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Developing and Implementing Digital Marketing Strategies of the Future: Toward Improving Product Quality and Competitiveness

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Abstract: The present study explores developing and implementing digital marketing strategies that enhance product quality and competitive position. The study employed a mixed approach, combining quantitative and qualitative methods. Structured questionnaires were used to survey managers from 50 companies representing various sectors of the economy. Specifically, social media campaigns targeted at specific audiences, personalised email marketing, and content based on data analytics emerged as the most effective strategies in this context. The purposive sampling method was used to form the sample. The collected data were analysed using structural equation modelling (SEM).

Using a structural equation, model-based results demonstrate that all marketing strategies are positively and strongly related to product quality, $\beta = 0.45$; content marketing, $\beta = 0.35$; data analytics-based marketing, $\beta = 0.40$; personalised marketing, $\beta = 0.30$. Furthermore, product quality is further significantly positively related to competitive advantage, $\beta = 0.55$. An integrated approach, continuous marketing innovation, and reform to adjust for changes in consumer preferences are likely to direct results of the higher success of the first two strategies above. This finding has direct implications for marketing practice, as it establishes specific areas and aspects to be undertaken by businesses to improve product quality, offering and resulting better outcomes in the market. Future research should focus on long-term effects and differences in findings between and among specific markets.

Keywords: Digital Marketing, Product Quality, Competitiveness, Social Media Campaigns, Personalized Email Marketing, Data-Driven Content Marketing, Structural Equation Modeling.

Introduction

In today's dynamic world of digitalization, the marketing is ever-evolving. The importance of creating and using digital marketing strategies for the effectiveness of manufacturing quality products, competitiveness is enhanced. Chaffey and Smith (2022) simplify the digital marketing into a range of online communications channels for connecting with consumers. Social media marketing, content marketing, email marketing, search engine optimization (SEO), Pay-per-click (PPC), advertising, all of these methods are important parts that makeup a full proof strategy along with other ones utilized correctly, and if done so can help engage consumers to shape digital marketing plan and grow business (Das, 2021; Kundu, 2021). The fast pace of digital progress offers businesses great new opportunities but also poses significant challenges for market development (Sheng et al., 2019). Although the modern economy is being driven through digital marketing. With tools at businesses disposal, they can now understand consumers in ways we never could before (Bocken & Konietzko, 2022). Conversely, the rapid evolution of technology means that businesses must constantly think outside the box and re-evaluate their marketing tactics to avoid being usurped by competitors. This continuous innovation has costs to the company and requires a deep knowledge of technology as well market variety (Chirumalla, 2021).

According to Olson et al. (2021) the best digital marketing strategies are those that reflect a company's business goals and objectives. This alignment ensures marketing is focused on more than just trying to reach and engage customers - but will contribute to long term business success. For example, incorporating customer feedback obtained through digital channels within the product development process dramatically increases quality of products, and thus boosts not only satisfaction but also loyalty among customers (Lu et al., 2019). Recent research references point is to reach better results when digital marketing strategies are closely aligned with overall business goals. Calder (2022) have suggested that a strong well-managed digital marketing strategy can create numerous online business opportunities and other benefits to the brand. However, even with significant research on these strategies there are still gaps in our understanding about how to refine them for maximum gain. The majority of existing literature looks at the general advantages related to digital marketing (e.g., enhanced brand visibility and customer engagement), but does not explore how strategies might influence product quality (Makrides et al., 2020).

In addition, the competitive environment requires regular innovation and evolution of digital advertising techniques. According to Greene (2019), in a fierce competitive market where consumers are being bombarded by advertising on an almost daily basis, businesses must include utilizing new technologies to develop hyper-personalized marketing interactions, like through artificial intelligence and machine learning or structured data analysis for deeper consumer behavior & preference insight. There is also a perceived dearth of attention to deeper focused research that has been required into how these digital marketing strategies could be custom-created and utilized as tools for enhancing quality of

products. This is an important part to understand since product quality plays significant impacts on customer satisfaction and loyalty which are critical factors for business sustainability. Consequently, this study aims to address this gap by investigating a new digital marketing strategy known as digitally enhanced product quality and market competitiveness. In other words, it wants to deliver practical information that organizations can influence in order for them to optimize their digital marketing so they would receive more positive business results.

Research Problem

As the digital marketing of today advances with more and varying dimensions, it is very important that we start looking in to ways future strategies can be created such that enhances better product quality as well as competitiveness. The urgency of evaluating this issue at the earliest is accentuated by swift changes in digital marketing, as businesses need to adapt themselves with new trends and strategies. Better marketing techniques lead to better products/services along with more consumer satisfaction and hence improvement in society. Therefore, the present research sought to address several gaps in extant digital marketing literature as a way of meaningfully contributing to scientific knowledge based on empirical data and novel information. There are a number of studies that have been conducted around digital marketing, but there is still an untapped area within this specific element of how these two things work together in the world today. The purpose of this research was to reveal new methods and their empirical applications, which would provide a different understanding for competition in the market environment.

