responses were obtained on 5 points liker scale form 1(strongly disagree) to 5(strongly agree), " please see section C of the questionnaire in appendix 1. I, e: SG1 to SG7

Dependent variable "market penetration" the dependent variable try to test the impact of digital marketing the growth of entrepreneurial the responses were obtained on 5 points liker scale form 1(strongly disagree) to 5(strongly agree), " please see section C of the questionnaire in appendix 1. I, e: MP1 to MP7

### 3.8 Pilot analysis:

The most significant reason for conducting pilot study is to assess the instruments' reliability, viability, and validity. The SPSS software was used to analyze the variables. Furthermore, the pilot study's findings provide recommendations for improving the items gathered and answered in the questionnaire. The reliability coefficients of all variables 0.961, which was greater than 0.70, as shown in table (3.1)

**Table (3. 1) Reliability Statistics**

Cronbach's Alpha	N of Items
0.961	29

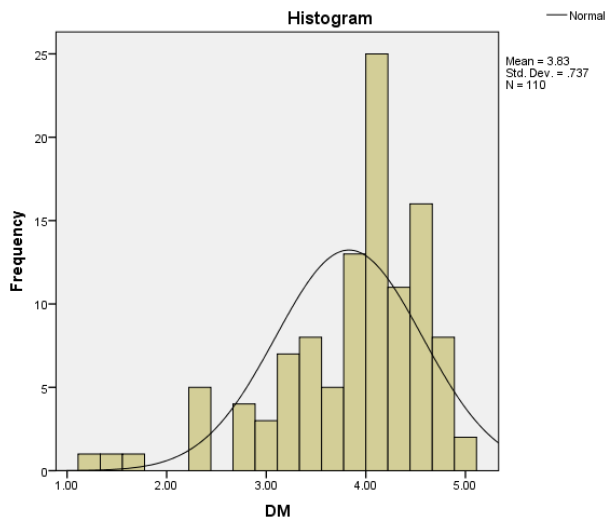
**Source:** By authors

### 3.9.Normality:

The normality test is critical for doing various statical tests. The validity test must be applied based on data's normalcy. If the data is judged to be normal, various statically test, including Simple linear regression, can be applied. If the data is not determined to be normal, the test findings are untrustworthy, and a non-parametric test might be employed. The following tests were employed in the current investigation to determine the normality of the data (Cherink,

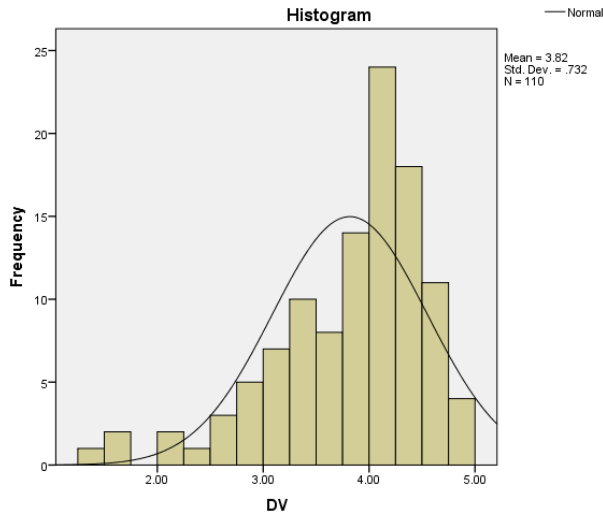
2011). The histogram and normal probability plots for both independent and dependent variables were checked to ensure that the normality assumption was not violated, as Field (2009) recommended. Because all of the bars on the histogram were near a normal curve, the data showed a normal pattern, as shown in figure (1) and also figure (2). As a result, no normalcy assumptions were broken in this investigation.

