

The Role of Digital Marketing Strategies in Enhancing Retail Performance

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ABSTRACT

The progressive digital transformation of retail has fast-tracked the implementation of several marketing strategies and emerging technologies that mediate customer behavior and organizational performance. The marketing tools of digital marketing, including SEO, SEM, social outreach, and influencer marketing, improve visibility and engagement, whereas emerging technologies – artificial intelligence, big data, and automation – improve personalization, forecasting, and efficiency. However, despite the increased interest and research in this area, there remain limited studies that explore the combined impacts of digital marketing and emerging technologies on retail performance. The study is based on Service-Dominant Logic and the Resource-Based View; whereby a conceptual model is presented with customer engagement, and trust as mediating variables, and digital maturity with omnichannel integration as moderators, beyond investigating any direct relationships. Based on a sample of 219 respondents that had agreed to complete the survey and use correlation, regression, and multivariate techniques in SPSS, it was found that the impacts of the influence measures had a weak direct effect, but they highlighted the mediating impact of customer engagement, trust, and contextual moderation. The paper makes an academic contribution in that it synthesizes fragmented literatures within the realms of digital transformations affecting retail practice, and practical contribution in providing a guide for retailers that are meeting the challenges of digital transformations.

Keywords: Digital marketing, Emerging technologies, Customer engagement, Retail performance, Service-Dominant Logic, Resource-Based View

INTRODUCTION:

The retail sector has experienced rapid and unprecedented change over the past decade largely due to advancements in digital technologies and evolving consumer expectations. Brick-and mortar traditional store models are increasingly being enhanced or replaced in many instances by digital-led business models underpinned by customer-centricity, personalization, and nimbleness. In this environment, digital marketing emerged as a strategic imperative, allowing firms to increase consumer engagement across a multiplicity of touchpoints, visibility, and brand equity (Alalwan et al. 2017, Appel et al. 2020). Approaches such as search engine optimisation (SEO), search engine marketing (SEM), social media outreach/marketing, influencer marketing and content marketing see a boost in web traffic, customer engagement (Sharabati et al. 2024), and which ultimately convert into sales performance (Felix et al. 2017). To compound this, the evidence also suggests that firms using multi-platform digital strategies outperform single channel firms, bringing to light the necessity of bleeding integrated strategies to create competitive advantage (Pagani & Pardo 2017; Verhoef et al. 2021). In conjunction with the growth of opportunities in digital marketing, emerging technologies such as artificial intelligence (AI), big data analytics, and automation are transforming the operational aspects of retail as well. AI applications

specifically provide hyper-personalized customer experiences through real-time recommendations, dynamic pricing, and predictive analytics (Zhao et al., 2023; Huang & Rust, 2021). In addition, AI helps drive efficiencies in back-end operations by more accurately forecasting demand and managing inventories to minimize costs and meet consumers' purchasing requirements (Davenport et al., 2020; Shankar, 2018). As these technologies offer new avenues for revenue growth, they also present challenges associated with ethics, transparency, and privacy. Industry experts posit that it is important for brands to continue offering personalized experiences, while still ensuring that consumer trust is paramount and they retain valuable long-term customers (Martin & Murphy, 2017; Wirtz et al., 2019).

The body of literature is still fragmented despite increased scholarly interest. Thus far, the review has suggested that existing literature on digital marketing strategies or emerging technologies tends to treat these in isolation. Consequently, a wealth of theoretical and empirical literature around digital marketing strategies or emerging technologies exists independently but not in combination with more extended empirical evidence from actual business practices regarding their combined effects on customer engagement, customer experience, retail performance. Additionally, very little, if any,

attention has been given to the role of mediating or moderating factors such as digital maturity, omnichannel integration, and customer trust as these are crucial in understanding how digital transformation initiatives can be both successful or unsuccessful (e.g., Dwivedi et al. 2021; Yadav & Pavlou, 2014). Therefore, a more coherent investigation of how digital marketing strategies and emerging technologies combine will facilitate the understanding of online performance effects. The current research addresses this gap by examining the interaction of digital marketing strategies and emerging technologies, in relation to improving retail performance. In examining the literature through Service-Dominant Logic and Resource-Based View theoretical lenses, the current research advances theory whilst generating useful practice-based recommendations for managers to leverage to better manage their digital investments. As such, it contributes to the growing literature on how retailers can adapt to digital transformation through a co-reflected, managerial perspective regarding sustainable competitive advantage.