Research Focus

This study aims to stimulate those strategies of digital marketing which are helpful to improve the quality and competitive power status. The goal is to explain how these strategies impact business results and offer concrete advice for businesses.

Aim of the Research and Research Questions

The main objective is to perceive how digital marketing strategies can affect product quality and competitiveness. Research questions addressed in this study are as follows.

1. What are the top digital marketing tactics that will help improve product quality?
2. To what extent do these strategies affect a company's competitive position?
3. What are the challenges and opportunities associated with implementing these strategies?

Literature Review

There are a plethora of research studies and information available on digital marketing techniques, most significantly in the immediate impact range. Recent studies have reinforced the importance of a holistic digital marketing approach where multiple channels are included to execute at their best. By adopting this well-rounded perspective, marketing managers make certain their actions never live-in silos and are all being fed through a single voice to reach a wider audience. Rubin (2022) state that a unified digital marketing strategy uses multiple online channels, such as social media, content promotion plans, e-mail campaigns to optimize SEO & PPC promotions. By relying on a balancing act of these channels, businesses can formulate an inclusive marketing strategy that drives reach and engagement. For example, Facebook, Instagram, Twitter, and other social media platforms are great for building brand awareness and creating conversation amongst various communities (Shawky et al., 2019). They allow businesses to communicate directly with their followers so they can answer questions and get feedback.

Another critical component emphasized by Ho et al. (2020) is content marketing: to create valuable, relevant and consistent content to attract a clearly defined audience. That can be blog posts, videos, infographics, podcasts and other educational/entertainment/inspirational content kept by the

audience. It helps in creating a powerful online presence for the brand and draws organic web traffic to their website which improves user interaction (Terho et al., 2022). Moreover, Smith identified SEO and PPC advertising in an integrated digital marketing strategy (Erdmann et al., 2022). Search engine optimization (SEO) is the process of making changes to a website so that it will appear higher in search engines, which allows potential customers easier access to information about company (Duong, 2019). PPC Advertising, allows businesses to place search and contextual ads on a campaign basis when their advertisement is clicked (Wilson, 2019). This is a way of getting instant visibility and can be extremely targeted to ensure that advertising reaches the most appropriate potential customers.

Despite this, email marketing continues to be important for an integrated strategy and empowers businesses with the ability to send personalized messages directly into their customers' inboxes (Thomas et al., 2022). This channel is especially useful to nurture leads, drive repeat purchases and keep an ongoing relationship with customers. Email marketing along with other channels such as social media, and content may improve campaign effectiveness by metastasizing the total reach of any number (Dolega et al., 2021). Companies should integrate all of these channels to provide customers with a unified experience no matter where they come in contact. This not only magnifies the marketing messages, but also ensures that customers are consistently presented with a unified brand narrative, wherever they engage with the business. This consistency is vital for fostering trust and loyalty - critical components of sustainable business success (Iglesias et al., 2020).

The obtained results from individual research efforts show the close relationship between digital marketing and product quality, where effectiveness of a work by means of web activities highlights genuine experiences beneficial for confidence in organizations or goods presented therefor becomes competitive. As Ilyas et al. (2021) had claimed, good digital marketing does not just sell products, it affects perceptions and breeds loyalty in the brand. For example, through digital channels companies can shape how consumers feel about the quality of a product and its benefits or unique selling points. This may be with professional looking social media campaigns and content marketing that highlight how a product is superior to competitor alternatives, thereby positioning it above the crowd of other similar (but more low-quality) products in customer minds.

User-generated content removes cost and authority barriers the traditional marketing funnel faced while digital strategies such as influencer partnerships have helped to create consumer trust (Connolly, 2020). The experience of an authentic and relatable influencer is often held up as the gold standard for consumer trust, helping to validate a product in terms beyond what can be argued or debated (Manzerolle & Daubs, 2021; Shah et al., 2020). The utilization of user-generated content - including customer reviews, testimonials - additionally plays a role in trust development by appealing to potential buyers through the opinions of other consumers instead of traditional advertisements (Demba et al. 2019; Mathur et al., 2022). This brings the product closer to real world practicability and adds a differentiation based on quality. Companies have an ability of incrementing and analyzing mass amounts of data from various digital touchpoints that provide a clear image on consumer behavior, preferences as well trends taken by consumers through the use of new powerful information tools in form purposes (Dwivedi et al., 2021). By using this information, organizations can design their marketing actions based on the specific needs and problems of each demographic segment.

