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Impact of Digital Marketing Development on Entrepreneurship in Kathmandu

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Abstract

This study examines the impact of digital marketing development on entrepreneurship in Kathmandu. Business growth is the dependent variable. The selected independent variables are social media marketing, email marketing, influencer marketing, participation in online advertising network, and usage of mobile app marketing. The primary sources of data is used to assess the opinions of respondents regarding social media marketing, email marketing, influencer marketing, participation in online advertising network, usage of mobile app marketing and business growth. The study is based on the primary data of 126 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 impact of digital marketing development on entrepreneurship in Kathmandu.

The study showed a positive impact of social media marketing on business growth. It indicates that use of social media marketing leads to increase in business growth. Similarly, the study showed a positive impact of email marketing on business growth. It indicates that use of email marketing leads to increase in business growth. Likewise, the study showed a positive impact of influencer marketing on business growth. It indicates that effective influencer marketing mechanism leads to increase in business growth. Further, the study showed a positive impact of participation in online advertising network on business growth. It indicates that more participation in online advertising network, higher would be the business growth. Moreover, the study showed a positive impact of usage of mobile app marketing on business growth. It indicates that more usage of mobile app marketing leads to increase in business growth.

Keywords: social media marketing, email marketing, influencer marketing, participation in online advertising network, usage of mobile app marketing, business growth

1. Introduction

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Social media can be defined as an online application program, platform, or mass media tool that facilitates interaction, collaboration, or content sharing between users in general (Kim and Ko, 2012). Social media marketing activities and businesses can perform activities such as creating their own personal brand profiles and introducing online customer service, product information and special offers in a simple, cheap, and continuous way (Breitsohl *et al.*, 2015). Social media marketing activities are significant parts of branding actions for businesses (Gallaughar and Ransbotham, 2010). Using social media platform, consumers can directly connect with new products, services and brands easily (Aral *et al.*, 2013). The higher transfer efficiency of social media has attracted a lot of companies aiming to increase their exposure on the internet (Kaplan and Haenlein,

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2010). Moreover, research into the small business use of the internet, and specifically social media, is in an embryonic state (Brown *et al.*, 2007). Marketing capabilities employ a substantial and optimistic view of customers' satisfaction, which eventually indicates a superior organizational performance in terms of sales, profit and competence (Santos-Vijande *et al.*, 2012). Even the starting point of digitization, broadband access, has been shown to bring significant opportunities to SMEs such as reaching new target audiences, increasing performance and efficiency, and improving growth and competitiveness (Galloway, 2007).

Pradiptarini (2011) investigated the social media marketing: Measuring its effectiveness and identifying the target market. The study found that social media marketing effectiveness is highly influenced by its messages/contents quality, the company's involvement, and its association with the other marketing platforms. In addition, a complex and detailed analysis of the strategy is needed in order to accurately measure the return on investment of the social media marketing. Likewise, Lakshmanan and Basariya (2017) examined the role of social media on enhancing advertising effectiveness. The study found that social media marketing effectiveness is highly influenced by its messages/contents quality, the company's involvement, and its association with the other marketing platforms. Furthermore, Desai and Vidyapeeth (2019) analyzed the digital marketing: a review. The study revealed that digital marketing has a bright future for long term sustainability of the product or services in the current technological market with all its pros and cons. Moreover, Michaelidou *et al.* (2011) examined the usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. The study showed that over a quarter of B2B SMEs in the UK are currently using SNS to achieve brand objectives, the most popular of which is to attract new customers. Similarly, Wright *et al.* (2010) analyzed that the lasting effects of social media trends on advertising. The study found that consumers have become increasingly resistant to traditional forms of advertising.

