

Digital Marketing and Its impact On Market Share: An applied study in Zain Iraq Telecommunications Company

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Abstract: Digital marketing is one of the important topics nowadays, especially in a world characterized by intense competition. Its importance lies in the extent of the great impact it plays in achieving the market share of companies. Accordingly, the research problem was defined by the following questions: Do the employees of the researched company have a clear perception of the importance of digital marketing. Do the employees of the researched company have a clear perception of the importance of market share. What is the nature of the relationship and impact between digital marketing and market share among the individuals of the research sample in the researched company.

The questionnaire form was also used to obtain data and information through the answers of (140) employees. Through the use of some statistical methods, the results were analyzed and the research hypotheses were tested, and the most important conclusions were reached, which is the existence of a correlation and influence between digital marketing and market share. The research reached a set of recommendations that focus on the importance of the relationship between digital marketing and market share to achieve the objectives of the company being studied.

Keywords: Digital Marketing, Market Share.

1. Introduction

All companies operating in the field of communications seek to obtain a large market share in order to achieve the desired goals of growth, survival, prosperity and continuity, especially in the present time, which is witnessing a rapidly changing environment. Since marketing activities are among the important activities in the success of the company as they deal with the needs and desires of customers, the issue of market share has become one of the topics that require attention, and this can only be achieved through the availability of digital marketing in the company.

Based on the above, digital marketing has a significant impact on the company's market share, so it was necessary to study the variables at the level of Zain Iraq Telecommunications Company to know the nature of the correlation and impact relationships between them. Accordingly, the research will address the following topics: the first topic is the research methodology, the second topic is digital marketing, the third topic is market share, the fourth topic is analysis of the results and testing of hypotheses, and finally the fifth topic is conclusions and recommendations.

The first topic: Methodological framework for research

First: the problem of the research

It has been noted at the present time that companies face major challenges that they are supposed to deal with, and that companies that have strengths have priority to achieve the highest market share, and then continue and grow, and the facts indicate



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that there is no clear understanding among managers about the market share, as well as through the use of digital marketing to achieve the highest market share. Accordingly, and in accordance with the above, the research problem can be formulated with the following questions:

- 1- Do the employees of the researched company have a clear perception of the importance of digital marketing?
- 2- Do the employees of the researched company have a clear perception of the importance of market share?
- 3- What is the nature of the relationship and impact between digital marketing and market share among the individuals of the research sample in the researched company.

Second: the importance of the research

The importance of the research lies in the following:

- 1- Clarifying the concept of digital marketing and its variables.
- 2- Clarifying the concept of market share and its variables.
- 3- Focusing on the importance of digital marketing and its impact on market share.
- 4- The intense competition in which telecommunications companies operate constitutes a major challenge, which forces companies to rise to the level of competition in all markets to obtain a good market share.

Third: aims of the research

- 1- Building a philosophical framework for digital marketing, market share and their variables.
- 2- Knowing the extent of the researched company's ability to achieve a good market share through its interest in digital marketing.
- 3- Identifying the impact of digital marketing and market share on the research sample in the researched company for digital marketing and market share.
- 4- Providing a number of conclusions and recommendations based on the analysis and results of the data reached.

Fourth: Search variables and default schema

In order to achieve the objectives of this research, a hypothetical diagram (1) was developed, which indicates the relationships between digital marketing and market share. In light of the diagram, the following two hypotheses can be formulated:

- 1- There is a significant correlation between digital marketing and market share at a significance level of (0.05).
- 2- There is a significant impact of digital marketing on market share at a significance level of (0.05).

