



**NEAR EAST UNIVERSITY**  
**INSTITUTE OF GRADUATE STUDIES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**THE IMPACT OF DIGITAL MARKETING ON SALES GROWTH IN LIGHT  
OF MODERN TECHNOLOGY IN YEMEN**

**MASTER THESIS**

**ABDULAZIZ AHMED HASAN GHILAN**

**Nicosia**

**January, 2024**

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## Approval

We certify that we have read the thesis submitted by **ABDULAZIZ AHMED HASAN GHILAN** titled **THE IMPACT OF DIGITAL MARKETING ON SALES GROWTH IN LIGHT OF MODERN TECHNOLOGY IN YEMEN**” and that in our combined opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Business Administration.

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## **Declaration**

I hereby declare that all information, documents, analysis and results in this thesis have been collected and presented according to the academic rules and ethical guidelines of Institute of Graduate Studies, Near East University. I also declare that as required by these rules and conduct, I have fully cited and referenced information and data that are not original to this study.

ABDULAZIZ AHMED HASAN GHILAN

/ /2023

## **Acknowledgments**

I would first like to thank my supervisor, Dr. Laith Tashtoush, whose expertise was invaluable in formulating the research questions and methodology. Your insightful feedback pushed me to sharpen my thinking and brought my work to a higher level.

Thank you so much, and may God continue to bless you all.

**ABDULAZIZ AHMED HASAN GHILAN**

## **Abstract**

# **THE IMPACT OF DIGITAL MARKETING ON SALES GROWTH IN LIGHT OF MODERN TECHNOLOGY IN YEMEN**

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**MA, Department of Business Administration**

**January, 2023, 76 pages**

Marketing has been a challenge for small and medium enterprises (SMEs) around the world due to its cost. Traditional marketing which involves television, radio, and billboards comes at a cost way high for these SMEs, and therefore the growth of these companies becomes a challenge due to low sales as a result of awareness of goods and services provided. Digital marketing has provided small and medium enterprises a platform to create awareness among consumers on what they offer due to their relatively low cost. Previous studies done in relation to the effect of digital marketing and social marketing either had operational or environmental differences which provided a research gap and hence motivated the study objective which is to determine the impact of digital marketing on the sales growth of SMEs in Yemen. The study used a descriptive cross-sectional research design to allow analysis of SMEs in Yemen at the same time. The target population was mainly from the Top 100 SMEs for the last 5 years. From this population, a sample size of 400 employees was determined and randomly selected to answer the research objective. The study results indicated that mobile marketing and social media marketing had a significant impact on SME sales growth to a great extent. The study findings indicated that a lack of digital media knowledge was the greatest challenge for SMEs in the adoption of digital marketing, followed by a lack of suitable digital marketing techniques and a lack of finances. The findings led to the conclusion that mobile marketing and social media marketing are important in improving SME sales. The study recommended that SMEs should be trained and sensitized on the available digital marketing techniques and how they are suitable for their businesses. The study also recommended that proper policies should be made by the government that assist SMEs in

adopting digital marketing. Finally, the study recommended that SMEs should be provided with funds in order to finance their digital marketing.

***Keywords:*** Digital Marketing, Mobile Marketing, Social Media Marketing, Search Engine Marketing, Sales Growth.

## ÖZ

# THE IMPACT OF DIGITAL MARKETING ON SALES GROWTH IN LIGHT OF MODERN TECHNOLOGY IN YEMEN

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Pazarlama, maliyeti nedeniyle dünyadaki küçük ve orta ölçekli işletmeler (KOBİ'ler) için bir zorluk olmuştur. Televizyon, radyo ve reklam panolarını içeren geleneksel pazarlama, bu KOBİ'ler için çok yüksek bir maliyete sahiptir ve bu nedenle, bu şirketlerin büyümesi, sağlanan mal ve hizmetlere ilişkin farkındalığın bir sonucu olarak düşük satışlar nedeniyle bir zorluk haline gelir. Dijital pazarlama, küçük ve orta ölçekli işletmelere, nispeten düşük maliyetleri nedeniyle tüketiciler arasında sundukları şey konusunda farkındalık yaratmaları için bir platform sağlamıştır. Dijital pazarlamanın ve sosyal pazarlamanın etkisiyle ilgili olarak yapılan önceki çalışmalar ya operasyonel ya da çevresel farklılıklara sahipti, bu da bir araştırma açığı sağladı ve bu nedenle dijital pazarlamanın Yemen'deki KOBİ'lerin satış büyümesi üzerindeki etkisini belirlemek olan çalışma hedefini motive etti. Çalışmada, Yemen'deki KOBİ'lerin analizine aynı anda izin vermek için tanımlayıcı bir kesitsel araştırma tasarımı kullanılmıştır. Hedef nüfus, son 5 yıldır ağırlıklı olarak ilk 100 KOBİ'DEN geliyordu. Bu popülasyondan 400 çalışandan oluşan bir örneklem büyüklüğü belirlendi ve araştırma amacına cevap vermek için rastgele seçildi. Çalışma sonuçları, mobil pazarlama ve sosyal medya pazarlamanın KOBİ satış büyümesi üzerinde büyük ölçüde önemli bir etkisi olduğunu göstermiştir. Çalışma bulguları, dijital pazarlamanın benimsenmesinde KOBİ'ler için en büyük zorluğun dijital medya bilgisinin eksikliği olduğunu, ardından uygun dijital pazarlama tekniklerinin ve finansman eksikliğinin olduğunu gösterdi. Bulgular, mobil pazarlama ve sosyal medya pazarlamanın KOBİ satışlarının iyileştirilmesinde önemli olduğu sonucuna varmıştır. Çalışma, KOBİ'lerin mevcut dijital pazarlama teknikleri ve işletmeleri için nasıl uygun oldukları konusunda eğitilmeleri ve duyarlı hale getirilmeleri gerektiğini önerdi. Çalışma



ayrıca, KOBİ'lerin dijital pazarlamayı benimsemelerine yardımcı olacak hükümet tarafından uygun politikaların yapılması gerektiğini de önerdi. Son olarak, çalışma KOBİ'lere dijital pazarlamalarını finanse etmek için fon sağlanmasını tavsiye etti.

**Anahtar kelimeler:** Dijital Pazarlama, Mobil Pazarlama, Sosyal Medya Pazarlaması, Arama Motoru Pazarlaması, Satış Büyümesi.

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# CHAPTER I

## INTRODUCTION

### **Background**

The technological advancements have provided opportunities for industries to progress by allowing individuals with huge quantities of products to advertise and sell them to employee through digital marketing channels such as the internet. In recent times, the world has witnessed a tremendous revolution in the field of search engine marketing technology, which has compelled many institutions to keep up with these developments in order to adopt this technology. The corporate world has seen significant changes as a result of this revolution. Digital marketing is one of the most recent advancements in technology and search engine marketing. It makes use of social media, websites, multimedia ads, search engine advertising, electronic marketing, and interactive marketing as means to reach the intended target market. Digital marketing has been seen as a novel kind of advertising and has given businesses new avenues for growth.

Observe that modern technology has emerged as a key axis in the competitive market, especially since the leading institutions are those that control these means and technologies and compete seriously and with interest to achieve their goals through electronic marketing. This is due to the enormous number of internet users that continues to grow every day. This is accomplished through expanding their reach and increasing sales in order to draw more consumers to their brands.

Digital marketing activities conducted through digital channels enable advertisers to communicate directly with potential employee at high speeds regardless of geographic location. Recently, digital marketing has been identified as one of the best ways to target specific audiences, increase visibility, and achieve better results in terms of sales and employee engagement.

Employee can connect more effectively with goods and services because to the sophisticated and interactive tools offered by modern technology. Additionally, it makes a variety of electronic payment solutions available and makes online shopping and buying easier. Technology improvements significantly improve business operations by opening



up several chances to reach a larger audience with a variety of goods and services. Another significant benefit in this area is modern technology, which makes it simpler for employee to see and feel the items supplied by businesses, helping to increase sales volume in the target market. The marketing industry is significantly impacted by the broader reality of the information technology revolution, as firms of all kinds are speeding up their efforts to re-engineer conventional marketing operations to match the demands and pressures of technological innovation.

Due to its role in the development of goods and the accomplishment of the institutional economic goals, digital marketing is one of the contemporary notions that has established itself in the market of commercial exchanges. It is regarded as a business model in and of itself since it demonstrates the ability to accomplish a number of objectives, such as meeting consumer demands. Due to the rise of marketing work as a result of this integration, it is now a requirement of the time. Additionally, this enhanced the institution's reputation among clients, giving it a strategic advantage that enabled it to compete in the market.

Digital marketing is based on a number of patterns, the most crucial of which are marketing via social media platforms or via digital adverts. If knowledge and proficiency in the use of contemporary technologies are present, all of these processes help to develop marketing and boost sales. Due to this, the conventional business model has been converted to an electronic one, and the Internet has emerged as both the primary tool for electronic marketing and a major driver of global economic growth.

Businesses usually aim to grow in terms of market size and assets and due to competition, they have to ensure they attract and retain employee in order to remain profitable. Jobber and Ellis-Chadwick (2013) noted that the marketing concept is based on the basic principle that its implementation helps in business performance. They also stated that marketing is not an abstract concept, but rather, an acid test to the impact that its use has on important corporate indices such as profitability and market share. Small and medium enterprises as business entities need to grow to ensure survival and be able to compete in the market. Ayyagari, Beck and Demirgüç- Kunt (2007) in their study stated that in both developing nations and advanced economies, small and medium enterprises contribute

roughly 60 percent of the manufacturing sector's formal employment. The growth of small and medium enterprises in any country is important since it implies a growth in economy and therefore more incentives need to be made to grow the sector. One of the factors important in the growth of SMEs is sales which generate revenues. This can be attained by marketing their products and services so as to create awareness and make their products and services preferred as compared to that of competitors. Therefore, depending on the size, resource availability and life-cycle stage of a company, marketing objectives will differ hence different marketing strategies.

