



## Impact of Digital Marketing in Entrepreneurship: A Case of Kathmandu Valley

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### Abstract

This study examines the impact of digital marketing in entrepreneurship. Competitiveness of entrepreneurship is the dependent variable. The selected independent variables are content marketing, mobile marketing, online advertising, email marketing and viral marketing. The primary sources of data is used to assess the opinions of respondents regarding content marketing, mobile marketing, online advertising, email marketing viral marketing and competitiveness of entrepreneurship. The study is based on the primary data of 125 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of impact of digital marketing in entrepreneurship: A case of Kathmandu Valley.

The study showed a positive impact of content marketing on competitiveness of entrepreneurship. It indicates that businesses engaging in impactful content marketing strategies are better positioned to attract their target audience. Similarly, the study showed a positive impact of email marketing on competitiveness of entrepreneurship. It indicates that using impactful email marketing strategies may experience increased competitiveness through conversion rates. Likewise, the study showed a positive impact of online advertising on competitiveness of entrepreneurship. It indicates that strong online presences contribute to business competitiveness by reaching wider audience. In addition, the study also showed a positive impact of mobile marketing on competitiveness of entrepreneurship. It indicates that the entrepreneurs may see improvements in customer engagement and brand visibility contributing to more competitive position in the business landscape. Further, the study showed a positive impact of viral marketing on competitiveness of entrepreneurship. It indicates that spreading a message or product through digital networks can contribute to a business's success in competitive market.

*Keywords:* content marketing, mobile marketing, online advertising, email marketing, viral marketing, competitiveness of entrepreneurship

### 1. Introduction

In the modern world, marketing products on the internet costs less than marketing them through a physical retail outlet. Digital marketing which is also known as online advertising can be defined as marketing of goods and services done through electronic tools. It deals with developing the tools for online transactions of business in buying and selling. Digital marketing has now become a huge tool between marketers and customers (Meng, 2009). Digital marketing which is also known as online advertising can be defined as marketing of goods and services done through electronic tool. Digital Marketing can be defined as any marketing activity like buying, selling, advertisement, promotion, distribution, customer's value and all other kind of marketing activities done with the help of online technology to transfer goods from seller to buyer online. Internet has changed the whole

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concept and view of marketing. There are different synonyms used for online advertising that is e-shopping, e-store, e- web stores, internet shops etc. (Ashwini and Manjula, 2015). Digital Marketing helps to wide up the information to customers throughout the globe. According to Belch and Belch (2018), consumer behavior is the process and activities which people engage in when they want to buy products or services. These processes and activities are composed of searching for product or service, selecting, purchasing. According to Smith (2011), digital marketing includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. With this competitive business market, marketer is also interested in studying what actually motivates consumer to shop online. It is important to analyze and identify the factors which influence the consumer needs. According to Rowley (2008), content marketing is a management method that a company recognizes, analyze and satisfy customers' needs by using digital content with electronic channels to increase profit. The usage of mobile phones has increased dramatically, and this phenomenon has captured the attention of researchers as it presents great opportunity to marketers that they can use mobile phones as an independent marketing channel (Bigne *et al.*, 2005). Mobile marketing can be utilized to make customers aware regarding company goods, services and brands and build customer engagement and this can be achieved through text messages, advertising, delivering of mobile content, user generated content and mobile commerce (Watson *et al.*, 2013).