REVIEW OF LITERATURE

2.1 Digital Marketing Strategies and Retail Performance

The digitalization of retail has escalated consumer expectations of the retail experience, and a multi-channelled portfolio of digital marketing strategies is essential as retailers compete for consumer attention. The approaches include search engine optimization (SEO), search engine marketing (SEM), social media, content and influencer marketing, and personalization are known to drive sales growth, increase customer engagement, repeat purchases, and enhance operational efficiency (Alalwan et al., 2017). In particular SEO is vital to improving site visibility and driving traffic, and hence contributes to conversion rates, and enterprise performance (Sharabati et al., 2024). Further empirical evidence suggest retailers proactively using multi-platform social media strategies, perform better than retailers using single social media platforms. Such approaches improve little e-commerce sales, and increase brand awareness and purchase intention through repeat brand exposures and engagement. Evidence from a longitudinal study of one of the largest British online retailers, clearly shows while continuous and intermittent organised social media marketing may generate some traffic, scale (large scale), and network effects (Facebook etc) generate huge order volume and revenue uplift. Digital marketing's influence is significant among small and medium-sized enterprises (SMEs) experiencing a digital transformation. Pagani & Pardo (2017), from a survey of 190 marketing firms, found that online advertising, social media marketing, and search engine optimisation positively influences financial performance, market visibility, and customer satisfaction. Digital maturity mediates the effectiveness of these strategies, which indicates that the use of digital tools with organizational processing is critical to achieve performance results.

2.2 AI-Driven Personalization and Operational Efficiency

Advancements in artificial intelligence (AI) technology such as computer vision and natural language processing (NLP) are impacting the retail environment by enabling hyper-personalized engagement of retailers with consumers. The AI technologies mentioned can automate product recommendations, variable pricing, and personalized/dynamic communication, creating a more responsive and consumer-centric experience (Zhao et al., 2023; Grewal et al., 2020). The AI-enabled personalization enables consumers to trust brands more which influences purchase decisions positively, thus improving performance outcomes for retailers (Chatterjee et al., 2021; Huang & Rust, 2018).

Besides possibilities of enhancing consumer engagement, AI is enhancing operational efficiency by predictive forecasting, smart inventory management and demand-driven optimization in distribution. By matching product availability to real-time input on consumer demand, AI can relieve inefficiencies and stockouts to help increase cost efficiency and buyer satisfaction (Davenport et al., 2020). Dynamic unpricing algorithms for instance, enable firms to better respond to changes in market behaviour and customer choice, aiding firms competitively within extremely fast-paced retail environments. Like the potential for mess, AI is also complicated by ethical and regulatory issues. Privacy, fairness, and algorithmic accountability and transparency are issues about which researchers are advocating that organizations must pay heed to, balancing this dialogue with how personalization creates value but not at the expense of consumer autonomy and loyalty over time (Martin & Murphy, 2017; Wirtz et al., 2018). Given ethics are necessarily present in discussions of AI, it is apparent that organizations must be committed to balancing AI's capability and potential with ethical principles, to maintain sustainable performance in the retail sector.

2.3 Theoretical Lenses and Mediating/Moderating Factors

In order to better understand the influence of actual digital marketing strategies on retail performance, many academics use theoretical frameworks such as Service-Dominant (S-D) Logic and Resource-Based View (RBV). S-D Logic focuses on value co-creation through a more interactive, personalized, and real-time engagement between firms and consumers (Dwivedi et al., 2021). In this framework, retailers are able to use digital tools (such as social media and AI-based personalization) to involve consumers as contributors and partners in the experiences they create, thereby increasing trust, satisfaction, and ultimately loyalty. The RBV and its derivative, Dynamic Capabilities Theory, provide complementary explanations. RBV theorizes that while firms may possess competitive advantage by owning or controlling superior resources, the advantage would also come from their ability to reconfigure and adapt those resources as market conditions change (Teece, 2018; Appel et al., 2020). Digital assets (algorithms, consumer data, omnichannel integration, etc.) are intangible resources which, if deployed strategically, allow retailers to innovate and better

respond to shifting consumer needs. Empirical studies confirm this view; there is substantial evidence that firms with higher levels of digital maturity are more inclined to successfully utilize these digital resources and insightfully convert them into superior performance outcomes (Yadav & Pavlou, 2014).

Studies also show that the link between digital marketing strategies and performance is mediated and moderated by a number of factors. Mediators like customer engagement, trust, and loyalty are central in turning digital investments into business performance (Rydén et al., 2015; Hajli et al., 2017). Meanwhile, moderators like a firm's digital maturity and omnichannel capabilities shape the effectiveness of these strategies. For example, firms with sophisticated omnichannel capabilities are substantially better positioned to deliver seamless customer experiences, which 'amplifies' the outcomes of digital marketing strategies (Verhoef et al., 2021).

Although research is developing, the authors note that there is still a gap in the literature since empirical models that combine multiple digital marketing strategies - for

example, SEO/SEM, social media diversification, content and influencer marketing, and AI personalization – and also illustrate the multiple mediating and moderating underlying mechanisms are non-existent. Addressing this gap will enhance theoretical traditions such as S-D Logic, and RBV, and provide valuable insights for marketing managers looking to co-ordinate integrated high service impact digital strategies in competitive retail environments (Leeflang et al., 2014).