**Figure 1 (independent variables)**



**Source:** By authors

**Figure 2 (dependent variables)**



Source: By authors

#### 4. Data Analysis

In the data analysis phase, both descriptive and inferential statistical techniques will be applied. Descriptive statistics will be employed to summarize and present the demographic characteristics of the sampled entrepreneurs, while inferential statistics, such as regression analysis, will be utilized to explore relationships between key variables. This mixed-methods approach aims to provide a holistic understanding of the intricate interplay between digital marketing initiatives and entrepreneurial growth. This study seeks to unravel the intricate interplay between digital marketing and the growth of entrepreneurial businesses. Through a descriptive lens, it aims to elucidate the diverse array of demographic approaches and indirect variables, examining how these elements contribute to increasing profitability, sales growth, and market penetration. Simultaneously, using analytical methodologies, this research endeavors to quantify the impact of digital marketing on growth indicators, such as IP, SG, and MP. By scrutinizing empirical data, statistical models, and literature reviews, the study aims to discern patterns and correlations, offering a deeper understanding of the mechanisms through which digital marketing catalyzes entrepreneurial growth. Moreover, Analyzing the evolving nature of consumer using of the digital marketing, the study aims to provide a holistic perspective on the subject.

#### 4.1 Demographic Analysis:

##### 4.1.1. Age:

Table No. (2) shows the distribution of the respondents based on age. Of the total sample, 48 (43.6%) of the respondents surveyed are between 18-25 years, which is the highest of the



respondents' age groups, and 32 (29.1%) are between 26-33 years old. Besides, 23 (20.9%) of the respondents' range in age from 33-41 years old, and the remaining age group, 7 (6.4%), are over 41 years old. Overall, 103 (93.6%) of the respondents are over 30 years old, while 7 (6.4%) are over 40 years old. Thus, it is concluded that these results are in line with the expectations that most entrepreneur who start a business are still young.

**Table (2) Age**

	Frequency	Percent
18-25	48	43.6
26-33	32	29.1
34-40	23	20.9
More than 41	7	6.4
Total	<b>110</b>	<b>100.0</b>

**Source:** By authors

#### 4.1.2. Gender:

As shown in Table (3), it is mentioned that out of all the respondents 61, (55.5%) are males entrepreneurs. In comparison, 49 (44.5%) are females because most of the people who start a business in Sana'a Yemen are males.

**Table (3) Gender**

	Frequency	Percent
Male	61	55.5
Female	49	44.5
Total	<b>110</b>	<b>100.0</b>

**Source:** By authors

#### 4.1.3. Education Level:

Table No. (4) shows that 10 (9.1%) hold only a high school, 4 (3.6%) hold a Vocational certificate, and 78 (70.9%) hold a bachelors' degree. Besides, only 18 (16.4%) of the respondents hold a Postgraduate as their highest education. Thus, it is clear that most of the respondents, 78 (70.9%), hold a university, which reflects that most of the respondents with a

university certificate are more than those with a Vocational certificate from the surveyed respondents.

**Table (4) Education Level**

	Frequency	Percent
PM	10	9.1
VAC	4	3.6
UNI	78	70.9
POST	18	16.4
Total	<b>110</b>	<b>100.0</b>

**Source:** By authors

#### **4.1.4. Years of Experience:**

Table No. (5.) shows that 15 (13.6%) had Less than one year of experience, 40 (36.4%) have between 1-3 years of business experience, and 33 (30.0%) have between 4-6 years of business experience, 14 (12.7%) of the respondents have business experience between 7-9 years, and the rest of respondents, 8 (7.3%), have more than 9-years of business experience.

**Table (5) Years of Business Exp**

	Frequency	Percent
Less than one year	15	13.6
1-3 years	40	36.4
4-6 years	33	30.0
7-9 years	14	12.7
More than nine years	8	7.3
Total	<b>110</b>	<b>100.0</b>

**Source:** By authors

#### **4.1.5. Type of Business:**

It is observed in Table (6) that 34 (30.9) percent of the respondents have a Services business, and the majority of the respondents, 47 (42.7%), have Trading enterprises. In contrast, 9 (8.2%)

work on Food business, while 11 (10.0%) work in a technical business rest of the respondents, 9 (8.2%), have a medical enterprise.