Andrade (2015) showed that content marketing in commercial product pages is relevant in driving consumer attitudes and purchase intentions. Similarly, Ling *et al.* (2012) revealed that digital marketing benefits consumers in many ways like reduction in time for buyer's considerations, better buying decisions, smaller amount of time spent on invoice and order discrepancies, larger range of alternatives as well as a possibility to shop independent from time and location. Likewise, Khatib (2016) found that the influence of social media differs according to the various stages of the consumers' purchasing decision making-process. Further, Akharas *et al.* (2001) stated that there are many brands competing for attention, but an interesting blog post or a compelling video on YouTube can be the stage quo in which a prospect pays attentions and gains awareness of a product or a service. In addition, C.K (2011) revealed that the possible factors responsible for such behaviors are technology fit, trust and risk (security issues), internet infrastructures. Likewise, Cassell and Bick (2000) found that trust is lower in online shopping than face to face interactions in physical store. Similarly, Cheung and Lee (2006) showed that trustworthiness of internet marketing is lower. Moreover, Tsang and Liang (2004) revealed that consumers have negative attitude towards receiving SMS without permission, since they regarded it as an irritating behavior. The significant relationship between consumers' purchases decisions and internet security of the online advertising activities exists in those potential online buyers considering the transaction security. The fulfillment process is a more essential issue than product prices or general company information making consumers being more cautious to avoid being defrauded (Shankar *et al.*, 2003). In contrast, Duzgun and Yamamoto (2017) showed that

SMS marketing has no impact for consumer buying behavior despite of their promotional advantages.

In the context of Nepal, Sthapit (2020) stated that social media, as one of the most powerful online networking tools integrated into a part of social and economic life in the real world has also increased unprecedentedly in recent times. Similarly, Rana (2018) found that consumers are less concern about the brand image while making a purchase decision. The findings also revealed that people are more influenced by word of mouth and opinion given by the people they know on Face book and it substantially affects their buying behavior. According to Shrestha *et al.* (2018), branding activities, campaigns to promote beer brands through mass media and ad agencies, partnering up with specialized agencies, providing discounts and value- added promotional activities etc. were essential to promote the beer brands of the beer companies and attracts the consumers towards to buy their particular beer brands. Further, Aggarwal and Acharya (2019) argued that entrepreneurship having good infrastructures in the form of internet and telephone are more likely to positively influence on access to social media marketing and have positive impact on annual turnover. In addition, Shrestha (2018) showed significant relationship between input problems and access to social media marketing for entrepreneurship. Moreover, Poudel (2012) found significant relationships between firm size and marketing management. According to Adhikari (2007), entrepreneurship sector in Nepal is underdeveloped mainly because of marketing constraints faced by the entrepreneurship sector.

The above discussion shows that empirical evidences vary greatly across the studies on the impact of digital marketing in entrepreneurship. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the impact of digital marketing in entrepreneurship: A case of Kathmandu Valley. Specifically, it examines the relationship of content marketing, mobile marketing, online advertising, email marketing, and viral marketing with competitiveness of entrepreneurship.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

## **2. Methodological aspects**

The study is based on the primary data. The data were gathered from 125 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on content marketing, mobile marketing, online advertising, email marketing, viral marketing, and competitiveness of entrepreneurship. This study is based on descriptive as well as causal comparative research designs.

### *The model*

The model used in this study assumes that competitiveness of entrepreneurship depends upon digital marketing. The dependent variable selected for the study is

competitiveness of entrepreneurship. Similarly, the selected independent variables are content marketing, mobile marketing, online advertising, email marketing, and viral marketing. Therefore, the model takes the following form:

Competitiveness of entrepreneurship =  $f$  (content marketing, mobile marketing, online advertising, email marketing, and viral marketing).

More specifically,

$$CE = \beta_0 CM + \beta_1 EM + \beta_2 OA + \beta_3 MM + \beta_4 VM + e$$

Where,

CE = Competitiveness of entrepreneurship

CM = Content marketing

EM = E-mail marketing

O = Online advertising

MB = Mobile marketing

V = Viral marketing

Content marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Well-executed content marketing positively influences the competitiveness of entrepreneurial ventures in the market”, “Content marketing plays a crucial role in differentiating entrepreneurial brands in highly competitive markets” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.736$ ).

E-mail marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Advertisement received on email makes me feel irritated”, “I usually respond to the e-mail advertisements” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.751$ ).

Online advertising was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I frequently click on online ads while browsing the internet”, “Online advertisement influences me to search more about the product information immediately” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.736$ ).