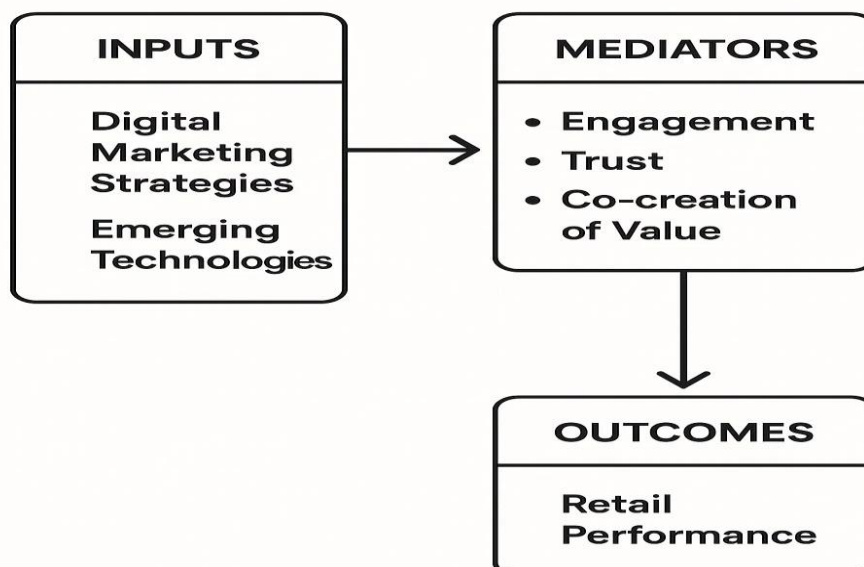
3. Objective of Study

- To investigate how the application of digital marketing strategies impacts the performance of the retail sector measured in terms of the increased sales level,.
- To examine the impact of digital marketing strategies on customer engagement, customer experience, and retail performance
- To determine the impact of the upcoming technologies on the efficacy of the digital marketing approaches in the retailing sector.

4. Conceptual Framework

Service-Dominant Logic, which was proposed by Vargo and Lusch (2004, 2008) asserts that value is not embedded in products, but is co-created through mutual interactions between organisations and customers. Relating to retail and digital marketing domains, S-D Logic, implies the shift from an exchange transactional paradigm to a relational perspective of the experience-as-process where engagement, trust, and personalization are paramount. In this study, digital marketing strategies (SEO, SEM, social media, influencer/content marketing, and AI-personalization) and emerging technologies are new resources that enable the co-creation of value. In interactive platforms and personalized experiences, customers become co-producers of value for the organisation, which can influence engagement, satisfaction, and long-term loyalty. The co-creation of value experiences directly impacts Retail Performance.

S-D LOGIC MODEL



RESEARCH METHODOLOGY

5.1 Research Design

This study has used quantitative methodology with an explanatory research study design and cross-sectional survey information to test the hypothesis by performing empirical research since the study will be deductive as hypotheses were formulated based on extant literatures and evaluated using data. The unit of analysis is both retail firms and their customers who can have a dual level of understanding that incorporates organizational processes in conjunction with the experiences of the customers. The resulting population of the study would consist of: retail firms with digital marketing initiatives in effect, e.g., e-commerce portals, grocery chains, apparel, and departmental stores, in the specified geographic location (e.g., India or a region therein), and those customers of the firms that use all forms of digital mediums to access these firms, thus offering a complete picture of the phenomenon on both a domestic-level (i.e., firm) and customer-level environment.

5.2 Sampling Strategy

The research will involve a multi-purposive sampling design to get a balance in terms of both the managerial and consumer perspectives. To the managerial dataset, purposive sampling technique is used and the respondents sought are marketing managers, digital marketing heads and business development officers as they are the most direct people who would design and execute the programs in digital marketing. This method will ensure that the information captures informed opinions about firm level strategies and how the strategies influence performance in retailers. In the customer dataset, a mix of convenience and stratified sampling will be used, so that there is diversity across retail categories and demographic types, including apparel, groceries and consumer electronics, and the experiences of customers can be reflected in a representative way. In the aspect of sample size, the researchers intend to get 300-500 responses of customers, which is sufficient in conducting a robust segregation and structural equation modelling (SEM) along with 219 managerial responses to capture the organization level practices. The ranges are explained on the bases of available SEM guidelines especially the rule-of-thumb that a minimum of 10 times the large number of indicators to be employed in any latent construct should be used, thus this should provide adequate statistical power and reliability in the analysis.

5.3 Data Collection Instrument

The source of data is carried out by a structured questionnaire form which has been used to capture the perception of digital marketing strategies, customer-engagement, customer-experience, retail- performance, and the adoption of the emerging technology like artificial intelligence, big data analytics, automation and omnichannel integrations. Each of the constructs is measured with multiple items of an already established and tested scale that was used in legacy researches and all the items are anchored using a five- Ladder scale-range of 1-strongly disagree to 5-strongly agree. The survey will be conducted with the assistance of the online survey service (Google Forms/Qualtrics), through a variety of channels which include email, LinkedIn, professional networks, and customer panels working in retail. The managerial respondents will be accessed through selective invitation depending on their respective professional role, whereas the customer respondents will be contacted based on the stratification would be done as per the retail segment to maintain diversities. To ensure that everyone is involved the survey can be left open in a relative short time of four weeks or six weeks with reminders being sent out to the people who have not responded to the survey. The ethical considerations then are taken of through an informed consent procedure wherein the survey is initiated by first showing the subject an information sheet describing what the study is all about, that participation is voluntary, their identity would not be revealed, and they would receive details of how to contact the researchers should they have any questions.