Nakara *et al.* (2012) analyzed entrepreneurship and social media marketing: evidence from French small business. The study stated that SMEs underuse these tools, and proposes some managerial recommendations to small business owner-managers. Similarly, Basha *et al.* (2021) investigated a study on digital marketing tools amongst the marketing professionals in Bangalore city. The study revealed that there is significant relationship of all the digital marketing tools amongst the marketing professionals in Bangalore city. Likewise, Shaltoni (2011) examined e-marketing education: defining the limits. The study found that most researchers do not limit e-marketing to the Internet, they include other information and communication technologies. Furthermore, Purnomo (2023) analyzed the digital marketing strategy to increase sales conversion on e-commerce platforms. The study concluded that in an effort to increase sales conversions on e-commerce platforms, digital marketing strategies play a crucial role. Moreover, Gill *et al.* (2012) analyzed the factors that influence financial leverage of small business firms in India. The study concluded that small business growth, small business performance, total assets, sales, tax, and family have positive influence on the financial leverage of small business firms in India.

Afton and Ashton (2012) examined analysis of the relationship between digital marketing and customer loyalty in Iran. The study revealed a significant positive relationship between digital marketing (in-app advertising, social media marketing, email marketing, display advertising, and video marketing) and customer patronage and loyalty towards Islamic banks in Iran. Similarly, Ho and Dempsey (2010) analyzed the viral marketing: motivations to

forward online content. The study concluded that internet users, who are more individualistic and/or more altruistic, tend to forward more online content than others. Likewise, Arora *et al.* (2019) examined measuring social media influencer index-insights from Facebook, Twitter and Instagram. The study showed that engagement, outreach, sentiment, and growth play a key role in determining the influencers. Furthermore, Rodriguez *et al.* (2012) investigated social media's influence on business-to-business sales performance. The study found that social media has a positive relationship with sales processes (creating opportunities and relationship management) and relationship sales performance. Similarly, Na *et al.* (2019) examined the effect of market orientation on performance of sharing economy business: focusing on marketing innovation and sustainable competitive advantage. The study revealed that functional coordination of the cultural market orientation of sharing economy business with consumer orientation significantly affected product innovation, but competitive orientation's effect on product innovation was not significant.

In the context of Nepal, Suvedi *et al.* (2017) investigated farmers' participation in extension programs and technology adoption in rural Nepal: a logistic regression analysis. The study revealed that adoption decisions were mainly affected by extension-related variable-training, membership in a farmers' group, and off-farm employment. Similarly, Devkota *et al.* (2020) examined the responsible agricultural mechanization innovation for the sustainable development of Nepal's hillside farming system. The study found that the agricultural mechanization promotion policy (AMPP) addressed issues for smallholder production, including gender inequality, exclusion of smallholder farmers, and biophysical challenges associated with hillside farming systems, but it remains unclear whether and how the policy promotes small-scale agricultural mechanization for sustainable development of agriculture in the hills and mountains of Nepal. Likewise, Bhatta *et al.* (2019) analyzed the determinant factors of farmers' willingness to start agro-tourism in rural Nepal. The study concluded that policymakers should pay special consideration to farmers with the above traits for agro-tourism development. Furthermore, Nepal *et al.* (2021) investigated achieving water security in Nepal through unravelling the water-energy-agriculture nexus. The study found that a nexus-based approach is required for effective water management and governance. Similarly, Rajbhandari and Rana (2023) analyzed the cyber bullying on social media: an analysis of teachers' unheard voices and coping strategies in Nepal. The study revealed that how teachers on social media become victims of trivial belittling, unethical requests, uninvited sexual advances made by students and colleagues, insolence, sabotaging of shared contents and trolling of manipulative contents.

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. Hence, this study deals with the impact of digital marketing development on entrepreneurship in Kathmandu.

The major objective of the study is to examine the impact of digital marketing development on entrepreneurship in Kathmandu. Specifically, it examines the relationship of social media marketing, email marketing, influencer marketing, participation in online advertising network, and usage of mobile app marketing with business growth.

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 126 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on social media marketing, email marketing, influencer marketing, participation in online advertising network, usage of mobile app marketing and business growth. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that business growth depends upon development of digital marketing. The dependent variable selected for the study is business growth. Similarly, the selected independent variables are social media marketing, email marketing, influencer marketing, participation in online advertising network, and usage of mobile app marketing. Therefore, the model takes the following form:

Business growth = f (social media marketing, email marketing, influencer marketing, participation in online advertising network, and usage of mobile app marketing).