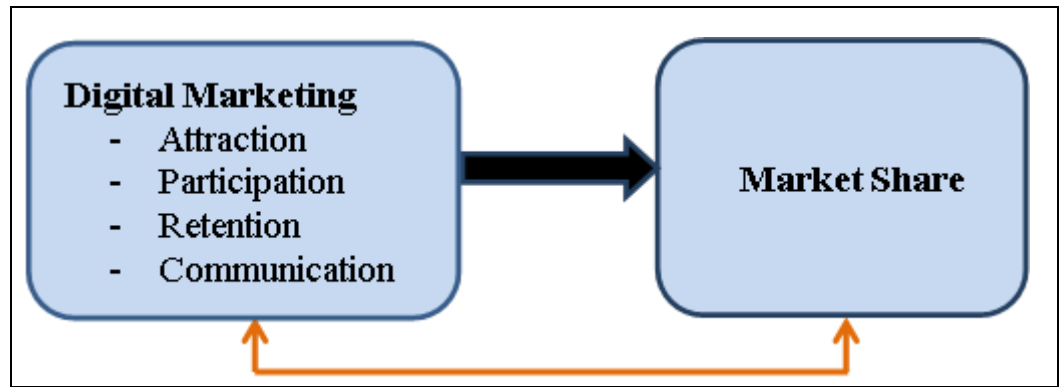


Figure (1) default search scheme

Fifth: Research community and sample

The research community was determined in Zain Iraq Telecommunications Company in Baghdad Governorate. The researcher distributed the questionnaire to the members of the company being studied, where the number of forms valid for statistical analysis was (140) forms out of (150) forms. The five-point Likert scale was used in constructing the questions for the questionnaire form.

Sixth: Statistical methods used

The research relied on a set of statistical methods and techniques using the program (SPSS. Ver.27), which aims to analyze data and information with testing hypotheses, which are:

- 1-Frequencies and percentages.
- 2-Arithmetic mean and standard deviation.
- 3-Spearman correlation coefficient to determine the type and direction of the relationship between the research variables.
- 4-Regression Analysis to determine the significance of the effect of the independent variables on the dependent variables.

The topic Second (Digital Marketing)

First: The Concept of Digital Marketing

The use of information and communication technology represented in computer applications, the Internet and smart phones is a fundamental turning point and development in the form, nature, activities and opportunities available to companies. The use of modern technological methods in activities provides many opportunities for these companies, and its benefits may extend to include reducing the threats and restrictions facing these companies as well. The Internet is no longer just a distribution channel, but has become an integrated community and a way of modern life (Nasr al-Din, 2021: 16). Therefore, the Internet has changed the face of the world, as it has created a new and integrated model of marketing practiced on the Internet, as it provides customers with many options and new methods. Therefore, companies have adopted integrated strategies that express them and the identity of brands in order to achieve their goals and the goals of customers whose use of modern technology has increased (Stokes, 2013: 18). Given the amazing development in the field of information technology in the current world, where marketing companies can communicate with their current and potential customers through their website,

smart phones, email and social media, digital marketing has emerged to open new horizons in the world of marketing by using information technology to target buyers, shoppers and consumers directly and individually. It is considered one of the contemporary methods of providing bridges of communication between the seller and the buyer to market goods and services and establish and develop relationships with customers (Ben Jarwa, 2014: 31). Therefore, digital marketing is considered the process of using special marketing strategies and employing them appropriately within specific electronic tools such as websites, social media, phone applications and email in order to reach customers personally, effectively and at the right time and attract and retain them (Kotler & Armstrong, 2017: 4). The researcher sees from the previous concepts that digital marketing is a tool for conducting marketing activities with customers through Internet channels and digital content using digital platforms.

Second: The importance of digital marketing

The importance of digital marketing lies in the fact that it helps companies increase their competitive capabilities and enables them to outperform and overcome competitors by keeping pace with the modern customer trend, which is the digital trend, by promoting their products through digital electronic channels (Smith, 2012: 86), which are as follows:

- 1-Improving the efficiency of products and services provided to customers and facilitating internal and external communications.
- 2-Delivering the marketing message to the relevant parties quickly and accurately.
- 3-Enabling customers to communicate with and interact with marketers and thus know the results of their previous experiences.
- 4-The ability to display products and services anywhere, around the clock, and at low costs.