Jain (2014) stated that large businesses usually have huge opportunities due to their large marketing budgets, enabling them to be easily visible through multi-channel marketing effort. On the other hand, due to limited cash resources, small and medium enterprises are hugely limited with the marketing possibilities on how they can gain visibility. SMEs are very much reliant on the word of mouth marketing and maintain their efforts rotating around limited avenues which they can afford hence restraining their potential for growth. Also, small business owners implement tailor-made marketing practices to achieve their business goals and as O'Donnell (2011) indicated, the process used in engaging marketing activities by small business owners is usually unplanned, informal, and employ a bottom-up approach. Studies indicate that a firm size is likely to affect the implementation of digital channels, with small

businesses being the slowest adopters (Bordanaba-Juste, Lucia & Polo, 2012), and large businesses are more likely to have the necessary resources and knowledge to implement new digital channels and tools successfully (Barnes et al., 2012).

Many small and medium enterprises are usually in the growth stage of the life cycle and it is at this stage that employee attraction and retention is important and therefore need to have a marketing objective of having effective reach to employee. For a long time, successful small businesses have succeeded via word-of-mouth in order to market their products and services, but with the growth of digital marketing the main logic of marketing has shifted from exchange of goods toward service provision, interactivity, connectivity and client relationships (Vargo & Lusch 2004). This shift has been enabled

by innovations in technology, new marketing channels, and constant media environment changes (Bhattacharya and Bolton, 2000).

From this perspective, through this study, this research tries to understand the impact of digital marketing and its role in promoting and increasing sales in companies in light of modern technological developments. Additionally, it is sought to understand the nature of the existing relationship between digital marketing and employee behaviour in purchasing decisions.

### **Research Problem**

Various people and associations have come up with the definition of marketing. The American Marketing Association defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for employee, clients, partners, and society at large (American Marketing Association, 2008). Coping with these exchange processes calls for a considerable amount of work and skill. It is involved in ten kinds of entities which are: goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

Over years, the concept of marketing has evolved from the production concept, then the product concept. This was followed by the selling concept which holds that consumers, if left alone, will not adequately buy an organization's products. This concept evolved to the marketing concept that has been practiced for many years, and currently, companies have embraced the holistic marketing concept which is based on the development, design, and implementation of marketing programs, processes, and activities that recognize their breadth and interdependencies (Kotler & Keller, 2012). The growth of internet and digital channels has made marketing grow in leaps and bounds in terms of employee reach, the speed with which it reaches the employee, and how the company interacts with them. The importance of SMEs in both developed and developing countries cannot be overemphasized as it provides the highest employment in an economy. The sustainability of the SMEs in the economy can be achieved when they make sales and become profitable. Making consumers aware of their products and services requires marketing and the traditional methods of marketing have been seen to be beyond the reach of SMEs and

therefore digital marketing has been seen as an alternative for the SMEs to reach the market to provide awareness about their goods and services. However, the SMEs need to know the digital techniques to use, how to maximize their employee reach and also know how to measure the impact of their digital marketing.

The marketing aspect of SMEs is different to that of large corporations, therefore making the adoption of digital marketing to be a greater challenge for them (Lipiäinen and Karjaluoto, 2013). Adoption of digital channels is likely to be more successful in large businesses since they are more likely to have the necessary resources and knowledge compared to small businesses (Barnes et al., 2012). Ochieng' (2016) through Facebook research indicated that Yemen entrepreneurs are some of the most active small businesses that generate revenue through advertisements on Facebook. The research continued and singled out businesses that, through Facebook advertising, have expanded in East Africa. They include children furniture brand FunKidz and an online restaurant guide Eat Out. Currently, a number of SMEs have embraced digital marketing and it would be important to know its impact in terms of sales growth which translates to profitability. Large companies have embraced digital marketing to compliment traditional marketing, but no accurate information is present with regards to digital usage by SMEs.

The impact of digital marketing on sales of SMEs in Yemen is what this study focused on. Various studies have been done in regards to digital marketing and how they have an effect on companies. Onyango (2016) analyzed the impact of digital marketing strategies on the performance of flowers exporting firms in Yemen, while Wanjuki (2014) did a study on impact of digital marketing on employee service at Barclays Bank of Yemen. The study done by Onyango (2016) analysed the horticulture industry and also used multiple linear regression for analysis, while the study done by Wanjuki

(2014) used case study of a bank and analysed using content analysis. This study used cross-sectional research design of SMEs using Kruskal-Wallis test analysis since the data was ordinal in nature. The gap in the identified research problem and the previous research

done has led the study to formulate the following research question: what is the impact of digital marketing on sales growth of SMEs Yemen?

### **Research Significant**

The study is of relevance to several stakeholders and groups. Firstly, the study is valuable to SMEs in Yemen and also outside Yemen. The SME managers and owners are able to know what digital marketing method to use and how potential employee can be reached and be able to maximize their digital marketing. This in turn maximizes their sales and be able to grow and become more competitive. The study is valuable to marketers who are thereby able to know how they can be able to integrate digital marketing to the existing traditional marketing in their organizations. The impact of digital marketing in SMEs would also be similar to that of large organizations and therefore the marketing departments are also able to know how they can incorporate digital marketing.

The study is of relevance to market researchers who would want to know changes and trends in marketing. This would enable them to advise their clients accurately in order to adopt the most effective marketing mix. The study is significant to policy makers in government and other institutions such as KEPSA who would want to know how to improve business opportunities for the SMEs and other companies. With this the government would provide an enabling environment with regards to I.T infrastructure, and laws and policies guiding digital marketing.

### **Definition of Terms**

#### **Digital Marketing**

Various concepts and definitions have been brought out in previous studies with regards to digital marketing. One definition according to Nathan Research (2016) is that it is marketing that utilizes electronic devices (computers) such as personal computers, smartphones, cellphones, and game consoles to involve the stakeholders to be part of the process. Digital marketing techniques have the ability copying many marketing search engine marketings aspects and traditional media channels and, in so doing, they are able to extend the marketing mix. Digital campaigns are more specific and are an element of

the marketing search engine marketing mix. However, the boundaries are blurred since digital technology is not only a way of search engine marketing but it is also a technique of distribution. The flexibility provided by the technology implies that it is highly complex (Jobber & Ellis-Chadwick, 2013).

### **Sales Growth**

The concept of business growth can be viewed as the process of improving a business performance measure. Dobbs and Hamilton (2007) defined growth as a change in size over a defined time period. Brush et al. (2009) on the other hand defined growth as the geographical expansion, increase in the number of new branches, inclusion of new markets and clients, increase in the number of products and services, mergers and acquisitions. The growth of a company comes as a result of increase in demands for goods or services, of which initial results will be seen in sales growth and consequently in investments in additional factors of production to enable it meet to new demands (Janssen, 2009).

### **Small and Medium Enterprises**

Small and medium enterprises (SMEs) have been defined based on various aspects, mostly turnover and number of employees. OECD (2005) indicated that small and medium-sized enterprises (SMEs) are non-subsidiary, independent firms that employ less than 250 employees, although the figure varies across countries. According to Ayyagari et al. (2007), majority of jobs are provided by SMEs in many economies globally. SMEs in OECD countries which have less than 250 employees employ more than 60 percent of the formal work force (Dietrich, 2010).

## **CHAPTER II**

### **LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

#### **Introduction**

The chapter reviews the theoretical framework together with empirical literature on the impact of digital marketing on company's performance. In particular, it explores the theories informing the study, general review of literature on study variables, empirical review as a conceptual framework with a model. Finally, the chapter provided a conceptual framework to identify the variables and operationalize them.

#### **Theoretical Review**

The study was anchored on several theories that are captured hereunder:

#### **Network/Social Network Theory**

The network approach's concept originates from several of the structural concepts brought forward by sociological thinkers such as Emile Durkheim, Georg Simmel and anthropologist Radcliffe-Brown whose research were largely based on comprehending the structure and impact of relational webs or "networks" of social associations between and among individuals. Network theory analyses all kinds of relationships, whether it is between people, animals or things. Social network analysis is an overlapping instrument used for learning about patterns that manifest within social networks and their influence on behaviour. Digital marketing channels are important in this respect since they allow marketers to listen and understand what is said by consumers, and also enable them to take advantage of the power of influential users so as to be able to spread the messages to other people in their networks. Research indicates that the very powerful users are those with the most impact across a number of differentiated networks.

The network theory sees social relationships in terms of nodes and ties. The nodes are the players within the networks, and ties are the relationships amongst the players. Various types of ties are present between the nodes, and in its basic form, a social

network outlines all the relevant ties between the nodes being analysed. The network can also be used to “determine the social capital of individual players”. These ideas are usually exhibited in a social network diagram, where nodes represent the points while ties are the lines. This theory is useful in the study since it analyses how SMEs can maximize their ‘networks’, in this case their employee.

