

Attitude, Subjective Norms, and Perceived Behavioral Control Towards Fast Fashion Buying Behavior Among Adults In Klang Valley  
*Loo Zheng Hao and Zuroni Md Jusoh*

Kemampuan Golongan Dewasa Membeli Rumah Antara Bandar dan Luar Bandar Di Negeri Perak  
*Chai Shu Ni dan Doris Padmini Selvaratnam*

Pengaruh Sikap dan Pengetahuan Terhadap Pembelian Produk Dalam Talian: Pengalaman Pengguna Pernah Ditipu  
*Syuhaily Osman, Nuraida Mirza Zalmann dan Zuroni Md Jusoh*

Millennial Generation's Perceptions and Behaviours of Saving Practices: A Preliminary Survey  
*Khairunea Isa, Sarala Thulasi Palpanadan, Wan Hanim Nadrah Wan Muda and Jalilah Md Shah*

Analysis on Social Media, Level of Financial Literacy, and The Tourist Behavior of Generation Z In Malaysia  
*Siti Yuliandi Ahmad and Nur Farhana Jalaluddin*

Financial Stress and Consumer Anxiety Among Young Consumers  
*Li Xinyi and Doris Padmini Selvaratnam*

Price Vs Comfort: Malaysian Youths' Preference For Accommodations When Travelling  
*Nur Aliya Nadhira Azman and Siti Yuliandi Ahmad*

Consumer Purchase Intention on Dietary Supplements In Teluk Intan, Perak  
*Nurool Aienna Azwa Mohd Ismail and Afida Mastura Muhammad Arif*

Pengaruh Persekitaran Kafeteria Ke Atas Tingkah Laku Pembelian Pengguna Di Lembah Klang  
*Syuhaily Osman dan Muhammad Rahmat Jamaluddin*

Digital Marketing Strategy In Promoting Product  
*Muhammad Alif Nasrullah Abdullah and Doris Padmini Selvaratnam*

# JURNAL PENGGUNA MALAYSIA (Malaysian Consumer and Family Economics Association)

## EDITORIAL BOARD

### Chief Editor

Dr. Zuroni Md Jusoh  
(zuroni@upm.edu.my)

Faculty of Human Ecology,  
Universiti Putra Malaysia

### Managing Editor

Assoc. Prof. Dr. Syuhaily Osman  
(syuhaily@upm.edu.my)

Faculty of Human Ecology,  
Universiti Putra Malaysia

### Associate Editors

Assoc. Prof. Dr. Afida Mastura Muhammad Arif  
(afidamastura@upm.edu.my)

Faculty of Human Ecology,  
Universiti Putra Malaysia

Assoc. Prof. Dr. Rozita Naina Mohamed  
(rozita449@uitm.edu.my)

Faculty of Business & Management, Universiti Teknologi  
MARA

Asst. Prof. Dr. Siti Yuliandi Ahmad  
(sityuliandi@iium.edu.my)

Kulliyah of Sustainable Tourism and Contemporary  
Languages, International Islamic University Malaysia

Dr. Nur Jasmine Lau Leby  
(jasminelau@upm.edu.my)

Faculty of Human Ecology,  
Universiti Putra Malaysia

Dr. Normalisa Md Isa  
(mel.mdisa@gmail.com)

Centre for University-Industry  
Collaboration, Universiti Utara Malaysia

Dr. Monizaihasra Mohamed  
(monizamohamed@umt.edu.my)

Faculty of Business, Economics and Social Development,  
Universiti Malaysia Terengganu

Dr. Irwan Syah Md Yusoff  
(irwansyah@upm.edu.my)

Faculty of Human Ecology,  
Universiti Putra Malaysia

### Editorial Advisory Board

Prof. Dr. Ahmad Hariza Hashim  
(ahariza@upm.edu.my)

Faculty of Human Ecology,  
Universiti Putra Malaysia

Prof. Dr. Faridah Haji Hassan  
(faridah387@uitm.edu.my)

Faculty of Business Management, Universiti Teknologi  
MARA

Prof. Dr. Norhasmah Sulaiman  
(norhasmah@upm.edu.my)

Faculty of Medicine and  
Health Sciences, Universiti Putra Malaysia

Assoc. Prof. Dr. Elistina Abu Bakar  
(elistina@upm.edu.my)

Faculty of Human Ecology,  
Universiti Putra Malaysia

### International Editorial Board

Assoc. Prof. Dr. Megawati Simanjuntak  
(jcs@apps.ipb.ac.id)

College of Human Ecology, Bogor Agricultural University

Assoc. Prof. Dr. Gancar Candra Premananto  
(gancar-c-p@feb.unair.ac.id)