More specifically,

$$BG = \beta_0 + \beta_1 SMM + \beta_2 EM + \beta_3 IM + \beta_4 POAN + \beta_5 UMAM + e$$

Where,

BG = Business growth

SMM = Social media marketing

EM = Email marketing

IM = Influencer marketing

POAN = Participation in online advertising network

UMAM = Usage of mobile app marketing

Social media 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 actively engage in social media advertising to promote my business", "Social media advertising has significantly contributed to the growth of my business" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.731$).

Email 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 frequently use email marketing campaigns as part of my digital marketing strategy", "I personalize my email marketing content for different customer segments to enhance business growth" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.785$).

Influencer 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 have engaged in influencer marketing to promote my products or services”, “I consider specific criteria when selecting influencers for my marketing campaigns” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.753$).

Participation in online advertising network 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 actively participate in online advertising networks to promote my business”, “I diversify my participation across various online advertising networks rather than focusing on specific platforms” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.768$).

Usage of mobile app 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 have a mobile app for my business”, “I use specific strategies in mobile app marketing to enhance business growth” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.776$).

Business growth 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 actively engage in social media advertising to promote my business”, “Social media advertising has significantly contributed to the growth of my business” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.782$).

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

Social media marketing

Bala and Verma (2018) investigated a critical review of digital marketing. The study found that there is a positive relationship between digital marketing and impact on the business. Similarly, Dwivedi *et al.* (2021) examined the future of digital and social media marketing research: Perspectives and research propositions. The study concluded that there is a positive relationship between digital marketing and business growth. Likewise, Erlangga (2021) analyzed the effect of digital marketing and social media on purchase intention of SMEs food products. The study revealed that there is a positive relationship between social media marketing and purchasing decisions on small and medium enterprises (SMEs) products. Furthermore, Manzoor *et al.* (2020) examined the impact of social media marketing on consumer’s purchase intentions: the mediating role of customer trust. The study found that there is a positive relationship between social media influence and consumers’ purchase intentions. Similarly, Olanrewaju *et al.* (2020) analyzed the social media and entrepreneurship research: A literature review. The study revealed that social media marketing has led to significant and positive impact with improved firm performance and innovation enhancement being the essential outcomes. Likewise, Jin *et al.* (2019) examined the social media influencer marketing. The study concluded that there is a positive relationship between

the endorsed brand and traditional celebrity's brand posts. Furthermore, Khamaludin *et al.* (2022) investigated the influence of social media marketing, product innovation and market orientation on Indonesian small and medium enterprises (SMEs) marketing performance. The study showed that social media marketing has a significant effect on marketing performance of business. Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between social media marketing and business growth.

Email marketing

Stefko *et al.* (2015) analyzed the role of e-marketing tools in constructing the image of a higher education institution. The study revealed that there is a significant positive relationship between the students' attitude towards new e-marketing tools and the expressed evaluation of the faculty's image. Similarly, Cassetta *et al.* (2020) investigated the relationship between digital technologies and internationalization: Evidence from Italian SMEs. The study showed that e-business technologies have positive impact on internationalization and organizational innovations and investments in digital. Likewise, Pandey *et al.* (2020) examined the digital marketing for B2B organizations. The study found that there is a positive relationship between digital marketing communication and sales management. Furthermore, Silvia (2019) analyzed the importance of social media and digital marketing to attract millennials' behavior as a consumer. The study showed that social media and digital marketing is significant to do branding and marketing activities of a business. Similarly, Foroudi *et al.* (2017) examined the digital technology and marketing management capability: achieving growth in SMEs. The study showed that there is a positive relationship between digital technology, tangible/intangible assets and marketing capabilities perform the significant role of facilitator of a company's growth. Likewise, Fauzi *et al.* (2020) investigated women entrepreneurship in the developing country: The effects of financial and digital literacy on SMEs' growth. The study revealed that digital marketing had positive and significant effects on business growth. Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between email marketing and business growth.