### **Theory of Collective Intelligence**

Collective intelligence refers to a process where large numbers of people can converge simultaneously upon the same point(s) of knowledge, while at the same time achieving intellectual performance. The theory of collective intelligence postulates that groups are generally smarter and more productive than the sum of the individuals. Crowdsourcing is an internet phenomenon in which projects are broken down into small, individual tasks that are distributed to a large number of individuals for completion, and is known to have collective intelligence characteristics. According to Tapscott and Williams (2008), for collective intelligence to exist, it requires four principles. These principles are openness, peering, sharing, and acting globally.

Openness: for collective intelligence to work to its full potential, it requires people and companies to present and be candid about their ideas to the people on the internet so that their products can be improved. Peering: taking old information or products and modifying them to match yours and others’ personal needs before releasing it to the public so that people can take utilize them. Sharing: it explains how intellectual property is required to be shared with others in the group. It is essential to allow for the constant exchange of ideas and critiques around which productivity is enhanced. Acting globally principle is based on search engine marketing technologies advancement that allows organizations to reach out across their entire collaborators’ network and to engage everyone. This concept overcomes challenges such as department and branch borders in an effort to capture and utilize new ideas, new talents, and new markets. This theory is useful in the study since it indicates how digital marketing is able to bring SMEs and its consumers together to interact and be able to exchange ideas to come up with products or services that improve the whole experience.



## **Generational Theory**

Generation theory explains that the era in which a person was born impacts their perception of the world. It also indicates that our value systems are shaped in the formative years of our lives through our families, friends, communities, significant events and the general era in which we are born (Jurkiewicz & Brown, 1998). Initiated by Strauss and Howe in 1991, generational marketing theory stipulates that consumers born during the same era, usually a 20-year period, have similar attitudes and behaviours due to shared experiences that influenced their childhood and moulded their world views. This current era can be defined as that of digital information which can be defined by the use of digital media. Generational theory is relevant to digital marketing based mainly on how each generation communicates and the online places where they can be accessed easily by marketers. This theory is useful to the study since it assists SMEs to identify employee generations and homogenous groups and formulate appropriate marketing content for them using digital media.

## **Forms of Digital Marketing**

Digital technologies have the ability to copy almost all aspects of traditional media channels and marketing search engine marketing and, in the process, cover the marketing mix. Digital promotions are, however, more specific and are a marketing search engine marketing mix component. Digital marketing involves the use of digital media in the process of carrying out the marketing practices. The forms of digital marketing include emails, mobile marketing, search engine optimization (SEO), social media, pay-per-click (PPC), online advertising, and viral marketing.

Email marketing is one of the digital marketing techniques earliest used and it involves providing personalized or targeted messages to specific people at the correct time. With the emails, businesses will deliver emails that meet the user's requirements. Mobile marketing is defined as the use of a wireless medium to provide consumers with time and location-specific, tailored information that promotes products, services and ideas (Scharl, Dickinger & Murphy, 2005). It therefore improves the interaction between consumers and their mobile phones, the consumer-brand relationship, together with the

mobile advertising capability to control the viewing environment, giving advertisers with the opportunity to create more meaningful brand relationships (Aaker, Benet-Martinez & Garolera, 2001).

Search engine optimization (SEO) is the process of designing the contents of the website to fit what the business prospects are looking for, and presenting it in a way which is easily accessible to both people and search engines. If a business wants to increase its targeted traffic to the website, the organic or natural search results (the results in the middle of the search engine results page) are the place to be (Ryan & Jones, 2009). Pay-per-click marketing provides businesses an opportunity to be highly ranked in a search pages for specific keywords and phrases through payment. It is viewed as an effective way to rapidly generate search engine traffic depending on the type of business and the specific keywords they want to rank for. Although pay-per-click continues to grow in popularity and competitiveness, keywords are becoming increasingly expensive for smaller businesses (Ryan & Jones, 2009).

Online advertising is when advertisement is done on the internet and consists of advertisements placed on search engine results pages, advertisements embedded in e-mails, and other ways in which advertisers use the internet. The primary aim is to acquire a prospective employee to act immediately by clicking on the advert (The Saylor Foundation, 2017). These advertisements are used to prompt various actions from potential employee and meet several marketing search engine marketings objectives such as increasing action, changing opinions, and increasing recall.

Affiliate marketing is a form of online advertising where a digital user or website promotes an online retailer and, depending on the sales or leads is generated for that online retailer, earns a commission (IAB Australia, 2016). In this case, the third party earns revenue every time a potential employee clicks on the link provided by the originator of the advert website. Viral marketing is a mixture of the several elements of digital marketing and it involves publicizing the message content through multiple channels. It may include Youtube videos, email marketing, blogs, and also some traditional components, all with a purpose of ensuring that the content captures the market attention and automatically spreads to other online communities.

## **Digital Marketing and Sales**

Several studies and literature have indicated a relationship between digital marketing and sales. Digital marketing is able to reach new employee and provide personalized search engine marketing to the employee, hence increasing awareness and sales (Jain, 2014; Jagongo & Kinyua, 2016). Small businesses could be able to use digital media such as social media, e-mails which are known to be very cheap to access potential employee to create product awareness, while medium enterprises have some revenue to use digital tools such as pay-per-click (PPC), search engine optimization (SEO), online advertising, and viral marketing.

The purpose of digital marketing is to help more firms take advantage of more efficient means of promotion and advertising to reach more potential clients. Using this kind of promotion, companies of all sizes may reach out to potential employee 24/7 via the internet (Agostini & Nosella, 2020; Maduku et al., 2016; Samoilenko & OseiBryson, 2018). So, the growth, productivity, and competitiveness of small businesses are all dependent on their use of digital technologies. Small and medium-sized enterprises (SMEs) that use digital and social media marketing have a better chance of expanding their employee bases and retaining them (Taiminen & Karjaluoto, 2015). Because of its complexity, digitalization is an effective tool for SMEs (Wonglimpiyarat, 2015) since it streamlines the process of communicating and collaborating with employee (Eze et al., 2014). To achieve objectives like targeting a specific demographic, eliciting desired emotions from consumers, and enabling sales, digital platforms have become a vital tool for modern marketing organisations.

Digital marketing has surpassed the prevalence of more conventional advertising channels. As a result, it may help revitalise economies and improve the efficiency of governments (Munshi, 2012). More than 4.5 billion individuals throughout the globe will be utilising the internet by March of 2020, according to projections from Internet World Stats (2020). The growth of technology and digital infrastructure have contributed to the quickening and pervasiveness of the Internet. Telephones and telegraphs have been mostly replaced by electronic means of search engine marketing. The three most significant marketing qualities of digital material for firms that rely on

digital technology to generate money are simplicity of use, accessibility, and loading speed (Kanttila, 2004). As people's requirements change, so do their shopping habits. According to Midha (2012), the ever-evolving consumer psychology affects both the amount and the way a product is used. That's why it's so important for companies in this industry to be adaptable enough to meet the changing needs of their clients and trustworthy enough to consistently deliver their products on time (Pencarelli, 2020). If they are unable to meet employee needs, those businesses will soon find themselves at a competitive disadvantage (Ungerman, Dedkova&Gurinova, 2018).

To keep up with the rapid growth of the digital economy and the numerous new opportunities and challenges it presents, conventional marketing needs tough new laws and regulations (Midha, 2012).

As more and more marketing processes are digitised, traditional marketing strategies are being revolutionized (Caliskan, Ozen&Ozturkoglu, 2020). In today's fast-paced technology world, consumers' tastes and expectations are always shifting, making it challenging for businesses to stay ahead of the competition (Vidili, 2020). To increase digital sales in a sustainable way and highlight them as a competitive advantage, strategic sales decisions must be made. This highlights the growing significance of employee-centric sales methods in the modern business environment (Zhu & Gao, 2019).

E-commerce, a well-established branch of digital marketing, has been quickly adopted by many companies. For traditional businesses without an online presence, this growing trend has been devastating. The transition from traditional to digital marketing will only be effective if this link is properly implemented (Dong, 2018). Establishing digitally sustainable sales practises can provide businesses an edge in the marketplace. A company's market positioning strategy needs to take into account the interplay between the company's sales operations and the external environment. When it comes to digital marketing, sales, service, search engine marketing, cost savings, brand creation, and dissemination are all highlighted by the 5S framework (Sell, Serve, Speak, Save, Sizzle)

(Chaffey & Smith, 2012). Online marketing has several advantages, such as lower prices, more targeted advertising, easier accessibility, and more in-depth product and service details for consumers before they buy (Durmaz&Efendioglu, 2016).

Digital marketing via social media channels enables small businesses to compete with larger ones by

implementing novel and inexpensive consumer search engine marketing tactics. Depending on the industry, a small or medium-sized enterprise (SME) could face competition from both domestic and international firms. There are a lot of places online where you can get the same things for less money. In exchange for their employee' patronage, they offer a number of perks. Digital technology allow businesses to improve their interactions with employee and their responsiveness to their needs in a timely manner. Digital technology helps both employee and businesses because it boosts revenue and productivity while lowering overhead. In their research, Foroudi et al (2017). According to the research conducted, there is a growing body of work on the topic of the proliferation of ecommerce, online marketing, internet marketing, and social media marketing, with most of the study focusing on the more developed nations (Dumitriu and Dan). Scholars' understanding of technology's role in marketing has improved thanks to these research, yet there are still large information gaps. As Meng and Lingyan note, there is a dearth of studies examining how SMEs do financially after adopting digital marketing methods. Researching the elements that influence SMEs' adoption of digital marketing and how it impacts their performance and sustainability is, in the researcher's perspective, crucial.