**Table (6) Type of Business**

	Frequency	Percent
Services	34	30.9
Trading	47	42.7
Food	9	8.2
Technical	11	10.0
Medical	9	8.2
Total	<b>110</b>	<b>100.0</b>

**Source:** By authors

#### **4.1.6. Years of Business Operation:**

Table No. (7) shows that the respondents 83 were asked about Years of business operation where 27 (24.5%) of respondents have Less than one year of business operation, the majority of respondents, 43 (39.1%), have between 1-3 years of business operation, and 24 (21.8%) have between 4-6 years of business operation, and the rest of respondents, 16 (14.5%), have more than six years of business operation.

**Table (7) Years of Business Operation**

	Frequency	Percent
Less than one year	27	24.5
1-3 years	43	39.1
4-6 years	24	21.8
More than six years	16	14.5
Total	110	100.0

**Source:** By authors

#### **4.2. Descriptive Analysis:**

The views of the respondents on the effect of digital marketing provided on the rise profitability, sales growth, and market penetration are displayed in table (8). As a whole, the respondents in this section have a mean score of (3.831). this shows that respondents agree that digital marketing increased. Furthermore, the standard deviation (0.736) explains that similarity and consensus among assessments of digital marketing enhanced entrepreneur businesses.

**Table (8) Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
DM	110	1.22	4.89	3.8313	.73683
IP	110	1.00	5.00	3.7394	.82102
SG	110	1.29	4.86	3.8883	.76879
MP	110	1.14	5.00	3.8260	.76977
Valid N	<b>110</b>				

**Source:** By authors

#### 4.3. Hypothesis Testing:

To determine if the digital marketing has any meaningful effect on increasing profitability, sales growth, and market penetration of entrepreneur businesses, a simple linear regression is performed.

- **H1-a.** There is a significant impact of digital marketing on increasing profitability of entrepreneur businesses.

$$Y = a + bx$$

**a = constant**

**y = dependent variable (increasing profitability)**

**x = independent variable (digital marketing)**

from table (9), the regression equation generated concerning one independent variable can be seen, which can be expressed to predict the dependent variable.

**Table (9) H1-a testing**

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
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	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
Constant	0.591	0.282		2.093	0.039
DM	0.822	0.072	0.737	11.347	0.000

R= 0.737 R<sup>2</sup> = 0.544 adj R<sup>2</sup> =0.540 F= 128.754

**Source:** By authors

**Dependent Variable:** IP

The coefficient of determination R<sup>2</sup> for the predictor variable increasing profitability was calculated, and it was found to be 0.544, indicating that increasing profitability accounted for 54.4% of the variance in digital marketing. Furthermore, the significance level is set at P=0.000 (P < 0.05), and the adj R<sup>2</sup> value is 0.540. This finding suggests that the regression model is capable of making accurate predictions about increasing profitability of entrepreneur businesses. The regression model results reveal the extent to which differences in increasing profitability explain differences in the digital marketing. Increasing profitability of entrepreneur businesses has a B value (unstandardized coefficient) of 0.737. This suggests a positive correlation exists between increasing profitability of entrepreneur businesses and digital marketing, with an increase in the former resulting in a similar improvement in the latter by a factor of 73.7 %. This shows that the relationship is genuine and not just by chance, and it shows good predictive power regarding increasing profitability of entrepreneur businesses on digital marketing. That indicates that digital marketing was a good tool and significantly increased the profitability in Sana'a Yemen. Thus, the hypothesis digital marketing has a significant impact on increasing profitability in Sana'a Yemen is accepted.

- **H1-b.** There Is a Significant Impact of Digital Marketing on Sales Growth of Entrepreneur Businesses.

Here is an example of how the model constricted to predict a dependent variable from a single independent one might look

$$Y = a + bx$$

**a** = constant

**y** = dependent variable (sales growth)

**x** = independent variable (digital marketing)

from table (10), the regression equation generated concerning one independent variable can be seen, which can be expressed to predict the dependent variable.