Third: Digital Marketing Objectives

Companies achieve a set of goals when adopting digital marketing. (Mohammed, 2017: 43) mentioned the goals of digital marketing as follows:

- 1-Increase awareness of the company's brand.
- 2-Build a relationship with the customer based on trust and enhance his loyalty to the company.
- 3-Create a need for a specific product.
- 4-Test the idea of the product or service.

Fourth: Dimensions of digital marketing

Many researchers have addressed the dimensions of digital marketing, but (Zeisser, 1996: 8) is the most accepted and widespread in defining these dimensions and includes:

They will be addressed below:

- 1-Attraction: This dimension refers to how to attract customers and attract them to the company's website on the Internet, as attraction is considered the beginning of interaction with the customer, as it requires the customer to visit the website or interactive

application advertised through advertising on websites and advertising windows in order to attract customers, create an audience, preserve the brand, and pay attention to the marketer's advertisement (Salam, 2021: 124-125).

2-Participation: After attracting customers to the company's website and involving them in the marketing process and learning about their opinions by communicating with them and learning about their points of view and preferences for the sake of interaction that contributes to completing the business process, and to achieve this, business organizations can benefit from innovative programs in providing interactive media that are valuable to customers, in addition to what the company's website, digital communities and forums provide in terms of direct interaction with the customer on the one hand, and customers among themselves on the other hand (Al-Shammari, 2017: 53).

3-Retention: That is, maintaining relationships with the customer and includes ensuring that customers return, and emphasizing the development of content, as customers' interaction with the company's website ensures a return to the site again, and the company's interest is in developing the relationship with the customer and communicating with him on an ongoing basis, and retention requires advertising on digital marketing platforms and search engines to promote the elements of the digital marketing mix (Abdullah et al., 2020: 335-336).

4-Communication: It is the process of transferring information and common understanding from one individual to another. After the company obtains information about customers, it will move to the next stage in the digital marketing process, which is communicating with these customers. Communication is the most important dimension in digital marketing, as it is the most appropriate for allocating the interaction between the service and the company's marketing effort (Al-Shammari, 2017: 53).

The topic Three (Market Share)

First: The concept of market share

Market share is considered an important indicator in enhancing the company's competitive position as it seeks to maintain or increase its market share by developing its activities and effectiveness in line with market needs and customer desires. Market share is an effective indicator in measuring the company's ability and success in achieving its goals and profiting in the market (Salem, 2012: 49). Market share refers to the company's share of its sales relative to its total sales (Kotler & Armstrong, 2012: 454). Market share represents the company's competitive strength as this market share is compared to the largest number of competitors. This requires the company to have a market share estimated at 25% or more, with a clear impact on product prices and the size of the quantity offered for products in the relevant market, which prevents competing companies from influencing prices or the size of the quantity offered for products in the relevant market (Al-Sudani and Abdul-Jabbar, 2017: 254). Kotler defines market share as a way to measure a company's performance through its sales volume relative to competing companies, so the company's management must follow up on its market share (Kotler, 2000: 697). Market share is defined as the company's goal and important purpose and a measure of its effectiveness that achieves the company's goals (Ziyadat, 2015: 279). He defined it as the dynamic environment in which supply and demand interact with the aim of meeting the needs and desires of customers and providing products of goods and services at an appropriate price and appropriate quality (Kotler & Armstrong, 2012: 454).

The researcher concludes from the above concepts that market share represents a measure of the company's effectiveness and performance through its sales ratio and ob-

taining the largest possible number of customers compared to its competitors in the market and through which it seeks to achieve the company's goals represented by cash flow and profitability.

Second: The importance of market share

The importance of market share can be summarized as follows: (Kotler & Armstrong, 2012: 345)

1-The company's ability to penetrate the market through market share, as the brand of the company with a high market share is widely and widely known.

2-Market share works to perform better in providing services to current customers and meeting the needs of potential customers.

3-Market share contributes to knowing the company's position among competitors and the market in which it operates and offers products to.