### **Measurement of Digital Marketing Effectiveness**

There has been an increased importance to measure digital marketing success as efficiently as possible in a dynamic business landscape, as is currently the case, more than ever before. Digital marketing tools have some ways available to measure success through various metrics that business owners can obtain (Gregorio, 2016). One of the methods used to measure digital marketing effectiveness is through analytics which is in-built in most digital marketing tools. According to a white paper presented by

Fernandez and Bharathi (2015), the insights derived from big data analytics helps a business to precisely drive future decisions through provision of the right message to the consumers at the right time, and for the right price. There has been a rapid growth in intuition-driven marketing and there has, therefore, big data analytics and digital marketing are getting tightly interwoven.

Data availability and insights make digital platforms complete and therefore provides great opportunity to make inferences by marketers from this data and make the right decisions (Jain, 2014). By being able to measure the performance of each campaign, SMEs would continuously learn how to improve their campaigns and therefore understand the relationship of the target audience with the various touch points and messages broadcasted. Tracking online behaviour and visitors has been made much easier by the digital world as marketers try to understand where online visitors come from, which pages they were viewing, the time they spent on the website, the sources which are sending quality traffic, and most importantly, whether the website visit turn into leads or conversions.

### **Empirical Review**

The empirical review outlines similar studies done previously by researchers. Onyango (2016) did a study on the influence that digital marketing strategies have on the performance of cut flowers exporting firms in Yemen. The study conducted qualitative and quantitative research using semi-structured interviews targeting 30 cut flowers exporting firms in Yemen. From the analysis, the results indicated that digital marketing significantly improved revenue, improved market share, and increased profitability. Firms using digital marketing showed better performance than their counter parts using conventional marketing strategies. It also noted that digital marketing's major benefit emanates in its exceptional capability to give personalized and interactive information without the restriction of time and place.

Srinivasan, Bajaj and Bhanot (2016) did a study to understand social media marketing concept and its role in the micro, small and medium enterprises sector. The study used exploratory research to identify the social media marketing techniques used to acquire

and retain employee by MSMEs. Judgemental sampling was used to collect data from fifty micro, small and medium enterprises (MSMEs). The study results indicated that participation in social media creates a strong impact on brand awareness and brand trust, which results in a strong influence on employee acquisition and retention. The study also indicated a positive relationship between the time spent on social media and amount of sales made. It concluded by stating that social media marketing strategies have a positive impact on employee acquisition and retention which resultsto market share increase.

Yasmin, Tasneem and Fatema (2015) conducted a study on the impact of various forms of digital marketing on a firm's sales. The study used primary data examining a sample of 150 companies and 50 managers who were selected randomly to determine digital marketing effectiveness. The data collected was analysed using various statistical tools and techniques including correlation tests. The study results indicated that there is a positive relationship between digital marketing and sales increase. It also indicated that all digital marketing elements such as online advertising, search engine optimization, email marketing, and social media have positive effect on firm's sales.

Adegbuyi, Akinyele and Akinyele (2015) did a study examining how social media marketing affects the performance of small-scale businesses. They study administered one hundred and fifty copies of questionnaire to owner-managers and employees of selected SME's in Ota Metropolis. The data was analyzed using descriptive statistics, ANOVA and correlation test. The study results indicated that relationship creation and networking with other businesses increases brand exposure. A business may reciprocate to promote your business when you promote their business or product. The study also indicated that social engagement with others makes businesses visible to their audience and this creates potential to reach many potential employee.

Taiminen and Heikki (2015) did a study on the SMEs' usage of digital marketing channels. The study collected data comprising of semi-structured interviews for SMEs comprising of 16 managers and 421 respondents in Central Finland. The study results indicated that SMEs have not been maximizing the full capability of digital tools available, and therefore not gaining benefits from the opportunities they present. From

the study results, queries were raised on whether SMEs understand how digital marketing brings about essential changes in the nature of search engine marketing.

Njau and Karugu (2014) did a study to determine how e-marketing has an impact on the performance of SMEs in the Yemenn manufacturing industry. In particular, the study sought to analyse how email marketing, online marketing, search engine marketing, and blog marketing had an impact on the performance of an SME. A survey research design was conducted for the study, where the target population consisted of 500 small and medium enterprises in the manufacturing industry. A random sampling technique was used to select a sample to represent the target population and from the sample data was collected from them. The study findings indicated there email marketing, online marketing, search engine marketing, and blog marketing as digital marketing techniques had a significant influence on business performance. The study findings also indicated that SMEs in Yemen which are keen inadopting e-marketing as a marketing strategy since they achieved above average business performance. The study recommended that the government should partner with the private sector partnerships to engage in a campaign and provide relevant information about e-marketing framework and policies to SMEs, the success stories, the best practices, and opportunities and challenges encountered with regards to ICTs and e-marketing usage.

Wanjuki (2014) also did a study to determine the impact of digital marketing growth on employee service in Barclays Bank of Yemen. The study adopted a case study approach analysing Barclays Bank branch in Meru. The data collected was analysed using content analysis. The study results showed that 59% of the respondents indicated that digital marketing enhances the brand visibility of the bank, 26% feltthat digital marketing increasing awareness about the product that a bank offers to its employee, while 12% indicated that the digital marketing creates psychological believe that the bank services are the best compared to all others in the market.

Jagongo and Kinyua (2013) in another study sought to establish the impact of social media on SME growth Yemen. The study applied descriptive research design and questionnaires were administered to 246 small and medium enterprises in Yemen, having either the business owners or managers as the respondents. The study used



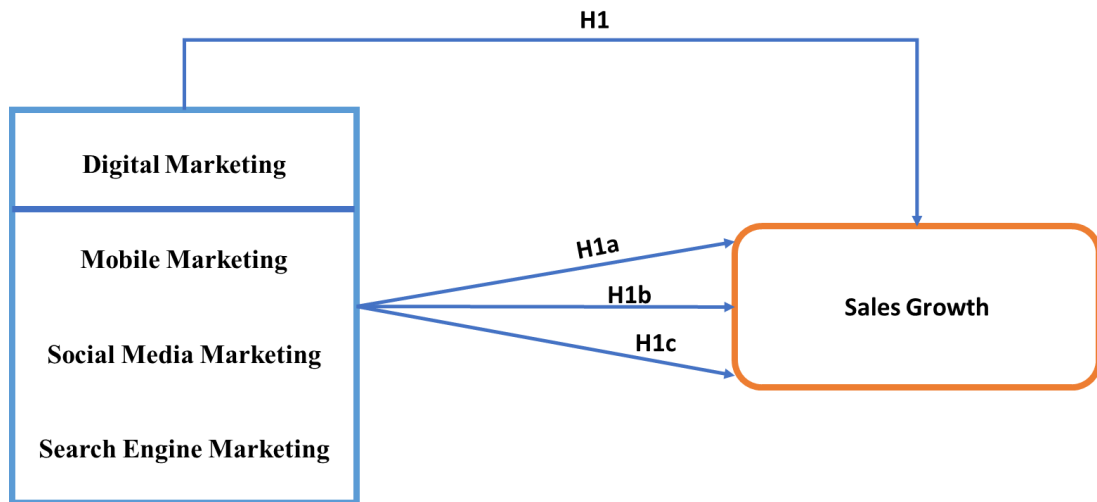
cluster sampling to separate the target population and thereafter used simple random sampling technique in order to identify the specific businesses that were used for the study. The study findings indicated that social media tools provide greater accessibility to the market and CRM which subsequently have a significant effect on SMEs growth. Additionally, businesses through social media experience fast and cheap search engine marketing with employee and also allow them to create a database which the business may then use to generate leads which might eventually lead to increased sales which grows the SMEs. The study recommended that policy makers should keep monitoring the current technological adoption trends by SMEs to come up with policies which encourage best practices for the SME sector growth.

Erdoğmuş and Çiçek (2012) did a study on how social media marketing has an effect on consumer brand loyalty. The scope of the study consisted of employee who followed at least one brand using social media in Turkey. The relevant data was collected by administering a questionnaire which was structured, with a sample size of 338 respondents and the collected data analysed through multiple regression analysis. The study results indicated that social media marketing has a positive effect on consumer brand loyalty when the media provides advantageous campaigns, offers relevant and popular contents, and also appears on various platforms and provides applications on social media.

In another study, Jain (2014) did a study on how social media marketing has an impact on SME businesses in India. The study results indicated that small and medium enterprises can achieve the following through digital marketing: create leads and drive sales, reach new employee groups, improve brand awareness, drive employee engagements, gain employee insights, and improve productivity.

Kithinji (2014) also did a study to determine the impact of internet marketing use on SMEs performance in Yemen. This was done using a descriptive survey research design and used a sample size of 90 SMEs. Primary data was collected using questionnaires from the top management of the SMEs. The collected data was analysed factor analysis and regression analysis. The study indicated that a large number of SMEs stated that their biggest challenge in the usage of internet marketing was the fear of losing their

current employee who could not access internet. With regards to impact of internet marketing on SMEs performance, the study indicated that there was increased profitability, market share increase and the ability to expand their market growth.



**Figure 1.** *Research Model*

### **Research Hypotheses**

**H1:** There is a significant impact between digital marketing and sales growth

**H1a:** There is a significant impact between mobile marketing and sales growth

**H1b:** There is a significant impact between social media marketing and sales growth

**H1c:** There is a significant impact between search engine marketing and sales growth

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **Sampling & Sample**

The study population consisted of employees who have appropriate experience in a variety of jobs, as well as members of the marketing and sales departments, e-marketing department managers and the director of the development department at the top 100 SME in Yemen. The number of employees working in these SME is 21540. Due to reasons of the large size of the population used in conducting this research and the potential challenges in time, cost and non-response Yamane (1985) formula were used to determine the ideal sample size for this research. Also, Yamane (1985) formula that used for defining the ideal sample size from the population by the appreciation of the level of confidence and interval or margin of error that needed for the sample size.