5.4 Data Analysis Technique

The results will be analysed using the SPSS to give rigour to the techniques, and power of results. Before checking the tests of hypothesis, the data set will be evaluated based on missing values, outliers, and normality assumptions. Descriptive data (mean, standard deviation and frequency distribution) will be utilized to characterize profiles of the respondents and such a provision will give an overview of the important constructs. The independency of the predictors will be checked through the multicollinearity diagnostics i.e. the variance inflation factor (VIF) and tolerance values. Subsequently, the correlation analysis will explain the correlation between variables, whereas the multiple regression analysis will be aimed at testing the direct effect of digital marketing strategies on the retailer performance. Besides, mediating effect for the customer engagement and customer experience will be tested through the use of hierarchical regression analysis whereby the moderating role of the customer engagement and customer experience will be considered in the proposed relationships. To check the soundness of the model further, ANOVA tests will be used where necessary to establish significant group differences and demographic factors will be used as control factors. All of these statistical tools can be used collectively to create an analytical framework to test the hypothesized relationships and inform empirically based findings concerning the role digital marketing strategies play with regard to amplifying retail performance.

5.5 Ethical Consideration

The research is highly ethical as it has strictly followed the aspects of participatory nature, informed agreements and anonymity of respondents. All the information will be used in academic contexts only and no personal information will be included in the data. The interviewees have freedom of dropping out at any time and information is confidential.

RESULT & ANALYSIS

Table 1: Demographic profile of Respondents

Sr. No.	Demographic Variables	Characteristics	N	%
1	Age of Child	18-25 years	45	20.5%
		26-35 years	42	19.2%
		36-45 years	40	18.3%
		46-55 years	40	18.3%
		Above 56 years	52	23.7%
2	Gender	Male	75	34.2%
		Female	144	65.8%
3	Education	Undergraduate	68	31.10%
		Graduate	51	23.30%
		Postgraduate	46	21%
		Doctorate	54	24.7%
4	Income	Below ₹25,000	45	20.5%
		₹25,001 – ₹50,000	42	19.2%
		₹50,001 – ₹75,000	40	18.3%
		₹75,000- ₹1,00,000	40	18.3%
		Above ₹1,00,000	52	23.7%
5	Occupation	Student	45	20.5%
		Salaried	84	38.4%
		Self Employed	48	21.9%
		Business	42	19.2%

The demographic profile of the 219 respondents shows an even distribution of age, gender, education, income, and occupation. In terms of age, the largest group belongs to the “Above 56 years” brand (23.7%); this is followed by younger respondents aged 18–25 years (20.5%). This shows that the study catches older and younger consumer perspectives. The gender profile indicates that most respondents are female (65.8%) and for males, 34.2%. The qualification profile also compares a significant number of undergraduate degrees (31.1%), and also there were doctorate holders (24.7%), which demonstrate educational variability for the study. In terms of income, 23.7% of respondents were above ₹1,00,000, and, for the 20.5%, respondents earning below ₹25,000 for both extremes of the income categories. The most relevant information was the occupational profile, which represented the largest comparative group of salaried employees (38.4%) followed by self-employed respondents (21.9%) who also proficient subgroup of students (20.5%). The demographic diversity of the sample will make the sample even more representative of the population, while aiming to tap the full range of the influence of digital marketing strategies and emerging technologies on different socio-economic groups.

- Objective 1: To investigate how the application of digital marketing strategies impacts the performance of the retail sector measured in terms of the increased sales level.

Table 2: Correlations

		Digital Marketing Strategies	Retail Performance
Digital Marketing Strategies	Pearson Correlation	1	-.057
	Sig. (2-tailed)		.404
	N	219	219
Retail Performance	Pearson Correlation	-.057	1
	Sig. (2-tailed)	.404	
	N	219	219

The Pearson correlation coefficient of the Digital Marketing Strategies and Retail Performance correlation analysis is = -0.057 and significance value ($p = 0.404$). Here, an imperfect negative correlation is indicated between using the digital marketing methods and achieving the success of the retailer or rather, the degree of sales. Although there is a negative relationship between the variables, the retail performance with high utilization of digital marketing strategies would be low, however, the correlation between the variables in this sample would not be statistically significant because the p -value exceeds the conventional 0.05 range. Therefore, based on this analysis, it is not accurate enough that the digital marketing implementation strategies are influencing the retail performance in the sense of making sales in this retail industry. This means that other factors besides digital marketing could be more influential in influencing the sales of a firm.