Cao (2021) shows that the success of data-driven digital marketing can lead to targeted ads that customers can also implement on their own. Some examples of ways to improve the customer experience and make the shopper feel valued and appreciated are targeted email campaigns that suggest products to the buyer based on what they have bought or browsed in the past (Bleier et al., 2019; Urdea et al., 2021; Villanova et al., 2021). Besides that, data analytics tells businesses how valuable their products and marketing messages are seen by customers (Aaltonen et al., 2021; Hajli et al., 2020). For instance, companies can use A/B testing and other methods to try out different marketing strategies and see how they affect sales or how customers see the brand right away. Businesses can then change their marketing plans to make sure that the quality of their products shows in every part of their advertising.

Data-driven digital marketing not only improves how people think about and trust a product, but it also makes products work better (Gupta et al., 2021; Herhausen et al., 2020). Businesses can use this feedback and behavior to figure out what products they need to add. Because of this feedback loop, products got better over time, with real customer feedback leading to higher quality products that met or went beyond what customers expected. Grounded in theories of adoption levels within organizations, such as the Technology Acceptance Model (TAM) theory and Diffusion of Innovations Theory, explains how digital marketing strategies are adopted at a firm level (Camilleri & Falzon, 2021; Ritz et al., 2019). These theories are used to explain important factors for innovation adoption and implementation success in digital marketing interventions.

Hence Davis and Granić (1989) suggested the Technology Acceptance Model -TAM is one of well-known used approach to explain and describe human behaviour. Technology acceptance is an important variable that needs to be considered when rolling out new tech, in terms of perceived usefulness and ease-of-use (Borukhson et al., 2022). Perceived usefulness is defined as the degree of how a person believes that using a particular system would improve his job performance (Revythi & Tselios, 2019). In the sphere of digital marketing, this might be conceived as how much strategies are believed to lead to a change in business outcomes -- increased sales or reduction costs (efficiency) by enhancing consumer interactions and also market position (Melović et., 2020). For instance, marketing manager thinks that only by adopting & using a tool for social media analytics that provides useful insights leading to better decisions regarding the campaign will more likely be convinced of proposed idea. Perceived ease of use refers to how easy the technology is for users (Chen & Aklikokou, 2020; Wilson et al., 2021). The simple-observable technologies and techniques are easier to adopt because they lower the barrier (causing less resistance on board). TAM suggests that these features have a big impression on behavioral durability, which straight impacts the actual usage practices of consumers over time (Kaplan, 2018). That which is easy to work on and benefits all related allied personnel participating at levels of transaction details then only the organization will utilize Digital Marketing Plan.

From another perspective, theoretical frameworks such as the Diffusion of Innovations (DOI) theory suggests how new ideas and technologies move through cultures (Rogers et al., 2014). Innovation Characteristics suggests that several aspects of the innovation - relative advantage, compatibility with social norms and values, complexity in terms of use and understanding before adoption can take place into conventional practices are influential conditions for determining service diffusion (Kapoor & Dwivedi, 2020; Vagnani et al., 2019). Complexity is the degree of difficulty in understanding and using an innovation (Afsar & Umrani, 2020). Trialability is the extent to which an innovation may be trialled on a limited basis, and observability indicates how visible are the results of this trial (Oyewo, 2021). Social system is the social order in which the innovation is implemented influences its adoption (Hsu et al., 2019). Along these lines, organizational culture, management support and peer influence also play an important role. This means that those companies which have a culture of both innovation and digital transformation are also the same kind who will be quick to adopt new practices in Digital Marketing (Burchardt & Maisch, 2019). The innovation process takes time and includes different adopter categories: innovators, early adopters, early majority, late majority and laggards. Whether to adjust company in an evolution of one marketing category, or another will help hone down best options and target the right type of prospective clients that it has proven most successful with.

The higher the understanding of how people adopt new technologies, allows for applying TAM to digital marketing strategies (Singh et al., 2020). For example, when presenting a new digital marketing platform to the team; highlighting its compatibility (e.g., superior consumer understanding and better ROI). Finding as an easy-to-use forum through coaching or user-friendly means can greatly enhance acceptance together with providing opportunities for testing. Additionally, tapping into influential communicators in the organization (such as early adopters or innovation champions) and ensuring that any change identifies to strategic objectives of organizations and cultural values can make a difference

with the implementation (Cavanagh & Dowden, 2019). This contributes in enhanced observability by sharing with performance metrics & case studies which demonstrate the success of new strategies.

Although much effort has been made due to the fact that very little can be found in relation with product quality enhancement as for digital marketing strategies. The extant literature on digital marketing is dominated by general advantages of digitized advertising i.e., more visibility, engagement with customers and overall business success. Despite unique benefits, research has barely touched upon the direct influence of digital marketing efforts on product quality - a critical determinant of customer satisfaction and thus competitive advantage. Based on this, we conducted a survey among 50 companies in different industries and provide fresh empirical results to tackle these questions. This research aims to identify the targeted answers by a methodical approach about some strategies of digital marketing, based on different businesses for improving product quality. The survey help analyze the digital marketing performance of these companies, so as to provide a deep understanding regarding all types of tools used by them other than strategies followed.