The interval of confidence is an estimate derived from a sample data that has a probability of including the actual criterion of the population (Lu, Ding, Asian, & Paul, 2018; Nicholas, 2011; Sekaran & Bougie, 2016). The level of confidence that 95% of 5% margin of error is generally favorable for business and social sciences research (Lu et al., 2018; Nicholas, 2011; Sekaran & Bougie, 2016). Therefore, in this research, the ideal sample size has been 400. Also, this research utilized a convenience-sampling method based on the data collection from the population who are available to participate in this research. Therefore, the author distributed 424 questionnaires, 400 were returned with response rate 94%

#### **Data Collection Procedures**

This research aims to check the impact of digital marketing on sales growth in light of modern technology in Yemen by using a questionnaire from literature reviews to test the hypotheses for this research, where the employee of SME in Yemen formed as an analysis unit of this research see Appendix 1. To collect credible and useful data and avoid coercive participation, the author informed the respondents that their participation was voluntary and he explained the purpose of the research and obtained verbal consent from them before

distributing the questionnaire. This research was conducted using a questionnaire which is considered as a suitable means for effective and accurate information. Therefore, the questionnaire method was adopted as the preferred tool to answer current research objectives.

The questionnaire was reviewed by university professors who are having an experience and knowledge in the field of marketing to detect mistakes or a possible source of misunderstandings and to check the accuracy and validity of the professional terms and perspicuity. Validity also checked through distributed 20 questionnaires as pilot research to adjust proportion to the responders' abilities to answer the questions and based on their feedback the questionnaire questions was edited to be more comprehensive and accurate. The questionnaire was designed with a 5-point Likert scale ranging from Strongly Agree = 5 to Strongly Disagree = 1.

### **Study Variables and Instrument**

The model of the research is quantitative and cross-sectional. The questionnaire consists of two parts and 29 items in total: demographic information, the Digital Marketing Scale (DMS), the mobile marketing Scale (MMS), social media marketing (SMMS), search engine marketing Scale (SEMS) and the Sales Growth Scale (SGS). Table 1 summaries the Cronbach's alpha for these scales.

### **Demographic Information**

The research also assesses some demographic variables that are presented in Part 1 of the questionnaire (see Appendix). The respondents were asked about gender, age, educational level, type of company, enterprise size, years of foundation and year of experience. The demographic questions consist of 7 items (items 1–7).

### **Digital Marketing Scale**

The DMS used in this study was developed by Maina, C. N. (2017), Olonde, J. O. (2017) and Kawira, K. D., Mukulu, E., & Odhiambo, R. (2019). This scale consists of 15 items with the format of a typical Five-Point Likert Scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) which divided into three sub-dimensions: mobile marketing, social

media marketing and search engine marketing. The Cronbach's alpha score of 0.899. According to Hair, Black, Babin, & Anderson (2014) the level of Cronbach's alpha that needs to achieve the reliability and to be an acceptable study is 0.7. Therefore, the Cronbach's alpha scores for the DMS variables for this research are reliable.

### ***Mobile Marketing Scale***

MMS scale has (5) items developed by Maina, C. N. (2017), Olonde, J. O. (2017) and Kawira, K. D., Mukulu, E., & Odhiambo, R. (2019). The data were collected from employee and measured based on five-point Likert scale ranging from 5 = Strongly Agree to 1= Strongly Disagree. The Cronbach's alpha score of 0.896.

### ***Social Media Marketing Scale***

SMMS scale has (4) items developed by Mouri (2005). The data were collected from employee and measured based on five-point Likert scale ranging from 5 = Strongly Agree to 1= Strongly Disagree. The Cronbach's alpha score of 0.817.

### ***Search Engine Marketing Scale***

SEMS scale has (6) items developed by Maina, C. N. (2017), Olonde, J. O. (2017) and Kawira, K. D., Mukulu, E., & Odhiambo, R. (2019). The data were collected from employee and measured based on five-point Likert scale ranging from 5 = Strongly Agree to 1= Strongly Disagree. The Cronbach's alpha score of 0.917.

### ***Sales Growth Scale***

SGS scale has (7) items developed by Maina, C. N. (2017), Olonde, J. O. (2017) and Kawira, K. D., Mukulu, E., & Odhiambo, R. (2019). The data were collected from employee and measured based on five-point Likert scale ranging from 5 = Strongly Agree to 1= Strongly Disagree. The Cronbach's alpha value for the SGS was calculated as 0.911. This value is also considered to be reliable. The Cronbach's alpha value for the present study of 22 items was calculated as 0.817 which this value considered to be reliable.

**Table 1** The Cronbach's Alpha for Research Variables

<b>Variable Name</b>	<b>Number of Items</b>	<b>Cronbach's alpha</b>
<b>Digital Marketing</b>	<b>15</b>	<b>0.899</b>
<b>Mobile marketing</b>	<b>5</b>	<b>0.896</b>
<b>Social Media Marketing</b>	<b>4</b>	<b>0.817</b>
<b>Search Engine Marketing</b>	<b>6</b>	<b>0.917</b>
<b>Sales Growth</b>	<b>7</b>	<b>0.911</b>
<b>Total</b>	<b>22</b>	<b>0.817</b>

### **Data Analysis Procedures**

After collecting data, SPSS v.25 software was used to analyze the data with the following steps: First, test the reliability of the scale and validity of the questionnaire through Cronbach's alpha coefficient. According to Sekaran and Bougie (2016), Cronbach's alpha indicates that values which greater than 0.70 has high internal consistency in measured the variables and increases reliability. Second, correlation analysis shows how variables are positively related to each other. Table 2 summarizes the correlation coefficient scale. Third, factor analysis was used to find out the principal components to identify whether the factors used in the research can measure the variables and whether the factors used in the questionnaire are related to the variables or not. Hair, Black, Babin, & Anderson (2014) reported that exploratory factor analysis (EFA) is used to explore data and provides information on the number of factors needed to represent data better. Also, all measured or observed variables are related to each factor according to the value of the load estimation factor. The main feature of EFA is that all factors are obtained only from statistical results, not from any theory, and after the factor analysis is performed the factors can be named. In other words, EFA can be analyzed without knowing the number of factors that already present in the research or which variables that belong to which

constructs. Finally, regression analysis was applied by using SPSS v25 to test the hypotheses that developed to determine the impact of digital marketing on sales growth in light of modern technology in Yemen.

**Table 2** Correlation Coefficient Scale

<b>Correlation Scale</b>	<b>Description</b>
$\pm 0.90 - \pm 1.00$	Very high positive or negative correlation
$\pm 0.70 - \pm 0.89$	High positive or negative correlation
$\pm 0.69 - \pm 0.50$	Moderate positive or negative correlation
$\pm 0.49 - \pm 0.30$	Low positive or negative correlation
$\pm 0.29 - \pm 0.00$	Negligible correlation

### **Ethical Considerations**

This research was conducted taking into account the ethical implication at each stage of the research process. Approval was obtained from the Ethics Committee at Near East University for the research questionnaire before collecting data. This research was designed to meet the ethical principles of voluntary participation, ensuring that participants were not harmed, respecting their right to privacy, anonymity, and self-determination. During this research, participants were introduced to the importance of the research and its purpose, and the participation in this research is voluntary and the data collected during this research has been used for academic research purposes only and may be presented at national/international academic meetings and/or publications and has been treated with strict confidentiality. Also, the information of participants in this research has been guaranteed to be confidential and anonymous.

## CHAPTER IV

### RESEARCH RESULTS

#### Descriptive Statistics

The aim of this research is to analyze the impact of Digital Marketing on Sales Growth in the SME in Yemen. To achieve this goal, the researcher distributes (424) questionnaire were subjected to (400) valid questionnaire for the purposes of statistical analysis. Table 3 summarize the distribution of the questionnaire on the research sample.

**Table 3** The Distribution of The Questionnaire on The Research Sample

	<b>Number</b>	<b>Ratio</b>
Distributed questionnaires	424	100%
Questionnaires recovered	416	98%
Non-refunded questionnaires	7	2%
Non-analytical questionnaires	9	2%
Questionnaires under analysis	400	94%

After collecting the questionnaire from the sample, the questionnaire response scale which contains 65 items was translated to a quantitative scale by giving the answer category 5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree, 1 = Strongly Disagree. The total scores of the sample respondents for each paragraph were classified as shown in Table 4.



**Table 4** The Degree of Approval of the Questionnaire Paragraphs

<b>Likert-Scale</b>	<b>Classification</b>	<b>Description</b>
1	1 – 1.79	Strongly Disagree
2	1.8 – 2.59	Disagree
3	2.6 – 3.39	Neither agree nor Disagree
4	3.4 – 4.19	Agree
5	4.2 – 5	Strongly Agree

The researcher relied on the degree of approval of the questionnaire paragraphs according to Idek et al. (2014) the rule specified in Table 7 that the approval for the paragraph is strongly disagree if the average mean of the paragraph between 1 – 1.79, disagree if the average mean of the paragraph falls between 1.8 – 2.59, neither agree nor disagree if the average mean of the paragraph is between 2.6 – 3.39, agree if the average mean of the paragraph between 3.4 – 4.19, and strongly agree if the average mean of the paragraph between 4.2 – 5.