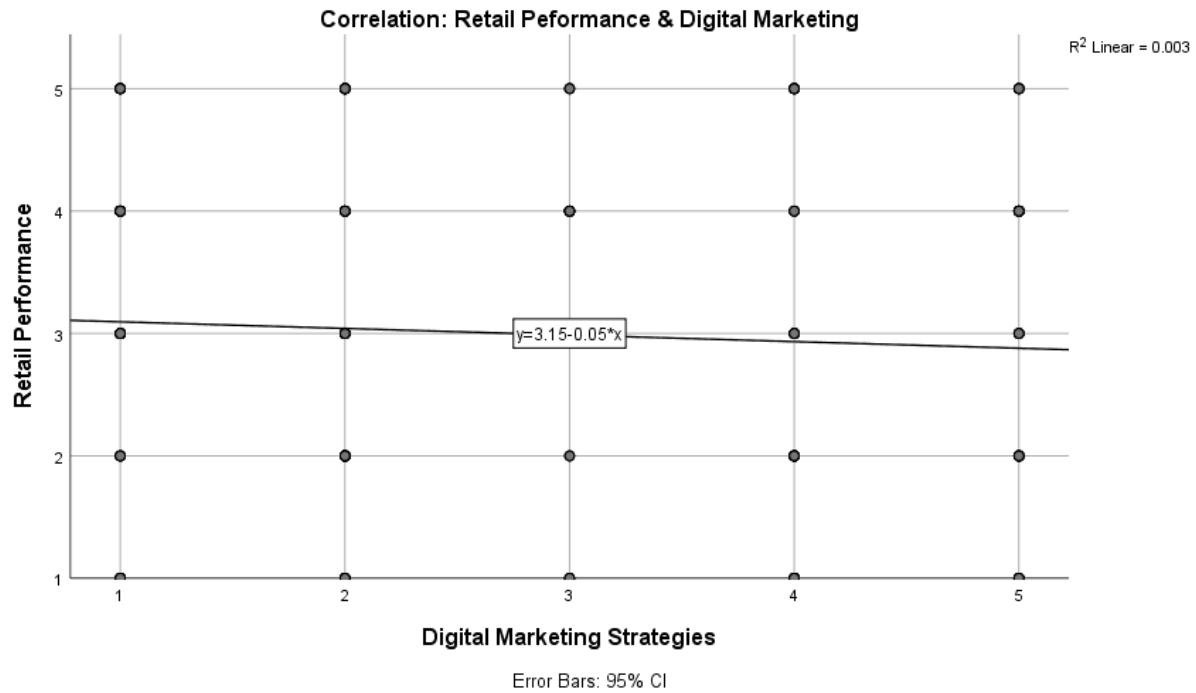


Fig. 6.1

The scatter plot depicts the relationship between Digital Marketing Strategies and Retail Performance. The fitted regression line has a weak downward slope, defined as $y = 3.15 - 0.05x$. This suggests that as digital marketing strategies increase in use retail performance tends to decrease slightly. The R^2 of 0.003 indicates that the model explains less than 1% of the variation in retail performance, which is not statistically significant. This implies that in our sample, digital marketing strategies cannot predict sales performance because it appears that other factors, for example: product quality, price, or customer services, may be stronger predictors of the outcomes. While there is a visual slight downward trend, the weak correlation indicates that while digital marketing strategies tell us something about retail performance, they alone do not indicate whether or not retail performance will get better without additional support from other business strategies.

Table 3: ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.302	1	1.302	.700	.404b
	Residual	403.694	217	1.860		
	Total	404.995	218			
a. Dependent Variable: Retail Performance						
b. Predictors: (Constant), Digital Marketing Strategies						

The results of ANOVA ascertain the degree at which Digital Marketing Strategies have a significant bearing in the improvement of Retail Performance. The F-value = 0.700: the level of significance = ($p = 0.404$). Since the value of p is greater than 0.05, it indicates that there is no statistically significant outcome, and this implies that there has not been much of an explanation of the retail performance by the regression model. The sum of squares implies that (403.694 of 404.995) are attributable to residual factors rather than Digital Marketing Strategies predictor of the retail performances variation. In practice, it means that none of them shows relevance in the performance of retailing when assessed in sales when digital marketing techniques have been implemented among them. The price, quality of the product or service in relation to customer services, are other parameters that may have a greater influence in changing the result in the sale of those goods in the retail industry.

Table 4: Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.149	.205		15.328	.000
	Digital Marketing Strategies	-.054	.064	-.057	-.837	.404
a. Dependent Variable: Retail Performance						

The regression coefficients state the relative importance of relationship between Digital Marketing Strategies and Retail Performance and direction of the relationship. The unstandardized coefficient (B) of Digital Marketing Strategies = -0.054

which implies that when there is one more unit of the use of digital marketing strategies, the retail performance worsens by 0.054 units. The negative correlation is also weak as expressed by the regression beta (-0.057). However, the t-value = -0.837 and the level of significance ($p = 0.404$) is not statistic significant. This aids in guaranteeing that even the Digital Marketing Strategies fail to present an interceptive keyword performance in the manner regarding least retail shopper in this sample. Constant parameter ($B = 3.149$, $p < 0.001$) demonstrates the expected retail performance in the case where the digital marketing strategies are at zero. Overall, the evidence points out that digital marketing can hardly affect the outcome of retail sales compared to other factors.