Third: Factors affecting market share

There are a number of factors affecting the increase in the company's market share, as shown below (Sulaiman, 2017: 30):

1-Involving all company members in the sales process.

2-Working on developing research and development activities in the company.

3-Improving the added value for customers by achieving excellence in providing products to them.

4-Paying attention to pricing policies.

The topic four (Results Analysis and Hypothesis Testing)

First: Analysis of digital marketing variables

Table (1) Arithmetic mean and standard deviation of digital marketing variables

Variable	Indicator	Arithmetic mean	Standard deviation
Attraction	X1	4.88	0.71
	X2	4.75	0.49
	X3	3.94	0.51
	Average	4.52	0.57
Participation	X4	4.35	0.55
	X5	4.37	0.57
	X6	4.21	0.68
	Average	4.31	0.6
Retention	X7	4.11	0.45
	X8	3.75	0.44
	X9	4.24	0.58
	Average	4.03	0.49

Communication	X10	4.18	0.55
	X11	4.22	0.58
	X12	4.39	0.64
	Average	4.26	0.59

The results of Table (1) indicate the following:

1-There is a positive trend towards the attraction variable, with a mean value of (4.52), which is a high value that exceeds the hypothetical mean value of the research, and with a standard deviation value of (0.57), and indicates the presence of attraction towards the company under study.

2-By following the indicators of the variable above, it is clear that the mean value recorded (4.31), which is a high value, and with a standard deviation of (0.6), and indicates the presence of high participation by the company under study.

3-The results indicate the presence of a positive trend by the company under study towards retaining customers, as the mean value reached (4.03), which is a value that exceeds the hypothetical mean value, and with a standard deviation value of (0.49).

4-According to the statistical results indicated in the table above, the communication variable is of great importance to the company under study, as the mean value recorded (4.26), and the standard deviation reached (0.59). Through the above, we notice homogeneity in the answers of the individuals under study

Second: Analysis of the market share variable

Table (2) Arithmetic mean and standard deviation of the market share variable

variable	Indicator	Arithmetic mean	Standard deviation
market share	X13	3.45	0.73
	X14	4.89	0.68
	X15	4.53	0.71
	X16	4.69	0.72
	X17	4.28	0.45
	X18	4.67	0.44
	Average	4.41	0.62

The statistical results in Table (2) indicate that the market share variable is of great importance to the sample of the company being studied. The arithmetic mean recorded a value of (4.41), which is a high value, and the standard deviation value reached (0.62), which indicates the presence of homogeneity in the answers of the individuals in the sample of the company being studied.

Third: Testing the association hypothesis:

Table (3) Analysis of the correlation between digital marketing dimensions and market share

Dependent variable / Independent variable	digital marketing	Attraction	Participation	Retention	Communication
market share	0.873**	0.420**	0.746**	0.664**	0.831**
قيمة α المحسوبة	0.000	0.000	0.000	0.000	0.000
نوع العلاقة	توجد علاقة ارتباط ذات دلالة معنوية بين كل بعد من أبعاد التسويق الرقمي والحصة السوقية				

The specified α value (0,01) degree of confidence (0,99) N=140

Table (3) indicates the existence of a significant correlation between the dimensions of digital marketing and market share, as the correlation coefficient reached (0.873), which indicates the existence of a strong correlation between the two variables. The table above also shows the existence of a significant correlation between the dimensions of digital marketing and market share, as follows:

A- There is a significant correlation between attraction and market share, as the correlation value reached (0.421) at a significance level of (0,000) .

B- There is a significant correlation between participation and market share, as the correlation value reached (0.746) at a significance level of (0,000) .

C- There is a significant correlation between retention and market share, as the correlation value reached (0.664) at a significance level of (0,000) .

D- There is a significant correlation between communication and market share, as the correlation value reached (0.831) at a significance level of (0,000) .

As they were all high, this indicates the acceptance of the first hypothesis.