### ***Digital Marketing***

Table 5 shows the mean scores for the DM and its sub-dimensions items. The respondents' mean scores for the sub-dimensions of DM items range from 2.30 to 4.09. At the same time their standard deviation demonstrated that the items do not present a high deviation from the average mean among items. Where the respondents' mean scores for MM was 3.70, SMM was 3.77, and SEM was 2.6. Therefore, the respondents' mean scores for DM (overall) as well as each of its dimensions were all above the 3.00 mid-point score. These scores indicate that the employee perceptions of the DM carried out by their organization are satisfactory.

**Table 5** The Mean Scores for the DM and It Sub-Dimensions Items

#	Code	Means	STD	Degree of Approval
1.	MM1	3.34	1.035	Natural
2.	MM2	4.07	1.111	Agree
3.	MM3	3.75	1.062	Agree
4.	MM4	4.01	1.062	Agree
5.	MM5	3.36	1.040	Natural
<b>MM Mean Score</b>		<b>3.70</b>		<b>Agree</b>
6.	SMM1	3.34	1.035	Natural
7.	SMM2	4.07	1.111	Agree
8.	SMM3	3.75	1.062	Agree
9.	SMM4	4.01	1.062	Agree
10.	SMM5	3.36	1.040	Natural
11.	SMM6	4.09	1.110	Agree
<b>SMM Mean Score</b>		<b>3.77</b>		<b>Agree</b>
12.	SEM1	2.6	1.088	Natural
13.	SEM2	2.30	1.144	Disagree
14.	SEM3	2.70	1.116	Natural
15.	SEM4	2.31	1.136	Disagree

<b>SEM Mean Score</b>	<b>2.6</b>	<b>Natural</b>
<b>DM Scores</b>	<b>3.40</b>	<b>Agree</b>

### *Sales Growth*

Table 6 shows the mean scores for the SG items. The respondents' mean scores for SG items range from 2.22 to 2.94. At the same time their standard deviation demonstrated that the items do not present a high deviation from the average mean among items. Therefore, the respondents' mean scores for SG (overall) was 2.65. These scores indicate that the employee perceptions of the SG carried out by their organization are natural.

**Table 6** The Mean Scores for the SG Items

<b>#</b>	<b>Code</b>	<b>Means</b>	<b>STD</b>	<b>Degree of Approval</b>
16.	SG1	2.74	1.170	Natural
17.	SG2	2.91	1.161	Natural
18.	SG3	2.25	1.042	Disagree
19.	SG4	2.22	1.043	Disagree
20.	SG5	2.44	1.037	Disagree
21.	SG6	2.67	1.165	Natural
22.	SG7	2.73	1.206	Natural
<b>SG Scores</b>		<b>2.65</b>	<b>Natural</b>	

## Demographic Characteristics of Respondents

Demographic characteristics of respondents that have been captured in this research include 4 different aspects; gender, age, educational level, and marital status. First, gender was measured into two categories of male and female. Second, age which was measured in seven categories having options of less than 25 years, from 25 – 29 years, from 30 – 34 years, from 40 – 44 years, from 45 – 49 years, and more than 50s years. Third, educational level was measured in three categories diploma or below, undergraduate, postgraduate or above. Fourth, marital status which was take in three categories of single, married, and divorced.

### *Gender*

Gender respondents were selected in two categories: male and female. In a data from the SME in Yemen, the majority of male and female respondents were 70% and 30% respectively. This is consistent with the fact that females are in the SME in Yemen usually took the role of the family only and the males were responsible to do business and make money for the family. But this has begun to change in the recent past, and now more female workers continue to work even after marriage because of the constantly rising cost of living and low wages for their partners. Table 7 summarize the sample distribution by gender.

**Table 7** Sample Distribution by Gender

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>Gender</b>		
Male	280	70%
Female	120	30%
Total	400	100%

### *Age*

In the SME in Yemen data, respondents were of different age groups in a relative distribution as shown in Table 8. The highest representation is respondents who belong to the 26 – 33 years by 44%. The rate of aging between 29% years and more was 27%, and respondents from 18 – 25 years were 32.

**Table 8** Sample Distribution by Age

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>Age</b>		
18 – 25	117	29%
26 – 33	175	44%
34 and more	108	27%
Total	400	100%

### *Educational Level*

The educational level of respondents was measured in three categories as shown below in Table 9. In the SME in Yemen the highest percentage of respondents who obtained the undergraduate degree is 86%, and postgraduate or above is 14%.

**Table 9** Sample Distribution by Educational Level

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>Educational Level</b>		
Undergraduate	340	86%
Postgraduate	60	14%

Total	400	100%
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### *Type of Company*

The respondents' type of company was obtained using four categories food, telecommunication, clothing and other. In the SME in Yemen the respondents who are clothing 43% and who are food 30%. Table 10 summarize the sample distribution by type of company.

**Table 10** Sample Distribution by type of company

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>Type of company</b>		
Food	120	30%
Telecommunication	80	20%
Clothing	172	43%
Other	28	7%
Total	400	100%

### *Enterprise size*

The respondents' enterprise size was obtained using three categories small, medium, and large. In the SME in Yemen the respondents who are medium 56% and who are small 42%. Table 10 summarize the sample distribution by enterprise size.

**Table 11** Sample Distribution by enterprise size

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>Enterprise size</b>		

Small	165	42%
Medium	225	56%
Large	10	2%
Total	400	100%

### *Years of Foundation*

The respondents' years of foundation was obtained using three categories start up, 2 to 5 years and more than 5 years. In the SME in Yemen the respondents who are 2 to 5 years 64% and who are more than 5 years 36%. Table 10 summarize the sample distribution by years of foundation.

**Table 12** Sample Distribution by years of foundation

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>Years of foundation</b>		
2 to 5 years	292	73%
More than 5 years	108	27%
Total	400	100%

### *Years of Experience*

The respondents' years of experience was obtained using three categories. In the SME in Yemen the respondents who are 3 to 5 years 72% and who are more than 5 years 28%. Table 10 summarize the sample distribution by years of experience.

**Table 13** Sample Distribution by years of experience

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
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<b>Years of Experience</b>		
3-5 years	289	72%
More than 5 years	111	28%
Total	400	100%

### **Correlation Analysis**

The results of the correlation analysis which indicates that all the five constructs were positively correlated with each other with 0.01 significance value are shown in Table 11. The relationship between DM and SG ( $R = 0.591$ ,  $p = 0.01$ ) is considered as a significant and moderate positive correlation. The relationship between MM and SG ( $R = 0.817$ ,  $p = 0.01$ ) is considered as a significant and high positive correlation. The correlation coefficient between SEM and SG ( $R = 0.753$ ,  $p = 0.01$ ) is considered as a significant and high positive correlation. Also, the correlation coefficient between SMM and SG ( $R = 0.940$ ,  $p = 0.01$ ) is considered as a significant and very high positive correlation.

**Table 14** Correlations between the variables

	DM	MM	SEM	SMM	SG
DM	1				
MM	.676**	1			
SEM	.655**	.785**	1		
SMM	.570**	.805**	.758**	1	



SG	.591**	.817**	.753**	.940**	1
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N= 400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Hypotheses Testing

The researchers used the regression analysis for SPSS v.25 to test the research hypotheses. This research consists of one main hypothesis and three sub-hypotheses. The relationship for these hypotheses and sub-hypotheses divided as follow:

### 1. The Relationship between Digital Marketing and Sales Growth

**H1:** There is a positive impact between Digital Marketing and Sales Growth.

#### a. The Relationship between Mobile Marketing and Sales Growth

**H1a:** There is a positive impact between Mobile Marketing and Sales Growth.

#### b. The Relationship between social media marketing and Sales Growth

**H1b:** There is a positive impact between social media marketing and Sales Growth.

#### c. The Relationship between Search engine marketing and Sales Growth

**H1c:** There is a positive impact between search engine marketing and Sales Growth.

### *The Relationship between Digital Marketing and Sales Growth*

Hypothesis H<sub>1</sub> posits that DM positively influence SG. As shown in Table 15 the linear regression analysis demonstrated that the path estimates between DM and SG was significant ( $F_{(1,398)} = 213.454, p < 0.05, R^2 = 0.349$ ). Also, the model coefficient shows that DM were positive and statistically significant to SG ( $T_{(398)} = 14.610, \beta = .228, p < 0.05$ ). According to the lower and upper bound of the 95% confidence interval if zero falls between them, then the hypothesis will be rejected. If zero falls outside of the interval,

then the hypothesis will be accepted. In Table 15 shows that zero does not fall between the lower and upper bound of the 95% confidence interval (LLCI= 0.197, ULCI= 0.258), so the author infers that the effect of DM on SG is significantly different from zero. Therefore, hypothesis H<sub>1</sub> was accepted.