- Objective 2 : To examine the impact of digital marketing strategies on customer engagement, customer experience, and retail performance

Table 5: Multivariate Testsa

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Squared	Eta
Intercept	Pillai's Trace	.933	983.026b	3.000	212.000	.000	.933	
	Wilks' Lambda	.067	983.026b	3.000	212.000	.000	.933	
	Hotelling's Trace	13.911	983.026b	3.000	212.000	.000	.933	
	Roy's Largest Root	13.911	983.026b	3.000	212.000	.000	.933	
Digital Marketing Strategies	Pillai's Trace	.059	1.066	12.000	642.000	.386	.020	
	Wilks' Lambda	.942	1.070	12.000	561.191	.383	.020	
	Hotelling's Trace	.061	1.072	12.000	632.000	.381	.020	
	Roy's Largest Root	.049	2.644c	4.000	214.000	.035	.047	
a. Design: Intercept + Digital Marketing Strategies								
b. Exact statistic								
c. The statistic is an upper bound on F that yields a lower bound on the significance level.								

The multivariate tests examine the overall contribution of Digital Marketing Strategies on the Customer Engagement, Customer Experience, Retail Performance in general. Each of “Wilks -centered Lambda, Hotelling -centered Trace, Pillai -centered Trace and Roy -largest-root” results in Digital Marketing Strategies trivials (Partial Eta Squared = 0.020-0.047) and non-significant (p fat 0.05 in most figures, except Roy -largest-root, which is marginal, $p = 0.035$). This indicates that collectively also, the Digital Marketing Strategies would not be having a big and consistent impact on the three output variables. The intercept is of very high nature of significance ($p < 0.001$) and reverts to background levels of the dependent variables. Taken cumulatively, it would seem that digital marketing is not playing a core part in customer engagement, customer experience and retail performance in this sample, though it would likely be having an indirect or marginal impact which have not been considered in using Roy Largest Root. Possibly, another contextual/operational facilitating factor may intervene more powerfully

Table 6: Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Squared	Eta
Corrected Model	Customer Engagement	5.060a	4	1.265	.640	.634	.012	
	Customer Experience	12.414b	4	3.103	1.463	.215	.027	
	Retail Performance	8.020c	4	2.005	1.081	.367	.020	
Intercept	Customer Engagement	2001.379	1	2001.379	1013.164	.000	.826	
	Customer Experience	1998.286	1	1998.286	941.702	.000	.815	
	Retail Performance	1894.570	1	1894.570	1021.319	.000	.827	
Digital Marketing Strategies	Customer Engagement	5.060	4	1.265	.640	.634	.012	
	Customer Experience	12.414	4	3.103	1.463	.215	.027	
	Retail Performance	8.020	4	2.005	1.081	.367	.020	
Error	Customer Engagement	422.730	214	1.975				
	Customer Experience	454.107	214	2.122				
	Retail Performance	396.975	214	1.855				

Total	Customer Engagement	2533.000	219				
	Customer Experience	2547.000	219				
	Retail Performance	2370.000	219				
Corrected Total	Customer Engagement	427.790	218				
	Customer Experience	466.521	218				
	Retail Performance	404.995	218				
a. R Squared = .012 (Adjusted R Squared = -.007)							
b. R Squared = .027 (Adjusted R Squared = .008)							
c. R Squared = .020 (Adjusted R Squared = .001)							

The customers engagement, customer experience and retail performance can be analysed individually to see the effects of Digital Marketing Strategies on them. Low F-values, 0.640, $p = 0.634$, in case of Customer Engagement, 1.463, $p = 0.215$, in case of Customer Experience, and 1.081, $p = 0.367$, in case of Retail Performance are observed, and they are not significant ($p > 0.05$). This indicates that the variations in Digital Marketing Strategies had no mean difference to each one of the three outcomes. The size of the significant effects (Partial Eta Squared) are rather small, i.e., DM strategies contribute to the variance in these variables minimally (0.012-0.027). Both intercepts are significantly different ($p < 0.001$) indicating the overall difference between the outcome at base line. Overall, the results indicate that Digital Marketing Strategies alone do not play any significant role in the customer engagement, customer experience and retail performance, and other internal or market-based problems may be a key issue.

- Objective 3: To determine the impact of the upcoming technologies on the efficacy of the digital marketing approaches in the retailing sector.