Mobile marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I tend to buy products through mobile apps easily”, “There is a risk of misuse of personal data while using mobile advertising” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.825$ ).

Viral marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Viral marketing campaigns contribute to the visibility and competitiveness of entrepreneurial ventures in the market”, “To engage with and share content from an entrepreneurial brand that has successfully implemented a viral marketing strategy” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.792$ ).

Competitiveness of entrepreneurship was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Mobile marketing is one of the factor that influences competitiveness of entrepreneurship”, “E-mail marketing plays a vital role in competitiveness of entrepreneurship” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.821$ ).

The following section describes the independent variables used in this study along with the hypothesis formulation.

#### *Online advertising*

Online advertising is a form of promotion that convinces customers to make purchasing decisions and provides information to the audience (Mishra and Mahalik, 2017). Budiman (2021) examined the impacts of social media on brand image and brand loyalty in generation y. The study revealed that online advertising marketing strategy increases the competitiveness of entrepreneurship. Similarly, Zari (2021) examined on digital advertising and its impact on consumer behavior. The study concluded that digital advertising increases the competitiveness of entrepreneurship. Munandar (2022) explored the role of digital marketing, influencer marketing and electronic word of mouth (ewom), on online purchase decisions for consumers of private university students in Bandung West Java. The study found that digital marketing has a positive impact on competitiveness of entrepreneurship. Based on it, this study develops the following hypothesis:

H<sub>1</sub>: There is a positive relationship between online advertising and competitiveness of entrepreneurship.

#### *Email marketing*

Email marketing is an essential form of communication within marketing tools where businesses can connect brand value suggestions to the preferred target audience (Reimers *et al.*, 2016). Bokde and Seshan (2019) examined the impact of digital marketing on purchase decision of youth in Nagpur City. The study found that email marketing transfer positive advertising messages that increases competitiveness of entrepreneurship. Likewise, Sadeq *et al.* (2023) investigated the impact of artificial intelligence on e-marketing. The study concluded that there is a statistically significant impact of artificial intelligence applications on e-marketing and its competitive advantages. Further, Ligaraba *et al.* (2023) examined opt-in e-mail marketing influence on consumer behavior. The study found that digital marketers with an understanding of email marketing factors could influence the competitiveness of entrepreneurship. In addition, Sekarintias and Kusumawati (2017) investigated the role of email marketing permissions in mediating the influence of trust on purchase intention.

The study concluded that permission to receive email marketing has a significant influence over competitiveness of entrepreneurship. Based on it, this study develops the following hypothesis:

H<sub>2</sub>: There is a positive relationship between e-mail marketing and competitiveness of entrepreneurship.

#### *Mobile marketing*

Persuad and Azhar (2012) examined innovative mobile marketing via smartphones. The study found that consumers' shopping style, brand trust, and value are key motivations for engaging in mobile marketing through their smartphones. Similarly, Kushwaha and Agrawal (2016) investigated the impact of mobile marketing initiatives on customers' attitudes and behavioral outcomes. The study found that mobile marketing has a significant positive impact on consumer's attitudes toward products and services leading to favorable behavioral outcomes. Moreover, Al-Azzam and Al-Mizeed (2021) examined the impact of digital marketing on purchasing decisions. The study revealed that mobile marketing has profound impact on competitiveness of entrepreneurship. Further, Alameer *et al.* (2022) investigated role of mobile marketing on consumer purchase intention. The study found that there is significant positive relationship between mobile marketing and competitiveness of entrepreneurship. Based on it, this study develops the following hypothesis:

H<sub>3</sub>: There is a positive relationship between mobile marketing and competitiveness of entrepreneurship.