Faculty of Economics and Business, Airlangga University

Asst. Prof. Paweena Jeharrong  
(paweena.j@yru.ac.th)

Faculty of Management Science Yala Rajabhat University

Asst. Prof. Dr. Ahmad Alshuaibi  
(ahmad@imt.ac.ae)

Institute of Management Technology Dubai, United Arab  
Emirates

Dr. Teerayuth Mooleng  
(teerayuth.m@yru.ac.th)

Faculty of Management Science Yala Rajabhat University

Dr. Sani Muhd Gawuna  
(sanimuhdgawuna@yahoo.com)

Faculty of Social and Management Science, Police  
Academy Nigeria

Dr. Khondker Suraiya Nasreen  
(suraiya.nasreen@iu.org)

IU International Hochschule Düsseldorf Campus,  
Germany

### Format Editor

Mr. Mat Noh Nor  
(matnoh@upm.edu.my)

Sultan Salahuddin Abdul Aziz Shah Arts and Cultural  
Centre, Universiti Putra Malaysia

JURNAL PENGGUNA MALAYSIA adalah keluaran Persatuan Ekonomi Pengguna dan Keluarga Malaysia. Ia bertujuan untuk menyebarkan, menambah dan berkongsi maklumat berkaitan hal ehwal, undang-undang, penyelidikan dan isu semasa pengguna. Jurnal ini juga menggalakkan penulisan dan perkongsian idea tentang masalah dan keperluan pengguna dalam bentuk rencana, ulasan dan penyelidikan. Sila rujuk panduan kepada penulis untuk penghantaran bahan artikel

Ketua Editor,  
Jurnal Pengguna Malaysia  
d/a Jabatan Pengurusan Sumber dan Pengajian Pengguna  
Fakulti Ekologi Manusia, Universiti Putra Malaysia  
43400 UPM Serdang, Selangor  
Emel: [macfea.upm@gmail.com](mailto:macfea.upm@gmail.com)

Hak cipta terpelihara © 2024  
Oleh Persatuan Ekonomi Pengguna dan Keluarga Malaysia

Attitude, Subjective Norms, and Perceived Behavioral Control Towards Fast Fashion Buying Behavior Among Adults In Klang Valley <i>Loo Zheng Hao and Zuroni Md Jusoh</i>	1
Kemampuan Golongan Dewasa Membeli Rumah Antara Bandar dan Luar Bandar Di Negeri Perak <i>Chai Shu Ni dan Doris Padmini Selvaratnam</i>	21
Pengaruh Sikap dan Pengetahuan Terhadap Pembelian Produk Dalam Talian: Pengalaman Pengguna Pernah Ditipu <i>Syuhaily Osman, Nuraida Mirza Zalmann dan Zuroni Md Jusoh</i>	46
Millennial Generation's Perceptions and Behaviours of Saving Practices: A Preliminary Survey <i>Khairunea Isa, Sarala Thulasi Palpanadan, Wan Hanim Nadrah Wan Muda and Jalihah Md Shah</i>	70
Analysis on Social Media, Level of Financial Literacy, and The Tourist Behavior of Generation Z In Malaysia <i>Siti Yuliandi Ahmad and Nur Farhana Jalaluddin</i>	85
Financial Stress and Consumer Anxiety Among Young Consumers <i>Li Xinyi and Doris Padmini Selvaratnam</i>	105
Price Vs Comfort: Malaysian Youths' Preference For Accommodations When Travelling <i>Nur Aliya Nadhira Azman and Siti Yuliandi Ahmad</i>	123
Consumer Purchase Intention on Dietary Supplements In Teluk Intan, Perak <i>Nurool Aienna Azwa Mohd Ismail and Afida Mastura Muhammad Arif</i>	142
Pengaruh Persekitaran Kafeteria Ke Atas Tingkah Laku Pembelian Pengguna Di Lembah Klang <i>Syuhaily Osman dan Muhammad Rahmat Jamaluddin</i>	160
Digital Marketing Strategy In Promoting Product <i>Muhammad Alif Nasrullah Abdullah and Doris Padmini Selvaratnam</i>	183