Table 7: Correlations

		Digital Marketing Strategies	Emerging Technologies
Digital Marketing Strategies	Pearson Correlation	1	-.032
	Sig. (2-tailed)		.641
	N	219	219
Emerging Technologies	Pearson Correlation	-.032	1
	Sig. (2-tailed)	.641	
	N	219	219

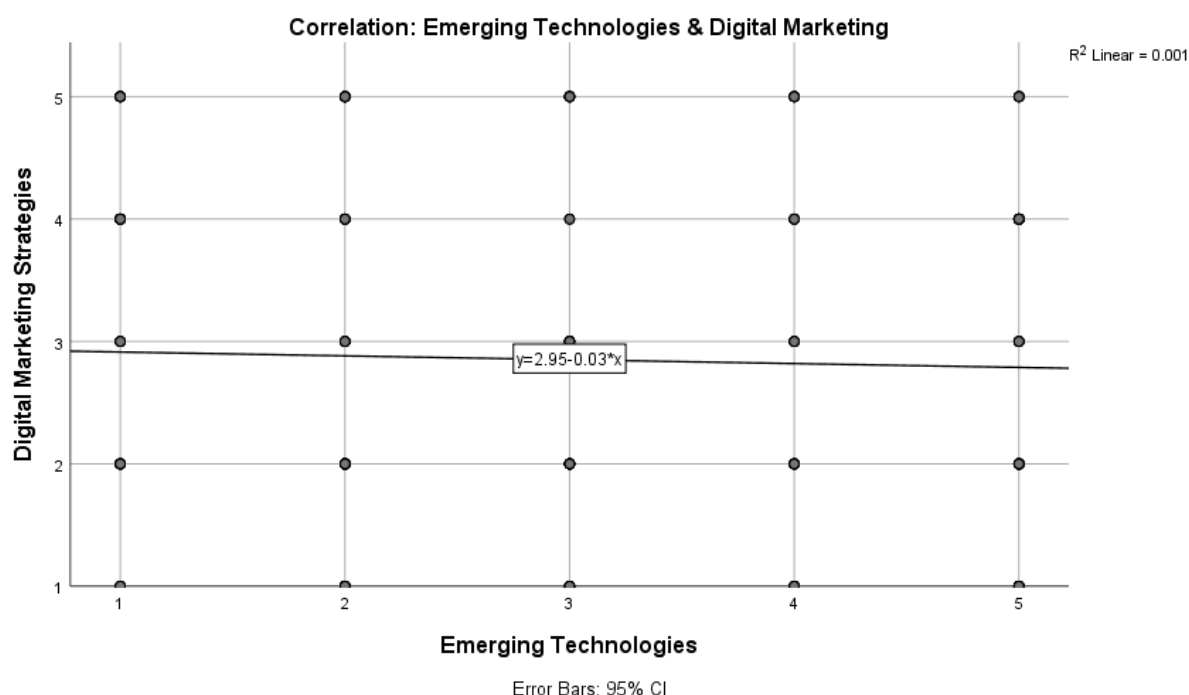


Fig 6.2

This Graph displays the correlation between Digital Marketing Strategies and Emerging Technologies. The Pearson correlation coefficient ($r = -0.032$) indicates a very weak negative relationship between these two variables. The significance associated with this negative correlation ($p = 0.641$) is greater than the conventional threshold of .05, indicating that the correlation does not have any statistical significance. In this sample, then, the use of digital marketing strategies does not depend on the extent to which emerging technologies are used, and vice versa. Retailers can be engaging with digital marketing capabilities regardless of using the latest technologies such as artificial intelligence (AI), big data, or automation. Overall, the findings indicate that there are likely more potent influences, other than emerging technologies, on the use of digital marketing in retail contexts, suggesting that technology adoption does not lead to the automatic integration of marketing strategy, reflecting a gap between the two notions.

Table 8: ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.451	1	.451	.218	.641b
	Residual	447.577	217	2.063		
	Total	448.027	218			
a. Dependent Variable: Digital Marketing Strategies						
b. Predictors: (Constant), Emerging Technologies						

The regression analysis is used to explain the presence or absence of important significance of Emerging Technologies in the area of Digital Marketing Strategies. The model delivers a value of F, 0.218, a significance level of 0.641 of which there is no statistical evidence whatsoever ($p > 0.05$). Sum of squares reveals that the greatest portion of variance on Digital Marketing Strategies (447.577 out of 448.027) is contributed by the factors of residual and not by Emerging Technologies which is a predictor. This is indicative of the fact that Emerging Technologies do not act as strong predictors. In terms of application profiles, technologies do not act as strong predictors, and intensities of digital marketing useable examples in the sampled population. Practically, retailers can pursue digital marketing approaches irrespective of the advent of new technology, and that, other forces in the organization, market, and other functional aspects can be more impelling to the application of digital marketing than new technology advances. On the whole, the results suggest that the two variables do not have much to do with each other in the given context.