#### *Content marketing*

Ansari *et al.* (2019) examined the relationship between brand awareness, social media content marketing, and customers' purchase decision. The study found that there is strong influence of social media content marketing on competitiveness of entrepreneurship. Similarly, Yaqubi and Ilkay (2019) explored the impact of content marketing on consumers purchase intention for home appliances. They concluded that content marketing as a marketing tool has a strong impact on competitiveness of entrepreneurship. Likewise, Prasetya and Susilo (2022) investigated the impact of content marketing on purchase intention through customer engagement as variable mediation. The results revealed that there is significant influence of content marketing on competitiveness of entrepreneurship. Moreover, Li *et al.* (2022) explored the impactiveness of digital content marketing under mixed reality training platform on the online purchase intention. The study found that digital content marketing is critical to stimulating both immediate and long-term competitiveness of entrepreneurship. Further, Zamani *et al.* (2022) examined designing a content marketing template to increase purchase intention in digital marketing. The study concluded that content marketing model used to increase the competitiveness of entrepreneurship. Based on it, this study develops the following hypothesis:

H<sub>4</sub>: There is a positive relationship between content marketing and competitiveness of entrepreneurship.

#### *Viral marketing*

Liu and Wang (2019) investigated on interrelationships between viral marketing and

purchase intention via customer-based brand equity. The study revealed that viral marketing positively influence competitiveness of entrepreneurship. Mukaromah *et al.* (2022) explored the role of buzz and viral marketing strategic on purchase intention and supply chain performance. The study found that there is a positive influence between viral marketing and competitiveness of entrepreneurship. Similarly, Goyal (2018) examined e-viral marketing influence and underlying marketing strategies. The study found that viral marketing has a positive and significant impact on competitiveness of entrepreneurship. Likewise, Haryani and Motwani (2015) investigated the discriminant model for online viral marketing influencing consumer's behavioral intention. The study revealed that viral marketing has a positive impact on competitiveness of entrepreneurship. Further, Sawaftah *et al.* (2020) examined the relationship between viral marketing and consumer purchase intention, the moderator role of brand image and age. The study concluded that viral marketing positively influence on competitiveness of entrepreneurship. Based on it, this study develops the following hypothesis:

H<sub>5</sub>: There is a positive relationship between viral marketing and competitiveness of entrepreneurship.

### 3. Results and discussion

#### *Correlation analysis*

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

#### **Kendall's Tau correlation coefficients matrix**

Variables	Mean	S.D.	C	CM	EM	OA	MM	VM
C	3.731	0.58530	1					
CM	3.329	0.57964	0.397**	1				
EM	3.267	0.73570	0.190**	0.246**	1			
OM	3.486	0.76217	0.271**	0.295**	0.328**	1		
MM	3.345	0.75749	0.329**	0.338**	0.327**	0.395**	1	
VM	3.144	0.71404	0.354**	0.361**	0.281**	0.376**	0.428**	1

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 125 observations. The dependent variable is CE (Competitiveness of entrepreneurship). The independent variables are CM (Content marketing), EM (Email marketing), OA (Online advertising), MM (Mobile marketing) and VM (Viral marketing).

Notes: The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent levels, respectively.

Table 1 shows that content marketing is positively correlated to competitiveness of entrepreneurship. It indicates that businesses engaging in impactful content marketing strategies are better positioned to attract their target audience. Similarly, e-mail marketing is positively correlated to competitiveness of entrepreneurship. It indicates that using

impactive email marketing strategies may experience increased competitiveness through conversion rates. Likewise, online advertising is positively correlated to competitiveness of entrepreneurship. It indicates that strong online presences contribute to business competitiveness by reaching wider audience. Further, mobile marketing is positively correlated to competitiveness of entrepreneurship. It indicates that the entrepreneurs may see improvements in customer engagement and brand visibility contributing to more competitive position in the business landscape. In addition, viral marketing is positively correlated to competitiveness of entrepreneurship. It indicates that spreading a message or product through digital networks can contribute to a business’s success in competitive market.

*Regression analysis*

Having indicated the Kendall’s Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of content marketing, email marketing, online advertising, mobile marketing, and viral marketing on competitiveness of entrepreneurship.