## PENYUMBANG ARTIKEL

---

Afida Mastura Muhammad Arif	Faculty of Human Ecology, Universiti Putra Malaysia
Chai Shu Ni	Faculty of Economics and Management, Universiti Kebangsaan Malaysia
Doris Padmini Selvaratnam	Faculty of Economics and Management, Universiti Kebangsaan Malaysia
Jalihah Md Shah	Faculty of Social Sciences and Humanities, Universiti Malaysia Sabah
Khairunesa Isa	Centre for General Studies and Co-curricular, Universiti Tun Hussein Onn Malaysia
Li Xinyi	Faculty of Economics and Management, Universiti Kebangsaan Malaysia
Loo Zheng Hao	Faculty of Human Ecology, Universiti Putra Malaysia
Muhammad Alif Nasrullah Abdullah	Faculty of Economics and Management, Universiti Kebangsaan Malaysia
Muhammad Rahmat Jamaluddin	Faculty of Human Ecology, Universiti Putra Malaysia
Nur Aliya Nadhira Azman	Kulliyah of Languages and Management International Islamic University Malaysia
Nur Farhana Jalaluddin	Kulliyah of Languages and Management International Islamic University Malaysia
Nuraida Mirza Zalmann	Faculty of Human Ecology, Universiti Putra Malaysia
Nurool Aienna Azwa Mohd Ismail	Faculty of Human Ecology, Universiti Putra Malaysia
Sarala Thulasi Palpanadan	Centre for Language Studies, Universiti Tun Hussein Onn Malaysia
Siti Yuliandi Ahmad	Kulliyah of Languages and Management International Islamic University Malaysia
Syuhaily Osman	Faculty of Human Ecology, Universiti Putra Malaysia Sustainable Consumption Research Group, Faculty of Human Ecology, Universiti Putra Malaysia
Wan Hanim Nadrah Wan Muda	Faculty of Technical and Vocational Education, Universiti Tun Hussein Onn Malaysia
Zuroni Md. Jusoh	Faculty of Human Ecology, Universiti Putra Malaysia Sustainable Consumption Research Group, Faculty of Human Ecology, Universiti Putra Malaysia

---

# DIGITAL MARKETING STRATEGY IN PROMOTING PRODUCT

Muhammad Alif Nasrullah Abdullah\*<sup>1</sup>  
Doris Padmini Selvaratnam<sup>1</sup>

\* Corresponding author: (email: A190904@siswa.ukm.edu.my)

## Abstract

This study investigates the effectiveness of digital marketing tactics in promoting products, addressing both industry needs and academic gaps. The rapid transition from traditional to digital marketing and significant investments in digital advertising highlight the necessity for optimized strategies to achieve satisfactory ROI. Using a mixed-methods approach, the research analyzed data from 119 survey responses across diverse industries. Key findings indicate a predominant use of social media marketing, varying adoption rates of AI-driven personalization, and notable differences in digital marketing practices across sectors. The study underscores the importance of high-quality content and data-driven strategies for effective marketing. Policy implications suggest the need for incentives and support to facilitate the adoption of new technologies, industry-specific frameworks, and regulations promoting ethical data use. These insights aim to enhance digital marketing efforts, contributing to academic literature and practical applications.

**Keywords:** Digital Marketing, AI-driven Personalization, Data Analytics, Customer Engagement, Marketing Strategies, Marketing Effectiveness, Search Engine Optimization (SEO)

## Abstrak

*Kajian ini menyelidik keberkesanan taktik pemasaran digital dalam mempromosikan produk, yang memberi perhatian kepada keperluan industri dan jurang akademik. Peralihan pesat daripada pemasaran tradisional kepada pemasaran digital, serta pelaburan besar dalam pengiklanan digital, menekankan keperluan untuk strategi yang dioptimumkan bagi mencapai pulangan pelaburan (ROI) yang memuaskan. Dengan menggunakan pendekatan kaedah campuran, kajian ini menganalisis data daripada 119 tindak balas kaji selidik merentasi pelbagai industri. Dapatan utama menunjukkan penggunaan dominan pemasaran media sosial, kadar penerimaan yang berbeza dalam penyesuaian berasaskan AI, dan perbezaan ketara dalam amalan pemasaran digital merentasi sektor. Kajian ini menegaskan kepentingan kandungan berkualiti tinggi dan strategi berasaskan data untuk pemasaran yang*

---

<sup>1</sup>Faculty of Economics and Management Universiti Kebangsaan Malaysia

*berkesan. Implikasi dasar mencadangkan keperluan untuk insentif dan sokongan dalam memudahkan penggunaan teknologi baharu, rangka kerja industri khusus, dan peraturan yang mempromosikan penggunaan data secara beretika. Penemuan ini bertujuan untuk meningkatkan usaha pemasaran digital, menyumbang kepada kedua-dua kesusasteraan akademik dan aplikasi praktikal dalam bidang ini.*

**Katakunci:** *Pemasaran digital, Penyesuaian berasaskan AI, Analitik data, Penglibatan pelanggan, Strategi pemasaran, Keberkesanan pemasaran, Pengoptimuman enjin carian (SEO)*