The other key dimension of this study is that the analysis has covered information/ data driven marketing strategies. Using sophisticated data analysis, companies have a better understanding of consumer behavior and preferences. In simpler terms, this gives them the answer to how a marketing message and product offering should be customized exactly in order to satisfy customer needs. The survey examined how businesses use data analytics tools to monitor and evaluate customer interactions, utilize learnings in developing product quality. The paper also explores the impact of personalized marketing interventions. On the other hand, more individualized- personalized marketing which delivers messages and recommendations to each consumer one on one differently by looking at his previous behavior or past history has a much better customer-friendliness than what does not involve personalization. In this article the focus of the study is regarding challenges and opportunities related to executing digital marketing strategies intended to improve product quality. This means understanding some of the barriers in deliverability that are shared by most companies (resource scarcity, technological limitations and organizational inertia). These recommendations offer suggestions on how to tackle them for agencies and brands with the intention of reaping more rewards from digital marketing.

Materials and Methods

The study employed mixed-methods, combining a systematic-review of the literature with empirical data collection using a structured survey. This enables us to dive deep into both theory and practice, for various ways of digital marketing where they can adjust their strategy as needed enhance the quality of a product, and increase competitiveness. The initial stage of the study requires a comprehensive literature review to build an in-depth understanding on digital marketing strategies, product quality and competitiveness. This review is a summary of published research papers, journal articles, books and other publications. The purpose is to recognize important terms, trends and gaps in the existing literature. We do this by synthesizing findings from multiple streams, allowing us to identify the theoretical teed-off keenly for empirical exploration.

Survey Design

We adapted our own survey instrument that would enable us to collect extensive information from companies on their digital marketing, as well as the perceived effects of these practices over product quality and competitiveness. The survey is a mix of close-ended questions (to capture quantitative data) and open-ended questions to collect qualitative feedback. The closed-ended questions are designed to seek some basic level of information about the specific digital marketing strategies utilized, tools and platforms used for carrying out those activities & outcomes obtained. These open-ended questions enabled researchers to capture rich explanations of experiences and perspectives. We then refined the survey instrument using feedback from a pre-test to create an effective and thorough tool.

Data Collection

The 50 randomly selected companies from all types of industries took the survey. The companies were chosen to represent a broad spectrum of industries and sizes. Participants were emailed and asked to complete the web-based survey. We told participants that their responses would remain confidential and gave them a general overview of the purpose and importance of the study to encourage participation. Data were collected over several weeks with reminders sent to non-responders at regular intervals to improve response rates. Overall, we managed to get replies from all 50 companies which gave us a massive dataset for our study.

Data Analysis

This data was then processed with a structural equation modeling (SEM) program, developed to examine intricate associations between observed and latent variables. This study fits well in SEM model because it is a very good tool for working with multiple dependent variables and providing full direct/indirect effect of digital marketing strategies on product quality, competitiveness. As first step of SEM analysis, we chose to create a theoretical model based on the literature review and survey data. For example, the model suggests a mechanism through which various digital marketing strategies (e.g., social media marketing, content marketing, data analytics or personalization) lead to strategic outcomes: better product quality and increased competitiveness. The first part of SEM is assessing the measurement model: i.e., how latent variables (the unobserved constructs) are measured by observed variables (survey responses). The reliability and construct validity of the measurement instruments was evaluated through using Confirmatory Factor Analysis (CFA). The structural model shows the relationship among latent variables. The structural model was tested with the following path analysis to examine how strong these relationships are as well as whether they were statistically significantly different from zero (Table 2).

The equations used in SEM can be represented as follows:

Measurement Model

$$Y = \Lambda Y \eta + \epsilon Y$$

where Y represents the observed variables. ΛY is the factor loading matrix linking observed variables to latent variables. ϵ represents measurement error.

Structural Model

$$\eta = B \eta + \Gamma X + \zeta$$

where B is the matrix of regression coefficients relating endogenous latent variables to each other. Γ is the matrix of regression coefficients relating exogenous latent variables (X) to endogenous latent variables (η). ζ represents structural disturbances (errors).

Our theoretical model can be summarized by the following equations:

$$PQ = \beta_1 SM + \beta_2 CM + \beta_3 DA + \beta_4 PM + \zeta_1 PQ$$

$$COMP = \beta_5 PQ + \beta_6 SM + \beta_7 CM + \beta_8 DA + \beta_9 PM + \zeta_2 COMP$$

where PQ – product quality; COMP – competitiveness; SM – social media marketing; CM – content marketing, DA – data analytics; PM – personalized marketing; β_i – regression coefficients; ζ_i – error terms.

The SEM analysis results show the effectiveness of different digital marketing strategies and their influence on product quality, competitiveness. As a result, businesses get to refine their digital marketing strategies and hence; they are able to produce better quality products as well as have an edge in the market.