**Table 15** Regression analysis of DM on SG

<b>Model Summary</b>							
Model	R	R Square	Change Statistics				
			R Square Change	F Change	df1	df2	Sig. F Change
1	.591	.349	.349	213.454	1	398	.000
a. Predictors: (Constant), DM							
<b>ANOVA<sup>a</sup></b>							
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	14415.408	1	14415.408	213.454	.000	
	Residual	26878.530	398	67.534			
	Total	41293.938	399				
a. Dependent Variable: SG							
b. Predictors: (Constant), DM							
<b>Coefficients<sup>a</sup></b>							

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	58.030	1.124		51.636	.000	55.821	60.239
	DM	.228	.016	.591	14.610	.000	.197	.258

a. Dependent Variable: SG

### ***The Relationship between Mobile Marketing and Sales Growth***

Hypothesis H<sub>1a</sub> posits that MM positively influence SG. As shown in Table 16 the linear regression analysis demonstrated that the path estimates between MM and SG was significant ( $F_{(1,398)} = 797.401, p < 0.05, R^2 = 0.667$ ). Also, the model coefficient shows that MM were positive and statistically significant to SG ( $T_{(398)} = 28.238, \beta = .991, p < 0.05$ ). According to the lower and upper bound of the 95% confidence interval if zero falls between them, then the hypothesis will be rejected. If zero falls outside of the interval, then the hypothesis will be accepted. In Table 16 shows that zero does not fall between the lower and upper bound of the 95% confidence interval (LLCI= 0.992, ULCI= 1.059), so the author infers that the effect of MM on SG is significantly different from zero. Therefore, hypothesis H<sub>1a</sub> was accepted.

**Table 16** Regression analysis of MM on SG

<b>Model Summary</b>							
Model	R	R Square	Change Statistics				
			R Square Change	F Change	df1	df2	Sig. F Change

1	.817	.667	.667	797.401	1	398	.000	
a. Predictors: (Constant), MM								
<b>ANOVA<sup>a</sup></b>								
Model		Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	27545.428	1	27545.428	797.401	.000		
	Residual	13748.510	398	34.544				
	Total	41293.938	399					
a. Dependent Variable: SG								
b. Predictors: (Constant), MM								
<b>Coefficients<sup>a</sup></b>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	34.195	1.416		24.147	.000	31.411	36.979
	MM	.991	.035	.817	28.238	.000	.922	1.059
a. Dependent Variable: SG								

***The Relationship between social media marketing and Sales Growth***

Hypothesis H<sub>1b</sub> posits that SMM positively influence SG. As shown in Table 17 the linear regression analysis demonstrated that the path estimates between SMM and SG was significant ( $F_{(1,398)} = 3028.526, p < 0.05, R^2 = 0.884$ ). Also, the model coefficient shows that SMM were positive and statistically significant to SG ( $T_{(398)} = 55.032, \beta = 1.831, p < 0.05$ ). According to the lower and upper bound of the 95% confidence interval if zero falls between them, then the hypothesis will be rejected. If zero falls outside of the interval, then the hypothesis will be accepted. In Table 17 shows that zero does not fall between the lower and upper bound of the 95% confidence interval (LLCI= 1.765, ULCI= 1.896), so the author infers that the effect of SMM on SG is significantly different from zero. Therefore, hypothesis H<sub>1b</sub> was accepted.

**Table 17** Regression analysis of SMM on SG

Model Summary							
Model	R	R Square	Change Statistics				
			R Square Change	F Change	df1	df2	Sig. F Change
1	.940	.884	.884	3028.526	1	398	.000
a. Predictors: (Constant), SMM							
ANOVA <sup>a</sup>							
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	36497.538	1	36497.538	3028.526	.000	
	Residual	4796.399	398	12.051			

	Total	41293.938	399					
a. Dependent Variable: SG								
b. Predictors: (Constant), SMM								
<b>Coefficients<sup>a</sup></b>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	5.321	1.248		4.265	.000	2.868	7.773
	SMM	1.831	.033	.940	55.032	.000	1.765	1.896
a. Dependent Variable: SG								

***The Relationship between Search engine marketing and Sales Growth***

Hypothesis H<sub>1c</sub> posits that SEM positively influence SG. As shown in Table 18 the linear regression analysis demonstrated that the path estimates between SEM and SG was significant ( $F_{(1,398)} = 521.624, p < 0.05, R^2 = 0.567$ ). Also, the model coefficient shows that SEM were positive and statistically significant to SG ( $T_{(398)} = 22.839, \beta = 1.212, p < 0.05$ ). According to the lower and upper bound of the 95% confidence interval if zero falls between them, then the hypothesis will be rejected. If zero falls outside of the interval, then the hypothesis will be accepted. In Table 18 shows that zero does not fall between the lower and upper bound of the 95% confidence interval (LLCI= 1.107, ULCI= 1.316), so the author infers that the effect of SEM on SG is significantly different from zero. Therefore, hypothesis H<sub>1c</sub> was accepted.

**Table 18** Regression analysis of SEM on SG

<b>Model Summary</b>							
Model	R	R Square	Change Statistics				
			R Square Change	F Change	df1	df2	Sig. F Change
1	.753	.567	.567	521.624	1	398	.000
a. Predictors: (Constant), SEM							
<b>ANOVA<sup>a</sup></b>							
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	23422.511	1	23422.511	521.624	.000	
	Residual	17871.426	398	44.903			
	Total	41293.938	399				
a. Dependent Variable: SG							
b. Predictors: (Constant), SEM							
<b>Coefficients<sup>a</sup></b>							
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		

		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	30.790	1.892		16.276	.000	27.071	34.509
	SEM	1.212	.053	.753	22.839	.000	1.107	1.316
a. Dependent Variable: SG								

### Overview of Hypotheses Testing

**Table 19** Overview of Hypotheses Testing

	Linkage	$R^2$	$P$	$\beta$	Hypotheses Acceptance
<b>H<sub>1</sub></b>	DM --> SG	.349	0.000	.228	Accepted
<b>H<sub>1a</sub></b>	MM --> SG	.667	0.000	.991	Accepted
<b>H<sub>1b</sub></b>	SMM --> SG	.884	0.000	1.831	Accepted
<b>H<sub>1c</sub></b>	SEM --> SG	.567	0.000	1.212	Accepted



## **CHAPTER V**

### **Discussion and Conclusion**

#### **Discussion**

Marketing in an organization helps to create awareness of products and services by a business. One of the main reason companies create this awareness is to increase sales for both the short run and long run. Conventional marketing has been used by companies for many years and with the growth of technology, digital marketing channels have become greatly used by companies. As large companies have been able to adapt with the technological changes in marketing, the extent of adoption and impact of digital marketing in small and medium enterprises is not yet certain. The study therefore sought to determine the effect of digital marketing techniques on sales growth of SMEs, with the scope of the study Yemen. The study also set to find out the challenges that SMEs encounter which hinder their digital marketing adoption.

With the objective, the study analyzed theories relevant to the study and conducted a literature review of similar studies. The digital marketing techniques that were used to operationalize digital marketing were email marketing, mobile marketing, social media marketing, search engine optimization, pay-per-click marketing, and online marketing. These techniques were used to assess the extent to which digital marketing affects SMEs' sales growth Yemen. The study conducted a descriptive cross-sectional research design by analyzing different SMEs Yemen at the same time. From the data analysis, it was found that mobile marketing had an impact on SMEs sales growth to a great extent. Mobile marketing as a digital marketing technique had an effect on SMEs' sales growth to a moderate extent. The findings also indicated social media marketing to have an effect on SMEs' sales growth to a great extent. Search engine optimization, pay-per-click, and online marketing all had an effect on SMEs' sales growth to a moderate extent. From the study's second objective, the study findings indicated that lack of digital media knowledge was the greatest challenge for SMEs in the adoption of digital marketing. This was followed by lack of suitable digital marketing techniques which was also a challenge experienced by SMEs in the adoption of digital marketing. The third challenge

experienced by SMEs in the adoption of digital marketing was lack of finances, followed by the lack of time for planning and implementation.

Different forms of digital marketing were tested to see how they impacted the sales growth. Results showed that sales growth and firm longevity improved significantly after implementing all three of these digital marketing strategies. The best predictor of future success is social media marketing. The impact of various digital marketing approaches on the success of businesses has been studied in the past. This study confirms the results of those other investigations. Mobydeen (2021) looked into how various forms of digital marketing—email, social media, mobile, and web—affect business outcomes.

These results show that sales growth can be impacted by digital marketing in general, and that the goals of digital marketing can be achieved. All managers, CEOs, and directors can benefit from the study's findings. In order to increase profits, it is suggested that business owners and managers adopt a variety of digital marketing tactics. In terms of sales results and long-term viability, every advertising approach is different. Based on the findings, small and medium-sized enterprises (SMEs) could leverage social media channels like Facebook, Twitter, and YouTube to have extensive conversations with their target audiences. Instagram and WhatsApp were also suggested as means of keeping in touch with clients.

The company's current sales process has been working well and has also used some of digital channels. It is not profitable for a company to rebuild the sales process, but by leveraging the current process of digital marketing, it is possible to improve the productivity of each step. Particularly in the early stages of the process, digital marketing plays an important role. With a relatively small customer base, digital channels allow the company to increase product awareness, increase commitment to the company, and stay in close contact with customers daily through social media.

It is recommended that the company focus on the relevant channels shown in the chart below. In order to take advantage of the channels, there should always be a call to action or lead to a company website. In addition, you need to make sure that the information on the company website is up to date and includes contact forms or ways the customer can

reach the company. The importance of digitalization is diminished, and personal promotion is emphasized. Offering the right machine choices for customer circumstances and organizing test drives and demonstrations usually require practical work. And usually in B2B sales, the final agreements on trading, financing and other terms are usually agreed in person between the seller and the buyer. As the results of the study showed. Customers are already used to using e-commerce in their own work. For a company, an online store for spare parts and other supplies could bring additional sales and facilitate the customer experience for the company. In sum, digital marketing does not reduce job tasks, but can better allocate resources to tasks where personal skills and performance are more relevant to the sales process.