**Table (10) H1-b testing**

Model	Unstandardized		Standardized	T	Sig.
	Coefficients		Coefficients		
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
Constant	0.736	0.241		3.056	0.003
DM	0.823	0.062	0.789	13.326	0.000

$$R = 0.789 R^2 = 0.622 \text{adj } R^2 = 0.618 F = 177.573$$

**Source:** By authors

**Dependent variable:** Sales Growth

The coefficient of determination ( $R^2$ ) for the predictor variable sales growth was calculated, and it was found to be 0.622, indicating that sales growth accounted for 62.2% of the variance in digital marketing. Furthermore, the significance level is set at  $P=0.000$  ( $P < 0.05$ ), and the adj  $R^2$  value is 0.618. This finding suggests that the regression model is capable of making accurate predictions about sales growth of digital marketing. The regression model results reveal the extent to which differences in sales growth explain differences in the digital marketing. Sales growth of entrepreneur businesses has a B value (unstandardized coefficient) of 0.789. This suggests a positive correlation exists between sales growth of entrepreneur businesses and digital marketing, with an increase in the former resulting in a similar improvement in the latter by a factor of 78.9 %. This shows that the relationship is genuine and not just by chance, and it shows good predictive power regarding sales growth of entrepreneur businesses on digital marketing. That indicates that digital marketing was a good tool and significantly increased the sales in Sana'a Yemen. Thus, the hypothesis digital marketing has a significant impact on sales growth in Sana'a Yemen is accepted.

- **H1-c.** There Is a Significant Impact of Digital Marketing on Market Penetration of Entrepreneur Businesses.

Here is an example of how the model constricted to predict a dependent variable from a single independent one might look:

$$Y = a + bx$$

**a = constant**

**y = dependent variable (Market Penetration)**

**x = independent variable (Digital Marketing)**

from table (11), the regression equation generated concerning one independent variable can be seen, which can be expressed to predict the dependent variable.

**Table (11) H1-c testing**

Model	Unstandardized		Standardized	T	Sig.
	Coefficients		Coefficients		
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
Constant	0.750	0.251		2.988	0.003
DM	0.803	0.064	0.769		0.000

$$R = 0.769 R^2 = 0.591 \text{ adj } R^2 = 0.587 F = 155.882$$

**Source:** By authors

## 5. Findings of the Study:

### 5.1 Demographic Findings:

#### 1. Age:

the study's findings underscore a discernible correlation between entrepreneurial activity and youth, affirming the prevailing expectation that a majority of individuals embarking on entrepreneurial pursuits tend to be within the younger age cohorts. The nuanced age distribution provides valuable insights into the demographic landscape of entrepreneurs, thereby contributing to a more nuanced understanding of the entrepreneurial ecosystem.

#### 2. Gender:

The observed gender disparity underscores a notable predominance of male representation among entrepreneurs in the context of Sana'a Yemen. This phenomenon is consistent with broader socio-economic trends, suggesting a prevailing gender imbalance in entrepreneurial pursuits within the surveyed region. The discerned preponderance of male entrepreneurs aligns with established sociocultural norms and expectations, elucidating a distinctive gendered



dimension in the entrepreneurial landscape of Sana'a Yemen. This empirical insight contributes to a nuanced understanding of the demographic dynamics shaping entrepreneurial endeavors within the specified context.

### **3. Education Level:**

The discerned preeminence of individuals holding a Bachelor's degree underscores a prevailing educational trend within the surveyed population, indicative of a pronounced emphasis on tertiary education. This observation is further emphasized by the fact that a majority of respondents, specifically 70.9%, have pursued and attained university-level education. By contrast, individuals with a Vocational certificate constitute a comparatively smaller cohort within the surveyed population. The findings affirm a notable concentration of respondents possessing a university degree, thereby highlighting the overarching prevalence of higher education within the surveyed demographic. This educational profile signifies a distinct propensity toward university-level qualifications among the respondents, elucidating a discernible educational landscape that underscores the significance of higher education in the context of the surveyed cohort.

### **4. Years of Business Experience:**

This comprehensive delineation of business experience underscores a diversified spectrum within the surveyed population, portraying a range of proficiency levels across temporal thresholds. The discerned patterns offer valuable insights into the varied professional maturation stages of the respondents, elucidating a nuanced understanding of the temporal evolution of business acumen within the sampled demographic.