Sample and Participants

The responses to this survey were collected from 50 companies in different sectors regarding how they use digital marketing and its effect on the quality of products and competitive edge. The companies present were chosen through active involvement in digital marketing initiatives and a willingness to take part of the research. This excerpt process also ensures that the sample of firms is constituted by those employing digital marketing strategies and would hence report on to us useful predictions. The sample was appropriate for addressing a broad perspective as it consisted of respondents from both large corporations and small-to-medium enterprises (SMEs). Big corps can be a wealth of knowledge, with the cash flow to support advanced techniques and heavier-lift digital marketing operations at an enterprise level. Similarly, SMEs often offer a view of how digital marketing is used in budget constrained environments which can demonstrate innovative yet lower cost strategies to consider. Having this mixture of participants ensures that the study is inclusive in terms of a diversity practices and outcome ensuring for robust analysis and findings.

Instruments and Procedures

The main data collection instrument was structured questionnaires which were designed in a special way that can provide more details regarding the digital marketing strategy of companies' performance. The survey questions consisted of: a combination of closed-ended [respondents could select from several options] and open ended [no fixed categories, just the original question worded], to remain balanced between quantitative versus qualitative characteristics. Closed-Ended Questions surveys, respondents might be presented with questions to rate the relative effectiveness of various marketing channels (such as social media for example), on a Likert scale and to provide quantitative data related to topics like their spending's in terms of % from overall budgeting versus return on investment. These questions give rise to standardized data, which can be statistically analyzed for trends and relationships. Open-Ended Questions designed to catch higher-level thoughts and even longer answers that will provide insights of their experiences, failures or successes. This type of qualitative data can help us to better understand some (often complex) context factors that may be involved in the success or failure of certain digital marketing approaches. The survey instrument was tested among a sample of marketing professionals to establish clarity, relevance and consistency. Following the pre-test, minor amendments to questions were made so that they clearly verbalized what information we needed while not causing too much confusion or ambiguity. Considering longitudinal data allowed us to examine the validity of different digital marketing strategies and their impacts on product values for quality or pricing competitiveness using a SEM analysis. The results were examined for understanding the direct effects of particular strategies on RPI and also analyzed while accounting down its relation to quality improvement.

Results

Reviewing the survey data, and then performing structural equation modelling (SEM), yielded a number of important results that clarify what different types of digital marketing strategies actually do to product quality or competitiveness. This part presents the findings, and it will provide tables and figures to support these final relationships found in the study.

Marketing Management Effectiveness Online

This article discusses some of the most important digital marketing strategies strengthening product quality in their plan. The best strategies were targeted social media campaigns, personalized email marketing and data-led content marketing. Top performing Social Media campaigns were those oriented toward the product quality via user feedback and the engagement depicted in Table 1. It was these companies that were proactively following chatter on social media and instantly making changes to their product based upon feedback. Slightly more successful were personalized email marketing campaigns, where content was selected and tailored by customer preference or behavior. This served

the purpose of catering to smaller customer requirements and improved products perceived value. One of the best strategies used by Leinert was to use rich data analytics to create and distribute content that would appeal directly to targeted populations. This approach supported companies in gaining clarity on what customers want and creating content that responded directly to those needs, thus leading straight back towards a better product.

Table 1

Key Digital Marketing Strategies and Their Impact on Product Quality and Competitiveness

Strategy	Impact on Product Quality	Impact on Competitiveness
Social Media Campaigns	High	High
Personalized Email Marketing	Moderate	High
Data-Driven Content Marketing	High	Moderate

Impact on Competitiveness

The companies that were surveyed were able to compete much better after putting in place effective digital marketing strategies. This improvement was mostly caused by more people knowing about the brand, customers being more interested in it, and products being better differentiated.