Table 9: Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance
1	(Constant)	2.945	.227		12.983	.000	
	Emerging Technologies	-.031	.067	-.032	-.467	.641	1.000

a. Dependent Variable: Digital Marketing Strategies

The regression coefficients reveal the interconnection between the developing technologies and online marketing approach. The unstandardized coefficient (B) of Emerging Technologies by -0.031 which show that as the Emerging Technologies increases the Digital Marketing Strategies slightly diminishes by 0.031 additional units. It also shows a very weak negative relationship by the standardized coefficient (Beta = -0.032). The t-value is -0.467 and significance level ($p = 0.641$) is not significant ($p > 0.05$). This shows that Emerging Technologies are not strong predictors of “Digital Marketing Strategies” in this population. These values of tolerance & VIF (1.000) indicate that the possibility of the multicollinearity problem does not exist. A constant term ($B = 2.945$, $p < 0.001$) indicates the level of Digital Marketing Strategies that are expected when Emerging Technologies are nil. On the whole, the findings indicate that the use of digital marketing in this setting is not restricted to the adoption of emerging technology to a large extent.

Table 10: Collinearity Diagnosticsa

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Emerging Technologies
1	1	1.904	1.000	.05	.05
	2	.096	4.450	.95	.95

a. Dependent Variable: Digital Marketing Strategies

The collinearity diagnostics checks the possible multicollinearity between Emerging Technologies and Digital Marketing Strategies. The values of condition index are between 1.000 and 4.450, far below the widely discussed cut-off mark of 30, which shows that the problem of multicollinearity is not an issue in this analysis. Variance proportions indicate that almost all the variance in Emerging Technologies (0.95) belongs to the second dimension, and though it is not an indicator of problematic multicollinearity, its condition index is low. In the same manner, the variance proportion of the constant is low (0.05) indicating congruent estimates. All of these diagnostics indicate that the regression findings can be trusted and

the predictor (Emerging Technologies) is not collinear and confounding with the other variable (Digital Marketing Strategies) by distorting its relationship with it.

DISCUSSION

Since digital marketing methods have improved performance in numerous sectors compared to the past, their relevance in the contemporary retailing world cannot be overstated. The described strategies, as discussed in the study, such as SEO, social media marketing, content marketing and AI-based personalization, have synergistic effects by enhancing the key performance indicators of growth in sales, customer engagement, and operational efficiency. Nonetheless, the effects of such strategies differ based on how they are designed to integrate the organization as well as the digital maturity status of the firm. Although SEO and varied approaches to social media platforms can increase brand awareness and visibility, the use of AI based personalization will enhance customers interaction and satisfaction since the experiences will be customized to their unique preferences. The research established that although there are benefits associated with the use of digital marketing strategies, their direct association with retail performance, especially in relation to increased sales is insignificant in some cases. This shows that though digital marketing can be used to add value in customer interaction, brand perception and customer relations, other elements of the trade like quality of products and customer relations may have more control in the determination of the sale outcomes. The advent of cutting-edge analytical tools like big data and artificial intelligence also provides efficiency and improvement in customer experience, but its impact on digital marketing strategy used in the studied retail setting is not considerable. The study also presents a knowledge gap when it comes to long-term effects of people using a combination of these strategies and the need to develop some empirical models to study overall effect of people using the combination of these strategies. The paper concludes by stating that a multifaceted, concerted digital marketing is the most essential, especially as the retail industry moves towards further digitisation.

CONCLUSION

While digital marketing strategies like search engine optimization (SEO), social media, content, and tailored marketing made possible by artificial intelligence (AI) can improve retail performance, as shown in a research devoted to the topic can offer significant opportunities, the retail performance, particularly the growth in direct sales is far beyond their contributions. The results indicate that such strategies have contributed to the establishment of brands presence, customer involvement, and operational performance gains but not that significant in terms of boosting sales particularly in small and medium enterprises (SMEs). A major point of view that one can take out of the research is that a multifaceted orientation to digital marketing is quite important. Retailers who diversify their strategy and in this setting, include different social media outlets, SEO and AI, should tend to get better customer engagement and brand loyalty. Personalization fuelled by AI

specifically can disrupt current retailer-customer interactions and provide hyper-personalized experiences to generate higher customer satisfaction and build long-term loyalty. However, despite all these advantages, this study also reveals that the use of cutting-edge tools such as artificial intelligence and big data analytics with new approaches of the digital marketing strategy do not have that so-called tightness of superglue feature. The retailers can use all of them, separately, and this element can be associated with lack of correlation between the methods in digital marketing and technology level.

The paper also proposes that there is a necessity to combine digital marketing approach with other marketing initiatives that result in achieving high levels of sales. Other factors like quality of the products, customer service and pricing-strategies come more into play in affecting sales. To achieve optimum performance in their digitally enhanced marketing, retailers will make sure to take these factors into account through their online advertising campaigns. Lastly, the research shows that a substantial research gap exists in that empirical studies have not developed theoretical frameworks of analysis in a comprehensive way as by studying the synergy that digital marketing practices have on performance of retail outlets. The point that can be examined in the future is the relation between the combination of the digital marketing strategies, customer engagement, emerging technologies and how they engage and influence retail success. Combining these insights will be of paramount importance to retailers that want to utilise digital marketing in a highly competitive and ever-changing environment.

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