### **5. Types of Business:**

This delineation of business experience underscores a diversified spectrum within the surveyed population, portraying a heterogeneous distribution across various temporal thresholds. The cumulative findings furnish a comprehensive understanding of the diverse levels of experiential proficiency within the entrepreneurial milieu, encapsulating novices, moderately seasoned individuals, and those with considerable longevity in the business domain. Such nuanced insights contribute to a more comprehensive comprehension of the varied experiential backgrounds prevalent among the surveyed respondents.

### **6. Years of Business Operation:**

These findings provide a nuanced understanding of the diverse phases characterizing the entrepreneurial endeavors within the surveyed population. The prevalence of respondents with a business operational history ranging from 1 to 6 years underscores a notable concentration within this intermediate temporal spectrum. Conversely, the presence of a distinct minority with

a business tenure surpassing six years adds a layer of heterogeneity to the observed patterns, contributing to a comprehensive portrayal of the temporal landscape of business operation within the surveyed demographic.

## 5.2 Findings Based on Hypotheses:

the findings of **H1-a**. there is regression model is capable of making accurate predictions about increasing profitability of digital marketing. The regression model results reveal the extent to which differences in increasing profitability of entrepreneur businesses explain differences in the digital marketing. Increasing profitability of entrepreneur businesses on digital marketing has a B value (unstandardized coefficient) of 0.737. This suggests a positive impact exists between increasing profitability of entrepreneur businesses and digital marketing, with an increase in the former resulting in a similar improvement in the latter by a factor of 73.7 %. This shows that the relationship is genuine and not just by chance, and it shows good predictive power regarding increasing profitability of entrepreneur businesses by digital marketing. That indicates that digital marketing was a good tool and significantly increased the profitability of entrepreneur businesses in Sana'a Yemen. Thus, the hypothesis digital marketing has a significant impact on increasing profitability of entrepreneur businesses in Sana'a Yemen is accepted.

The findings of **H1-b** there is a significant impact on sales growth of entrepreneur businesses. The outcomes of the regression model delineate the extent to which variations in sales growth elucidate disparities in digital marketing. Notably, the unstandardized coefficient (B value) associated with sales growth of entrepreneur businesses is determined to be 0.789. This positive B value suggests a substantial and direct correlation between the augmentation of sales growth of entrepreneur businesses and digital marketing and a corresponding enhancement in the overall digital marketing by a factor of 78.9%. The statistical significance of this relationship, coupled with the model's robust predictive capabilities, validates the authenticity of the identified correlation. It asserts that the observed improvements in digital marketing are genuinely associated with the concurrent increase in sales growth. The overarching implication of these findings is the acceptance of the hypothesis positing the significant impact of digital marketing on sales growth of entrepreneur businesses within the context of Sana'a Yemen. The collective evidence affirms the efficacy of digital marketing as a pivotal tool, showcasing its substantial role in fostering increased sales growth of entrepreneur businesses. This validation provides meaningful insights into the strategic importance of digital marketing practices in contributing to enhanced sales growth of entrepreneur businesses in Sana'a Yemen.

The findings of **H1-c** there is a significant impact on market penetration of entrepreneur businesses. The outcomes of the regression model delineate the extent to which variations in market penetration elucidate disparities in digital marketing. Noteworthy is the unstandardized coefficient (B value) associated with market penetration, computed to be 0.769. This positive B value implies a substantial and positive correlation between the enhancement of market penetration of entrepreneur businesses and digital marketing and a parallel improvement in overall digital marketing by a factor of 76.9%. The statistical significance of this relationship, coupled with the model's robust predictive capabilities, substantiates the authenticity of the identified correlation. It asserts that the observed improvements in digital marketing are genuinely associated with the concurrent increase in market penetration of entrepreneur businesses. The overarching implication of these findings is the acceptance of the hypothesis positing the significant impact of digital marketing on market penetration of entrepreneur businesses within the context of Sana'a Yemen. The collective evidence affirms the efficacy of digital marketing as a pivotal tool, showcasing its substantial role in fostering increased market penetration of entrepreneur businesses.