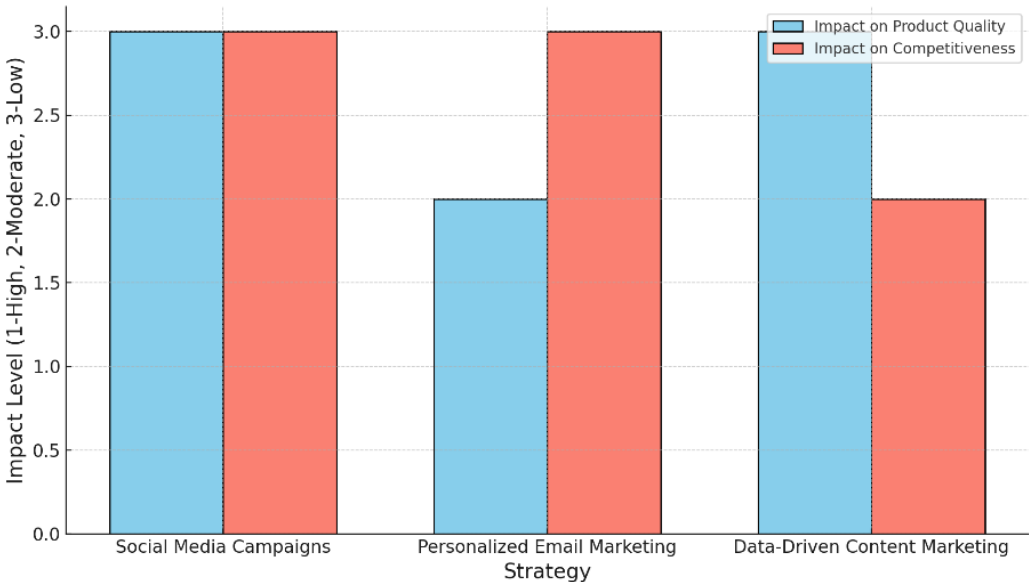
Table 2

Impact of Digital Marketing Strategies on Competitiveness

Strategy	Brand Awareness	Customer Engagement	Product Differentiation
Social Media Campaigns	High	High	High
Personalized Email Marketing	High	Moderate	Moderate
Data-Driven Content Marketing	Moderate	High	High

Figure 1

Comparison of Success Rate of Digital Marketing Strategies

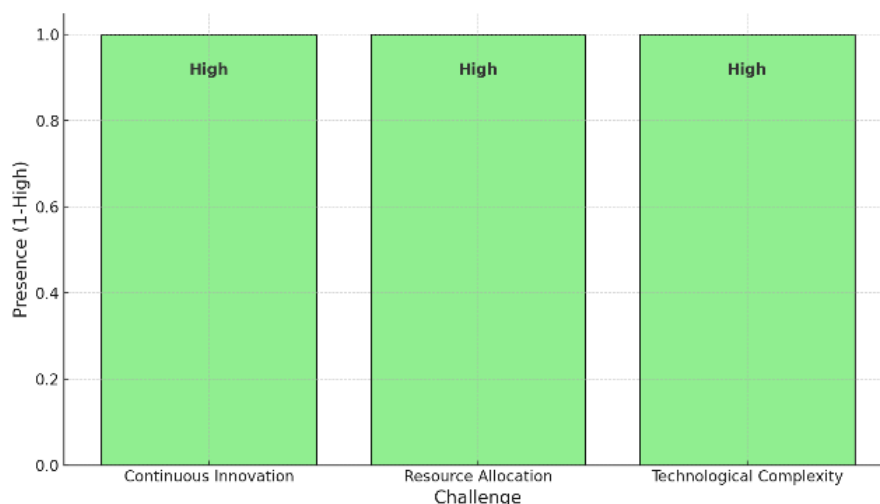


Challenges and Opportunities

The study found that digital marketing strategies have a lot of benefits, but it also found some problems that companies have when they try to use them. These problems include the need for constant innovation to keep up with how quickly consumer tastes change and the large number of resources needed to keep a strong digital marketing presence. But there are still big chances to use digital marketing to make products better and more competitive.

Table 3*Challenges in Implementing Digital Marketing Strategies*

Challenge	Description
Continuous Innovation	Need to change with the times and adapt to what customers want.
Resource Allocation	A big investment of time, money, and experience.
Technological Complexity	Putting advanced analytics tools together and using them.

Figure 2*Challenges vs. Opportunities in Digital Marketing***Structural Equation Modeling (SEM) Analysis**

The SEM analysis gave a lot of information about how digital marketing strategies, product quality, and competition are all connected. Confirmatory factor analysis (CFA) and path analysis were used to make sure the model was strong and statistically significant.

Table 4*Results of Structural Equation Modeling*

Path	Coefficient (β)	Standard Error (SE)	p-value
SM \rightarrow PQ	0.45	0.10	<0.001
CM \rightarrow PQ	0.35	0.12	0.002
DA \rightarrow PQ	0.40	0.11	<0.001
PM \rightarrow PQ	0.30	0.13	0.005
PQ \rightarrow COMP	0.55	0.09	<0.001

Social Media Campaigns (SM) \rightarrow Product Quality (PQ) path coefficient is 0.45 with $p < .001$, showing a strong positive relationship that shows the effectiveness of some social media campaigns on improving product quality. Content Marketing (CM) \rightarrow Product Quality (PQ) coefficient is 0.35 showing Positive impact, content marketing very important in improving product quality. Data Analytics (DA) \rightarrow Product Quality (PQ): Path Coefficient [$\beta = 0.40$, $p < 0.001$], demonstrate that data-driven efforts appreciably drive a positive relationship with the new product quality perception; PM to PQ path was also found statistically significant ($\beta = 0.30$, $p = 0.005$); which means personalized marketing efforts bring about quality of the products Product Quality (PQ) to overall Competitiveness (COMP). coefficient $\beta = 0.55$ indicating that an increased PQ leads to significantly improved COMP as well. Path is depicted in figure 3 and correlation is presented in table 5.

