

**ASSESSING THE IMPACT OF DIGITAL MARKETING IN GENERATING HIGH
CUSTOMER BASE OF ONLINE RETAILERS: CASE STUDY OF EBAY**

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Introduction

Digital marketing is defined as the usage of digital media platforms to connect with customers globally. The digital media platforms included are the internet, social media, mobile devices, and various other channels (Baron, 2019). There are five D's in digital marketing which creates an opportunity for consumers to communicate with brands and at the same time allows businesses to learn their consumer behaviour. The five D's are; digital device, digital platforms, digital technology, digital data, and digital media (Chaffey, 2018).

Research Problem

Nowadays, internet is popular amongst majority of the population and consumers are using internet for online shopping to fulfil their essential needs (King, 2018). Yet, even though there has been an increase in the use of digital media platforms, the role of digital marketing has not been widely covered by academicians and researchers alike in association with how it increases the consumer base. Researchers such as, López-García et al., (2019); Ahmed et al., (2019); Saura, Palos-Sánchez and Cerdá Suárez (2017); Taken Smith (2012) all contemplate upon the importance or effectiveness of digital marketing either independently or from the perspective of consumer behaviour. Yet, majority of the most recent available literature does not ponder upon the impact of digital marketing with regards to increasing or providing a high consumer base. Since, digital marketing is a constantly evolving phenomenon; literature pertinent to the aforementioned concept needs to be updated regularly. Therefore, the following research study intends to cater the above mentioned literature gap.

Research Significance

The significance of the following study will be threefold. Firstly, the results of present study will be crucial in filling the previously mentioned literature gap thereby aiding future researchers to carry out further research on the variables of this research. Secondly, the current study shall also be of assistance to Ebay who can utilise the recommendations that the researcher will put forth in improving their digital marketing strategies in order to increase their customer base. Finally, organisations similar to Ebay can also benefit from the following study to improve their digital marketing strategies in the quest of improving or enhancing their customer base.

Research Aim and Objectives

The aim of this research is to evaluate the impact of digital marketing in generating high customer base of online retailers: case study of eBay. Following are the objectives of this paper:

- To study the concept of digital marketing from a theoretical perspective
- To identify the key factors pertinent to digital marketing that influence and lead to an increase in customer base
- To evaluate the impact of digital marketing in generating high customer base with regards to the case study of Ebay
- To provide recommendations for eBay which they can use to increase their customer base through improving their digital marketing strategies

Literature Review

By using digital media platforms, digital users are able to access information anytime anywhere they want allowing them to know not only what the company says about its brand

but what other consumers think about it. Digital marketing has an extensive reserve of resources such as selection of brand, service, product, and strategies that allows it to reach millions of customers globally. For example, L’Oreal uses email marketing to stay connected with its customers which allows them increase their brand loyalty and their customer base (Yasmin, Tasneem and Fatema, 2015).

Content Marketing Institute has provided some statistics that shows the importance of content marketing as one of the strategies of digital marketing. B2B marketers are making 70% more content from the past one year due to the fact that branded content allows for better purchases among the consumers and 61% customers agree on having custom content from companies that offering them. 84% of marketers agree on content marketing as their main aim for creating brand awareness among consumers and 42% of them post new content daily or weekly in order to stabilise their content marketing strategy (Baltes, 2015). Some of statistics below show that why it is important for organisations to have a digital presences enabling them to reach millions of customers globally and increasing their customer base;

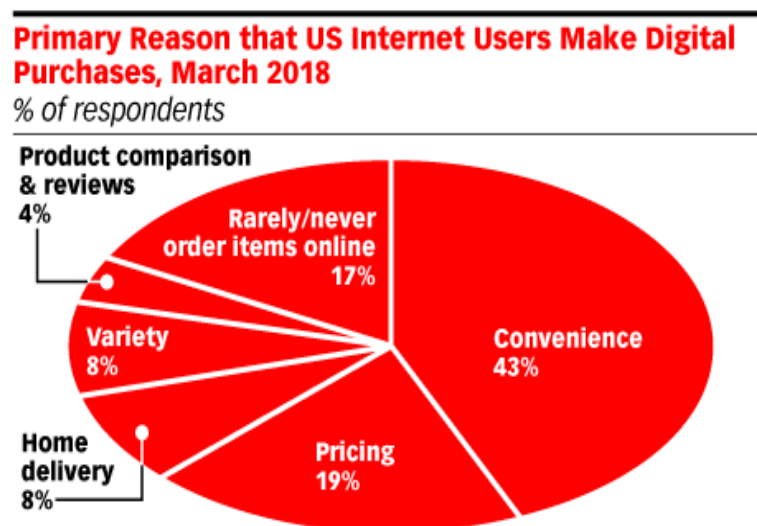


Figure 1 (King, 2018)