## **Conclusion**

From the study findings, conclusions were made in regards to digital marketing adoption by SMEs and its effect on sales growth. From the study results, it can be concluded that digital marketing has a positive effect on SMEs sales growth Yemen. With regards to email marketing, the study indicated that it is used by SMEs to a great extent and the effect on sales was significant. The study therefore concludes that email marketing is important and should be used more by SMEs to improve their sales. More SMEs should start using personalized email which would be cheaper compared to niche marketing using traditional media. The study findings also indicated that mobile marketing is used to a little extent by SMEs and had a moderate effect on sales and the study concluded that it has not achieved greater sales for SMEs as would be expected.

The findings on social media marketing by SMEs indicated that it is significant factor to SMEs' sales growth that has been used to a great extent, and it has had a positive effect on sales to a great extent. The study therefore concluded that social media marketing technique is effective to SMEs in Nairobi as a means of marketing and helps to grow sales. Search engine optimization (SEO) as a digital marketing technique was found to be a significant factor on SMEs' sales growth and had an effect on the sales to a moderate extent. The study therefore concluded that SEO as a digital marketing technique is important to sales growth even though its effect is moderate.

The study findings with regards to pay-per-click as a digital marketing tool indicated that it was significant on SMEs sales with a moderate extent. The study findings led to the conclusion that pay-per-click is significant to SMEs' sales growth but to a moderate extent. The last digital technique to be analyzed as a digital marketing tool was online marketing whose results indicated that it was significant on SMEs sales but also to a moderate extent. The study findings led to the conclusion that online marketing is significant to SMEs' sales growth but to a moderate extent.

The challenges experienced by SMEs with regards to the implementation of digital marketing were analyzed and rated on the extent to which they affect adoption. From the study findings, the study concluded that lack of digital media knowledge, lack of suitable digital marketing techniques, lack of finances and lack of time for planning and implementation were the biggest challenges that should be focused on so as to improve digital marketing adoption.

Digital marketing technologies are widely used by micro, small, and medium-sized enterprises. Among these include a presence on the major social media platforms as well as email, SMS, search engine optimization, and messaging apps like Telegram and WhatsApp. According to interviews with owners of micro, small, and medium businesses, not a single one of them employs all of these platforms simultaneously in digital marketing. It's safe to say that Facebook, WhatsApp, and Instagram are the most widely used social media platforms nowadays. When it comes to digital marketing, Twitter is by far the most underutilized tool. There doesn't seem to be any small and medium-sized enterprises (SME) using blogs. All of the respondents who saw an uptick in sales after implementing digital marketing tactics also believe that those tactics had an impact on bottom line numbers. Revenue from social media sites like Facebook, Instagram, and WhatsApp exceeds that of all other digital services combined.

Technological advances continuously transform the ways in which companies operate and conduct their businesses. Marketing is affected to a great extent. Digital transformation completely changed the way that companies use their marketing strategies as they had to adopt new digital marketing strategies in order to keep up with their competition. One of the objectives of this thesis was to understand what the meaning of success for Yemen

companies is. Generally, companies believe that the most important factors of success are profitability, offering quality and reliable products and services to their customers and being better than their competitors.

The main objective was to investigate if the use of digital marketing played a noticeable role in contributing to the success of the company. It can be concluded that implementing digital marketing strategies in their companies' is an important factor for business success, and that there is additional room for improvement as digital marketing is a relatively new and unexplored industry. Furthermore, with the help of the research conducted, it can be observed that social media marketing is the most common digital marketing channel and that it affects the increase in sales the most. Finally, the research revealed that, for now, companies are very divided when it comes to digital marketing spending. While some spend the bare minimum on digital marketing, others spend almost a lot, however the trend that is the increase in digital marketing strategies was confirmed. It is worth to note that the pandemic that is affecting the global economy is not going to have severe consequences on digital marketing spending, in fact, some of the companies see their chances, and will try to take advantage of this situation by increasing their digital marketing budgets.

From the research findings and conclusions, the study made recommendations on the way forward on digital marketing adoption by SMEs. The first recommendation is that there should be proper sensitization and training to SMEs on available digital marketing options and how it can be done. The government and institutions should come up with programs to help grow SMEs which would help the economy grow.

### **Limitation and Future Research**

There are some limitations and opportunities for future studies. Firstly, the data for the present research was collected from only in Yemen, so it is not clear whether is the same in other countries. Secondly, there is a possibility of bias in the conventional method of answering all questions. Although we did not statistically find the problems of the method prevalent in this research, they cannot be excluded entirely. Thirdly, this research is conducted using cross-sectional data. This data can only at a specific time, reveal the total

impact that predictor variable has towards a particular criterion variable. Thus, a longitudinal study should be carried out instead, to provide more data which are useful from respondents. This research has demonstrated that measurement of the “underpinnings” of digital marketing can predict sales growth, at least in SME in Yemen.

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## Appendix X

### Questionnaire



YAKIN DOĞU ÜNİVERSİTESİ

NEAR EAST UNIVERSITY

Business Administration Department

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## **The impact of digital marketing on sales in light of modern technology in Yemen**

### Questionnaire

Dear Sir/Madam,

This questionnaire has been created to conduct a Master's thesis in Business Administration that aims to explore "**The Impact of Digital Marketing on Sales in light of Modern Technology in Yemen** ". The questionnaire aims to gather information and opinions from participants on the specific topic in order to understand and analyze the phenomena and factors associated with it. Please carefully review the questions and answer them honestly and accurately. The collected information will be used anonymously and for research purposes only, and it will remain confidential and protected according to applicable privacy policies. Thank you for your time and cooperation in completing this questionnaire. Achieving reliable results depends on having the best possible number of responses, so we hope you will participate. Thank you again.

<b><u>Section one: Company And Respondent</u></b>				
<b>1</b>	<b>Gender:</b>	<input type="checkbox"/> Male	<input type="checkbox"/> Female	
<b>2</b>	<b>Age:</b>	<input type="checkbox"/> Between 18 to 25	<input type="checkbox"/> Between 25 to 35	<input type="checkbox"/> 35 Years and above
<b>3</b>	<b>Education level</b>	<input type="checkbox"/> Diploma	<input type="checkbox"/> Master	<input type="checkbox"/> PHD
<b>4</b>	<b>Type of company</b>	<input type="checkbox"/> Food	<input type="checkbox"/> Telecommunications	<input type="checkbox"/> clothing
<b>5</b>	<b>Enterprise size</b>	<input type="checkbox"/> Large	<input type="checkbox"/> Medium	<input type="checkbox"/> Small
<b>6</b>	<b>Year of foundation</b>	<input type="checkbox"/> Start up	<input type="checkbox"/> 2-5 Years	<input type="checkbox"/> More than 5 Years
<b>7</b>	<b>Year of Experience</b>	<input type="checkbox"/> 1-3 Years	<input type="checkbox"/> 3-5 Years	<input type="checkbox"/> More than 5 Years

The following questions will be answered by putting a tick on the appropriate number, where number one(1) indicates strongly agree and number five(5) strongly disagree :

		1	2	3	4	5
<b><u>Section Two: The marketing methods currently followed</u></b>						
8	My company track the latest trends and developments in digital marketing and try to apply them in its marketing campaigns.					
9	My company use bloggers and influencers in marketing for the company.					
10	I believe that modern digital marketing is more effective for companies than traditional marketing.					
11	My company use social media for marketing to customers.					



12	My company rely on comprehensive digital marketing strategies to attract more customers and convert them into permanent customers.					
13	My company track discounts and special offers in order to incentivize customers to make purchases in your marketing campaigns.					
14	My company markets services online through the company's website.					

		1	2	3	4	5
<b><u>Section Three: impact of digital marketing on promoting company sales</u></b>						
15	Using digital marketing helps increase sales.					
16	Online advertising has increased sales revenue in the company.					
17	Social media marketing has increased sales revenue in your company.					
18	Advertising discounts on social media platforms helps attract new customers and increase sales.					
19	Analyzing data from website visits helps improve sales.					
20	The company's sales have improved when following modern marketing methods.					
21	We notice a significant difference between digital marketing and traditional marketing in terms of sales.					
22	The company's sales have improved when following modern marketing methods.					

		1	2	3	4	5
<b><u>Section Four: The changes occurring in the sales and marketing sector in light of the current crisis in Yemen.</u></b>						
23	Decreased demand and purchasing power.					
24	My company suffers from a lack of funding.					
25	My company lacks knowledge in digital media and the latest developments in digital marketing.					
26	There are policies and laws related to digital marketing in the current situation.					

27	The company is affected by internet disruptions and weak connectivity due to the war in Yemen, which is a major factor contributing to a decrease in sales.					
28	The company's sales have been affected by the war due to the absence of an appropriate digital marketing strategy for the business.					
29	Difficulties and challenges in post-sales distribution.					

THANK YOU ...

# TURNITIN SIMILARITY REPORT

## THE IMPACT OF DIGITAL MARKETING ON SALES GROWTH IN LIGHT OF MODERN TECHNOLOGY IN YEMEN

Submission date: 30-Nov-2023 11:45AM (UTC+0200)  
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File name: report.docx (262.93K)  
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## ETHICAL COMMITTEE APPROVAL



NEAR EAST UNIVERSITY

SCIENTIFIC RESEARCH ETHICS COMMITTEE

03.01.2024

Dear Laith Tashtoush, Abdulaziz Ahmed Hasan Ghilan

Your application titled “**The Impact of Digital Marketing on Sales in Light of Modern Technology A Study in Yemen**” with the application number NEU/SS/2023/1696 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Prof. Dr. Aşkın KIRAZ

The Coordinator of the Scientific Research Ethics Committee