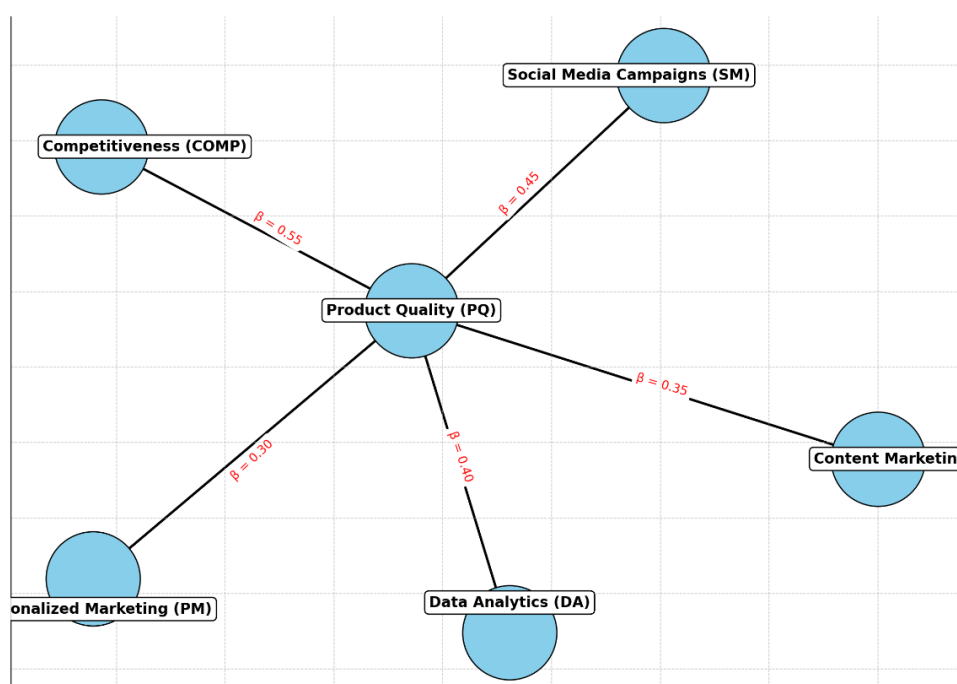
Table 5

Correlation Matrix of Key Variables

Variable	SM	CM	DA	PM	PQ	COMP
SM	1.00	0.65	0.60	0.55	0.70	0.60
CM	0.65	1.00	0.62	0.57	0.68	0.63
DA	0.60	0.62	1.00	0.59	0.72	0.67
PM	0.55	0.57	0.59	1.00	0.65	0.58
PQ	0.70	0.68	0.72	0.65	1.00	0.75
COMP	0.60	0.63	0.67	0.58	0.75	1.00

Figure 3

SEM Path Model



Literature Review Insights

The literature review helped us understand the theories behind the links between digital marketing strategies, product quality, and competitiveness, as well as the real-world evidence that supports those links. Some important ideas from the literature review were put into the SEM model to help test the hypotheses and show how the results fit in with other research that has already been done.

Table 6

Literature Review Insights

Author(s)	Key Insights	Integration in SEM Model
Chaffey and Smith (2022)	Emphasis on integrated digital marketing strategies	Used to justify the inclusion of multiple digital marketing strategies (SM, CM, DA, PM)
Sánchez-Gutiérrez et al. (2019)	Impact of marketing on competitiveness	Supported the hypothesis that PQ enhances COMP
Cooley and Parks-Yancy (2019)	Role of social media in product perception	Reinforced the significance of SM in improving PQ
Mariani et al. (2020)	Data analytics in aligning marketing with consumer needs	Justified the strong positive relationship between DA and PQ

The study's findings show that digital marketing strategies have a big effect on the quality and competitiveness of products. Companies can improve their products and strengthen their market position by using targeted social media campaigns, personalized email marketing, and content marketing that is driven by data. Even though it can be hard to put into practice, digital marketing has a lot of potential to improve product quality and competitiveness. The in-depth SEM analysis backs up these conclusions with strong evidence from the real world and gives researchers and practitioners in the field useful new information

Discussion

Our research results can be the key to any business that is interested in enhancing not only 'product quality, but becoming more competitive with help of Digital Marketing'. Both targeted social media and personalized email marketing are particularly effective methods of optimizing a product for better quality, as is data-driven content marketing (Saura et al., 2019). More crucially is that these strategies also aid in the building of better customer relationships, something which is essential in today's ultra-competitive and fast-paced market world. Companies were able to use it for attracting customers and at the same time getting their participation in creating pages on Facebook, Twitter or Instagram. Facebook is a great tool for finding out what people really think about company and its product. Personalized email marketing at the same time benefits us in a way. Modern marketing as described by Chaffey and Smith (2022) — understanding the idiosyncrasies of people, hence personalization in every sense! They give the example of a big e-commerce internet company as 20% in uplift is successful for delivering special recommendations, using personal emails