Fourth: Testing the impact hypotheses

Table (5) Results of the impact relationship between digital marketing dimensions on market share

Dependent	Constant	market share		
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variable	الثوابت A	B ₁	Calculated	Morale level Sig. F	Interpretati on factor R ²
Independent variable					
digital marketing	0,667	0,769	139,154	0.000	0,75
Attraction	1,867	0,570	34,654	0.000	0,18
Participation	2,030	0,644	121,435	0.000	0,57
Retention	1,838	0,629	56,432	0.000	0,44
Communication	1,710	0,598	42,503	0.000	0,69

N=140

d.f.=139

p ≤ 0.01

A- The impact of digital marketing on market share: The results of Table (5) indicate that there is a significant impact of digital marketing on market share, and this is supported by the value of (F) amounting to (139.154) at a significance level of (0.000), and we find that it is less than the hypothetical significance level of the research amounting to (0.01), and the explanatory power of the model came, and through the interpretation coefficient R², digital marketing succeeded in explaining (75%) of the total changes taking place in market share, and the remainder amounting to (25%) may be due to other variables that were not included in the model.

B- The effect of attraction on market share: The results of Table (5) indicate the existence of a significant effect of attraction on market share, and this is supported by the value of (F) which is (35.655) at a significance level of (0.000), and we find that it is less than the hypothetical significance level of the research which is (0.01), and through the interpretation coefficient R², this dimension succeeded in explaining (19%) of the total changes in market share, and the remainder which is (81%) may be due to other variables that were not included in the model.

C- The impact of participation in market share: The results of Table (5) indicate the existence of a significant impact of participation in market share, and this is supported by the value of (F) which is (122.434) at a significance level of (0.000), and we find that it is less than the hypothetical significance level of the research which is (0.01), and through the interpretation coefficient R², this dimension succeeded in explaining (58%) of the total changes taking place in market share, and the remaining (42%) may be due to other variables that were not included in the model.

D- The effect of retention on market share: The results of Table (5) indicate that there is a significant effect of retention on market share, and this is supported by the value (F) of (57.431) at a significance level of (0.000), and we find that it is less than the hypothetical significance level of the research of (0.01), and through the interpretation coefficient R², this dimension succeeded in explaining (45%) of the total changes taking place in market share, and the remainder of (55%) may be due to other variables that were not included in the model.

E- Communication in market share: The results of Table (5) indicate the existence of a significant impact of communication in market share, and this is supported by the value of (F) amounting to (43.502) at a significance level of (0.000), and we find that it is less than the hypothetical significance level of the research amounting to (0.01), and through the interpretation coefficient R², this dimension succeeded in explaining (70%) of the

total changes taking place in market share, and the remaining amounting to (30%) may be due to other variables that were not included in the model. It is clear from the above that the hypothesis of influence in the research has been achieved.

The topic Fifth (conclusions and recommendations)

Conclusions

1-Digital marketing allows direct communication between the producing company and its customers without the intervention of an intermediary.

2-The dimensions of digital marketing suit large and small companies, through which they can obtain a good competitive advantage that increases their market share.

3-Through the dimensions of digital marketing, the company can obtain information and data about the required work and the necessary instructions to provide those dimensions.

4-Digital marketing helps develop the company's skills in using different methods to market its products to customers.

5-The success of digital marketing is largely linked to modern communications technology such as telephone, visual and audio devices, e-mail, networks, and recharge cards or that the company can use.

Recommendations

1-The company should use modern means of technology, research and techniques related to digital marketing.

2-The necessity for senior management to adopt the transition from traditional marketing to digital marketing, which has become more efficient and effective in most companies.

3-Senior management should work on developing the skills of members and training and educating them on the dimensions of digital marketing in order to be able to achieve success in its field of work.

4-The company should work on building a close and strong relationship with the customer in order to be able to attract, motivate, win and obtain the best value.

5-The company should adopt the dimensions of digital marketing in its products and provide the best services to the customer in order to achieve the company's goals and satisfy the customer.

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