Influencer marketing

Xiao *et al.* (2018) analyzed the factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. The study revealed that there is a strong and positive correlation between perceived information credibility and brand/video attitudes. Similarly, Reinikainen *et al.* (2020) examined 'You really are a great big sister'—parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. The study showed that influencer credibility positively affects brand trust and purchase intention. Likewise, Wielki (2020) investigated the role of digital influencers and impact on the functioning of the contemporary online promotional system and its sustainable development. The study revealed that there is a positive relationship between digital influencer and sales level of products and services offered by companies. Furthermore, Lou *et al.* (2019) found that brand-promoted ads positively affect the consumers' interests in the online stores and/or the advertised products. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between influencer marketing and business growth.

Participation in online advertising network

Chatterjee and Kar (2020) revealed that perceived usefulness, perceived ease of use and compatibility positively effect on social media marketing (SMM) after adoption by the small and medium sized enterprises (SMEs). Similarly, Block *et al.* (2018) showed a positive effect of online advertising network and business growth. Likewise, Zollo *et al.* (2020) found that there is a positive relationship between both emotional and rational brand experience significantly predict brand loyalty, brand awareness, and perceived quality. Furthermore, Islam *et al.* (2018) examined consumer engagement in online brand communities: A solicitation of congruity theory. The study revealed that both self-brand image congruity and value congruity significantly affect consumer engagement. Similarly, Gregory *et al.* (2019) showed that there is a positive relationship between specialized e-commerce marketing capabilities directly increases a firm's degree of distribution and communication efficiency, which in turn leads to enhanced export venture market performance. Likewise, Tajvidi *et al.* (2020) analyzed the brand co-creation through social commerce information sharing: The role of social media. The study revealed that social commerce information sharing, social support and relationship quality positively affect brand co-creation directly/indirectly. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between participation in online advertising network and business growth.

Usage of mobile app marketing

McLean *et al.* (2020) analyzed the consumer attitudes towards retailers'-commerce, mobile applications—An initial adoption vs. continuous use perspective. The study showed that there is a positive attitude towards the app results in increased purchase frequency through the app and loyalty towards the brand. Similarly, Tarsakoo and Charoensukmongkol (2020) examined the dimensions of social media marketing capabilities and their contribution to business performance of firms in Thailand. The study found that social media marketing communication capability has a significant and positive relationship with business performance. Furthermore, YuSheng and Ibrahim (2019) analyzed the service innovation, service delivery, customer satisfaction and loyalty in the banking sector of Ghana. The study showed that there is a positive relationship between service delivery (SERVD), customer satisfaction (CSAT) and bank customer loyalty. Similarly, Min *et al.* (2021) examined the consumer adoption of the Uber mobile application: Insights from diffusion of innovation theory and technology acceptance model. The study found that social influence has a significant influence on both perceived usefulness and perceived ease of use, which in turn lead to growth in business. Likewise, Zhu *et al.* (2017) revealed that learning effort and risk perception are not significant perceived costs for consumers in adopting ridesharing applications. Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between usage of mobile app marketing and business growth.

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

This table presents Kendall’s Tau coefficients between dependent and independent variables. The correlation coefficients are based on 126 observations. The dependent variable is BG (Business growth). The independent variables are SMM (Social media marketing), EM (Email marketing), IM (Influencer marketing), POAN (Participation in online advertising network), and UMAM (Usage of mobile app marketing).

Variables	Mean	S.D.	BG	SMM	EM	IM	POAN	UMAM
BG	3.698	1.173	1					
SMM	3.640	1.137	0.350**	1				
EM	3.642	1.190	0.407**	0.431**	1			
IM	3.594	1.168	0.347**	0.329**	0.506**	1		
POAN	3.610	1.198	0.445**	0.341**	0.424**	0.507**	1	
UMAM	3.614	1.179	0.464**	0.353**	0.380**	0.371**	0.404**	1

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

Table 1 reveals the Kendall’s Tau correlation coefficients of dependent and independent variables for impact of digital marketing development on entrepreneurship in Kathmandu. The correlation matrix shows that social media marketing is positively correlated to business growth. It indicates that use of social media marketing leads to increase in business growth. Similarly, email marketing is positively correlated to business growth. It indicates that use of email marketing leads to increase in business growth. Likewise, influencer marketing is positively correlated to business growth. It indicates that effective influencer marketing mechanism leads to increase in business growth. Further, participation in online advertising network is positively correlated to business growth. It indicates that more participation in online advertising network, higher would be the business growth. Moreover, usage of mobile app marketing is positively correlated to business growth. It indicates that more usage of mobile app marketing leads to increase in business growth.