The chart above shows the primary reason why consumers in the US make digital purchases in which the major reason being is convenience of online shopping. The following graph shows the most effective digital marketing tools employed to increase the customer base of an organisation;

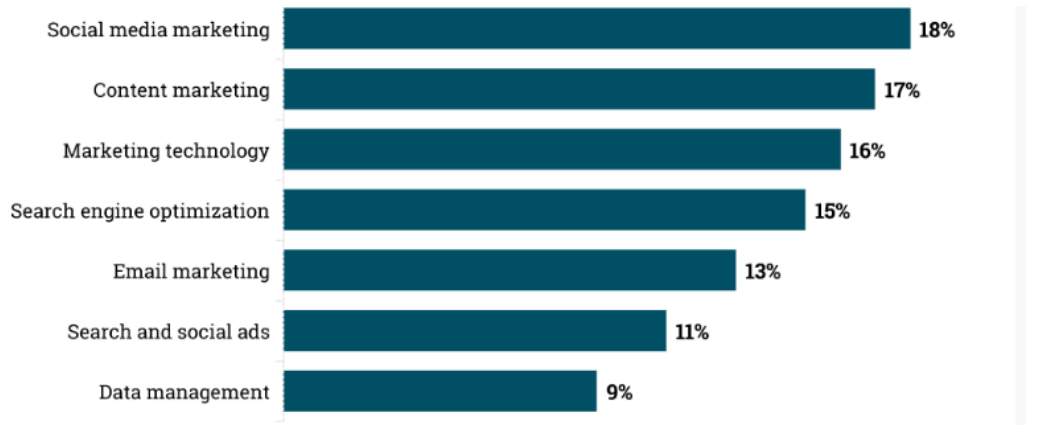


Figure 2 (Aslam, 2019)

The following graph also shows the most used social media platforms and why organisations use them to increase the products sales.

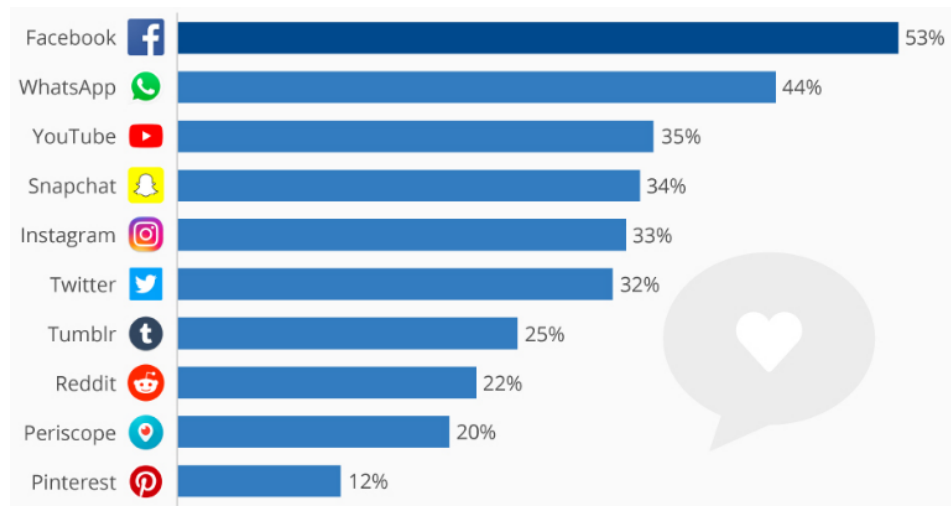


Figure 3 (Aslam, 2019)

Methodology

The following research study will be based on the primary data collection method, whereby the researcher intends to use the qualitative research design. The data collection tool

for this research study will be an open ended interview and the interviews will be carried out online with 5 marketing managers working for Ebay. After conducting the interviews, the collected data will be analysed through thematic analysis.

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