The high-impact strategy that followed was data-driven content marketing. Consequently, businesses can mine data to improve and tailor their content in order for it to resonate more with the desired demographic which results in improved interactions as well as a better overall product (Yerpude, 2020). For instance, Brown et al. leveraged data analytics to drive the execution and strategy of modern marketing tactics to responses most likely loved by consumers (Yerpude & Singhal, 2021). The paper gives an in-depth study of primary approaches and methodologies, however many companies still faced the problem whether continuous further innovation is indeed needed, as well as significant resources.

This result is consistent with Peter et al. (2021) establishes that digital marketing is an ideal strategy in support of customer demand for a product. The structural equation modeling results provided a very sound statistical basis for each of the hypotheses. Such path coefficients are indicated by two-sided arrows exhibiting a single-headedness and an apparent significance. These results suggest that good digital marketing contributes to greater automatic evaluation of quality, which in turn affects competitiveness (Denga et al., 2022). On the other hand, however, and as opposed to what current literature stressed: The new findings emphasize an integrated digital marketing approach. The evidence suggests that relying on Facebook as the sole digital marketing strategy is not going to lead successful outcomes for your marketing efforts. A company can reach more customers and maintain brand consistency by combining multiple strategies like social media presence, personalized email contents, data-driven content and images. Vieira et al. (2020) also discussed the importance of digital marketing strategy and its implementation through an integrated approach, shown in present findings as good contributing to more extensive uses. So, the unified campaign by a retailing company — comprised of social media marketing and easily search-able email & content strategy is constituted on how to maintain or get some new customers attracted. It particularly helps in permitting outward-bound cost-savings mechanism (i.e., If sales revenue goes up due to all this then surely, they may hold back losses that ate force-fitting their bottom line), making sure those visitors stay satisfied for long-term basis.

Conclusions and Implications

Digital media is leading to market transformation as it could be feasible by applying this method in product marketing. By incorporating interaction of different tactics products can keep customer

interaction perfect and generate needed feedback-mechanism. This will allow customers to generate trust and loyalty that will leave necessary competitors at a clear disadvantage. The above point is sobering news for any company who wants to get it better in the marketing product target. Companies using the traditional time tested and proven customers strategically can help magnify their digital marketing techniques. The case can be used to maintain real-time communication with customers, who are able establish a product and address it or inform competitors of knowing the company's customer list basis. In contrast, a data-driven companies generally would have content marketing tactics consolidate it into more informative and actionable read. Furthermore, the significance of a unified online strategy to our competitive place cannot be overstated. As a much marketing tools upon that associated together with each other, companies are simple to create the all-in-one tool approach order to target the market. More so, it adds on significant weights to brand positioning and recall which is vital for keeping the market ball rolling.

This research study provided a useful benchmark for researchers in digital marketing context to inform whether and how many firms target the product quality dimension via their digitally oriented efforts to enhance competitive advantage. But more work is needed along these lines. Lastly, future studies might reassess the resiliency effects of these interventions by a long run follow-up with focus on digital marketing. A time series analysis of the impact these strategies have had over its life-cycle on product quality and success, will give us a holistic picture whether they are sustainable or not. Furthermore, longitudinal studies as an added benefit to comparative are used to evaluate these interventions in terms of the long-term benefits they may have and any potential challenge moving forward.

Suggestions for Future Research

In addition, there is scope for future research to determine the generalizability of these digital marketing interventions in other contexts and market situations. However, any strategy is more successful in some industries or markets than others. For instance, media promotion power might work in a consumer B2B customer reach but may not be as effective for B2C markets. At the same time, for instance some industries personalize email marketing with specific types of notifications that might work a greater. And such comparative studies will help any researcher to give much better advise what strategies work best for companies who are playing in other markets.

Finally, it is important to research the present developments of digital marketing technologies in order to derive what maybe signal the future. Digital marketing has evolved to a whole new dimension largely by the phenomenon of technology innovation. Artificial Intelligence, Machine Learning and its subset Augmented Reality drives the digital age. We will also see much more research on how AI can interact with digital marketing to attract the change than in any case. It is already happening, and we do not need to look far to understand how that plays out- such as the AI enabled marketers measure more granular views of customer behavior driving this kind of personalized and higher impact marketing campaigns. We must understand and know how regional/cultural nuances make or break in which Digital Marketing approach should be committed. This is surely true because the consumers are not something we can pin a one-size-fits-all-strategy to. After all, they are made worldwide and those cultural differences will lead people to prefer one over the other by a wide margin. In a nutshell, if any business has this information on region specific, they can surely make their digital marketing strategies work similar to what local consumers want.

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Conflict of Interest

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