Table 2

**Estimated regression results of content marketing, email marketing, online advertising, mobile marketing and viral marketing on competitiveness of entrepreneurship.**

(The results are based on 125 observations using linear regression model. The model is  $CE = \beta_0 + \beta_1CM + \beta_2EM + \beta_3OM + \beta_4MM + \beta_5VM + e$  where the dependent variable is CE (Competitiveness of entrepreneurship). The independent variables are CM (Content marketing), EM (Email marketing), OA (Online advertising), MM (Mobile marketing) and VM (Viral marketing).

Model	Intercept	Regression coefficients of					Adj. R <sub>bar</sub> <sup>2</sup>	SEE	F-value
		CM	EM	OA	MM	VM			
1	1.545 (5.5810) **	0.593 (4.050) **					0.342	0.475	64.802
2	2.624 (8.146) **		0.348 (4.389) **				0.178	0.528	28.041
3	2.457 (5.588) **			0.403 (4.941) **			0.220	0.500	46.668
4	2.409 (11.819) **				0.405 (6.823) **		0.269	0.500	46.557
5	2.109 (9.708) **					0.470 (6.755) **	0.323	0.481	60.134
6	1.445 (5.171) **	0.005 (5.805) **	0.137 (2.013) *				0.356	0.469	32.231
7	1.374 (5.063) **	0.415 (3.725) **	0.047 (0.654)	0.211 (3.059) **			0.397	0.454	28.215
8	1.277 (4.761) **	0.381 (4.381) **	0.006 (0.076)	0.149 (2.181) *	0.178 (2.525) **		0.423	0.444	23.695
9	1.188 (4.4844) **	0.316 (3.511) **	0.006 (0.076)	0.113 (1.276)	0.133 (1.873)	0.191 (2.529) **	0.448	0.435	21.087
10	1.115 (4.377) **	0.318 (4.600) **	0.061 (0.810)	0.101 (1.305)	0.123 (1.740)	0.135 (1.631)	0.455	0.432	18.247

Notes:

- i. Figures in parenthesis are t-values
- ii. The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Competitiveness of entrepreneurship is dependent variable.

Table 2 shows that the beta coefficients for content marketing are positive with

competitiveness of entrepreneurship. It indicates that content marketing has a positive impact on competitiveness of entrepreneurship. This finding is consistent with the findings Prasetya and Susilo (2022). Similarly, the beta coefficients for email marketing are positive with competitiveness of entrepreneurship. It indicates that email marketing has a positive impact on competitiveness of entrepreneurship. This finding is consistent with the findings Sekarintias and Kusumawati (2017). Likewise, the beta coefficients for online advertising are positive with competitiveness of entrepreneurship. It indicates that online advertising has a positive impact on competitiveness of entrepreneurship. This finding is consistent with the findings Munandar (2022). Further, the beta coefficients for mobile marketing are positive with competitiveness of entrepreneurship. It indicates that mobile marketing has a positive impact on competitiveness of entrepreneurship. This finding is consistent with the findings Alameer *et al.* (2022). In addition, the beta coefficients for viral marketing are positive with competitiveness of entrepreneurship. It indicates that viral marketing has a positive impact on competitiveness of entrepreneurship. This finding is similar to the findings of Haryani and Motwani (2015).

#### 4. Summary and conclusion

Competitiveness of entrepreneurship refers to the ability of entrepreneurs and their ventures to thrive in a competitive market. A competitive entrepreneur is adapt at identifying opportunities, creating value and staying strong to face off challenges, ultimately contributing to the success of their business in a dynamic business environment.

This study attempts to examine the impact of digital marketing in entrepreneurship in Kathmandu Valley. The study is based on primary data of 125 respondents.

The major conclusion of the study is that the change in marketing elements pertaining to e-mail marketing, content marketing, viral marketing, mobile marketing and online advertising enhance the competitiveness of entrepreneurship. The study also concludes that content marketing followed by viral marketing is the most influencing factors that affects the competitiveness of entrepreneurship.

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