## **6. Implications of the Study:**

The implications of this research are multifaceted, touching upon economic, technological, educational, and socio-cultural dimensions. It underscores the critical role of digital marketing in shaping the future of entrepreneurial businesses in Sana'a Yemen and similar contexts.

### **Implications for Entrepreneurial Businesses in Sana'a Yemen**

Yemeni entrepreneurial businesses may be lagging in harnessing the potential of digital marketing, and this research could underscore the necessity for these businesses to adapt to digital trends for survival and growth in an increasingly digital world. Additionally, understanding the impact of digital marketing could provide these businesses with valuable insights into gaining a competitive edge, which is especially crucial in a region facing economic challenges.

### **Policy and Infrastructure Development**

The study's findings might underline the need for government and institutional support in developing digital infrastructure and policies conducive to digital marketing, thereby promoting a healthier entrepreneurial ecosystem. Additionally, there could be a need for more focused educational programs and training workshops to equip entrepreneurs with the necessary digital marketing skills.

### **Economic Growth and Job Creation**

By effectively utilizing digital marketing, entrepreneurial businesses in Sana'a, Yemen, could significantly boost the economy, potentially leading to job creation and economic diversification. Additionally, digital marketing can open avenues for Yemeni businesses to access global markets, expanding their reach beyond local constraints.

### **Technological Advancement and Innovation**

The research might encourage businesses to adopt newer technologies, fostering an environment of innovation and technological advancement. Additionally, there could be implications for increased investment in digital tools and platforms, driving the overall digital innovation landscape in Sana'a, Yemen.

### **Socio-cultural Impact**

The study could reveal how digital marketing aligns with changing consumer behaviors and preferences in Sana'a, Yemen, necessitating businesses to adopt more customer-centric approaches. Additionally, digital marketing can empower small and medium-sized enterprises (SMEs), including those run by marginalized groups or in remote areas, by providing them with tools to reach a wider audience.

### **Research and Knowledge Expansion**

This research will contribute valuable insights to the academic literature on digital marketing in entrepreneurial settings, particularly in regions similar to Sana'a, Yemen. Additionally, the findings could lay the groundwork for future studies on digital marketing in emerging economies and conflict-affected regions.

### **7.Recommendations:**

To empower entrepreneurial businesses in Sana'a, Yemen, it's imperative to embrace tailored digital marketing strategies, leveraging diverse online platforms for visibility and engagement. Capacity building and skill development are crucial, with training programs and collaborations with educational institutions. Enhancing digital infrastructure requires government support and public-private partnerships. Fostering a digital ecosystem involves supporting startup incubators, accelerators, and facilitating networking and collaboration among entrepreneurs. Establishing digital-friendly policies and encouraging investment are vital for growth. Continuous research and learning, along with measuring impact through growth metrics and feedback mechanisms, ensure effective digital marketing strategies for sustained competitiveness.

### **8.Limitations:**

The study examining the impact of digital marketing on entrepreneurial businesses in Sana'a, Yemen, faces several limitations that could affect the breadth and depth of its conclusions. Geographically, the research is confined to Sana'a, potentially limiting its applicability to other regions with different economic, cultural, and technological contexts. The availability and reliability of data regarding digital marketing and business growth in Yemen are also concerns, possibly compromising the study's accuracy. Additionally, the small sample size and potential selection bias in choosing participants may not fully represent the broader business community, impacting the study's validity. Furthermore, the subjectivity involved in measuring business growth, depending on the metrics used, could affect interpretations of digital marketing's effectiveness on business success.

### **9. Conclusion:**

The research on digital marketing's impact on entrepreneurial business growth in Sana'a, Yemen, reveals its significant role in enhancing profitability, sales growth, and market penetration. The study analyzed these variables deeply, indicating that digital marketing strongly influences business performance metrics, with Rsquare values between 54.4% and 62.2%, confirming a solid explanatory power. Positive B values highlight a direct correlation between digital marketing efforts and business improvement. Furthermore, the strategic use of digital platforms is vital as businesses adapt to dynamic markets and evolving technologies. While the results are promising, the effectiveness of digital strategies depends on factors like market conditions and industry nuances, necessitating continuous research and flexible strategies for sustained success.

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