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 social media marketing, email marketing, influencer marketing, participation in online advertising network and usage of mobile app marketing on business growth.

Table 2

Estimated regression results of social media marketing, email marketing, influencer marketing, participation in online advertising network and usage of mobile app marketing on business growth

The results are based on 126 observations by using linear regression model. The model is $BG = \beta_0 + \beta_1 SMM + \beta_2 EM + \beta_3 IM + \beta_4 POAN + \beta_5 UMAM + e$ where, the dependent variable is BG (Business growth). The independent variables are SMM (Social media marketing), EM (Email marketing), IM (Influencer marketing), POAN (Participation in

online advertising network), and UMAM (Usage of mobile app marketing).

Model	Intercept	Regression coefficients of					Adj. R _{bar} ²	SEE	F-value
		SMM	EM	IM	POAN	UMAM			
1	1.415 (4.568)**	0.628 (7.473)**					0.305	0.559	55.841
2	1.505 (5.803)**		0.602 (8.606)**				0.369	0.533	74.059
3	1.505 (5.803)**			0.537 (6.849)**			0.629	0.574	46.914
4	1.441 (5.579)**				0.617 (8.890)**		0.384	0.526	79.036
5	1.441 (5.579)**					0.638 (9.219)**	0.402	0.519	84.991
6	0.908 (3.041)**	0.339 (3.581)**	0.427 (5.156)**				0.424	0.509	46.972
7	0.908 (3.041)**	0.310 (3.277)**	0.327 (3.459)**	0.189 (2.104)*			0.439	0.502	33.664
8	0.527 (1.763)	0.235 (2.550)**	0.263 (2.878)**	0.042 (0.441)	0.331 (3.730)**		0.493	0.478	31.400
9	0.308 (1.068)	0.161 (1.807)	0.188 (2.188)*	0.018 (0.199)	0.259 (3.018)**	0.307 (3.899)**	0.546	0.452	31.108

Notes:

- i. Figures in parentheses are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Dependent variable is business growth.

Table 2 shows that the beta coefficients for social media marketing are positive with business growth. It indicates that social media marketing has a positive impact on business growth. This finding is consistent with the findings of Dwivedi *et al.* (2021). Similarly, the beta coefficients for email marketing are positive with business growth. It indicates that email marketing has a positive impact on business growth. This finding is consistent with the findings of Silvia (2019). Likewise, the beta coefficients for influencer marketing are positive with business growth. It indicates that influencer marketing has a positive impact on business growth. This finding is consistent with the findings of Reinikainen *et al.* (2020). Similarly, the beta coefficients for participation in online advertising network are positive with business growth. It indicates that participation in online advertising network has a positive impact on business growth. This finding is consistent with the findings of Islam *et al.* (2018). Additionally, the beta coefficients for usage of mobile app marketing are positive with business growth. It indicates that usage of mobile app marketing has a positive impact on business growth. This finding is consistent with the findings of McLean *et al.* (2020).

4. Summary and conclusion

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Social media can be defined as an online application program, platform, or mass media tool that facilitates interaction, collaboration, or content sharing between users in general. Social media marketing activities and businesses can perform activities such as creating their own personal brand profiles and introducing online customer service, product information and special offers in a simple, cheap, and continuous way. Social media marketing activities are significant parts of branding actions for businesses. Using social media platform, consumers can directly connect with new products,

services and brands easily. The higher transfer efficiency of social media has attracted a lot of companies aiming to increase their exposure on the internet.

This study attempts to examine the impact of digital marketing development on entrepreneurship in Kathmandu. The study is based on primary data of 126 respondents

The study showed that social media marketing, email marketing, influencer marketing, participation in online advertising network, and usage of mobile app marketing have positive impact on business growth. The study also concludes that usage of mobile app marketing followed by social media marketing is the most significant factors that explain the impact of digital marketing development on business growth.

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