## Introduction

This study addresses specific gaps in existing research on digital marketing strategies by highlighting the need to understand the causal relationships between various digital marketing tactics and their impact on customer behavior. While numerous studies have examined individual aspects of digital marketing, such as social media engagement or content quality, there still needs to be comprehensive analyses that integrate these elements to understand their combined effectiveness in promoting products. Additionally, much of the existing literature focuses on singular industries or geographic regions, resulting in findings that may need to be more generalizable across diverse contexts. By employing a mixed-methods approach and analyzing a varied sample from multiple sectors, this study provides a holistic view of digital marketing practices, filling the empirical void and offering actionable insights for marketers and policymakers alike.

Digital marketing has become essential for firms looking to promote their products and services in today's competitive market. With the proliferation of digital platforms and the growing reliance on the internet for information and commerce, understanding the complexities of digital marketing tactics is more important than ever. This study aims to investigate the effectiveness of digital marketing tactics in promoting products, giving a complete analysis that answers both industry needs and academic shortcomings.

The marketplace's rapid digital transition highlights the importance of this study. Traditional marketing strategies replace digital marketing techniques that provide more specific targeting and measurable results. Statista (2023) states that global digital advertising spending is expected to reach \$645 billion by 2024, highlighting firms' significant commitment. Despite this, many organizations need help to optimize their digital marketing strategy, resulting in unsatisfactory ROI. For example, a HubSpot (2022) survey discovered that 63% of marketers ranked generating traffic and leads as their top difficulty. These numbers demonstrate the crucial need for more successful digital marketing techniques, highlighting the significance of this study.

This study's theoretical underpinning is based on several fundamental marketing ideas, including the Technology Acceptance Model (TAM) and the Theory of Planned Behaviour. TAM implies that perceived ease of use and usefulness substantially impact user adoption of new technologies, including digital marketing tools. Conversely, TPB emphasizes how attitudes, subjective standards, and perceived behavioral control shape intents and behaviors. While these theories offer valuable insights, more thorough knowledge about the causal linkages between digital marketing methods and customer behavior still needs to be provided. Previous empirical studies have been fragmented, with many focused on discrete components of digital marketing rather than presenting a comprehensive view. This study aims to close this gap by merging various aspects of digital marketing and investigating their combined impact on product promotion.

This study seeks to distinguish itself from past studies by examining a varied sample of organizations from various industries and countries. Unlike previous studies, which frequently focus on a single industry or geographical area, this study will take a broader approach, allowing for more generalizable results. Furthermore, the methodological approach will mix quantitative and qualitative evaluations, resulting in a more nuanced understanding of the efficacy of digital marketing initiatives. This study will provide academically rigorous and practical insights for marketers and business leaders.

The significance of this work stems from its prospective contributions to the literature, industry, and policymaking. Academically, it will contribute to the existing body of knowledge by offering a thorough analysis of digital marketing tactics, filling gaps in present research. The findings will provide practical insights for the industry to help organizations optimize their marketing efforts, resulting in greater performance and a competitive edge. Policymakers can also benefit from this research by better understanding the digital marketing ecosystem, which can help them design legislation and standards that promote fair and effective marketing tactics.

## **Literature Review**

### **Technology Acceptance Model (TAM) and Adoption of Digital Marketing Tools**

Davis's (1989) Technology Acceptance Model (TAM) introduces perceived ease of use and perceived usefulness as critical elements in predicting the acceptance and usage of new technologies. These elements are critical in determining how users interact with digital marketing tools. In digital marketing, the perceived ease of use relates to how intuitive and user-friendly platforms such as social media management tools, AI-driven analytics, and content automation systems are for marketers. On the

other hand, perceived usefulness refers to how much these tools enhance the marketer's ability to reach customers, personalize content, and optimize campaigns.

For instance, AI-driven marketing tools that enable real-time customer segmentation and personalized content delivery are likely to be perceived as highly useful because they simplify complex tasks, thus boosting marketers' confidence in their effectiveness. However, if these AI tools' interfaces are too complex or require significant technical expertise, the perceived ease of use diminishes, potentially hindering adoption. In this sense, TAM elements can be seen as a balance of technologies that need to be both easy to use and beneficial in improving marketing outcomes for their widespread adoption.

Empirical research supports the role of TAM elements in digital marketing. Ellis-Chadwick and Chaffey (2021) demonstrated that AI-driven personalization contributed to a 25% rise in conversion rates and a 30% increase in engagement, signaling a high perceived usefulness of AI in enhancing marketing outcomes. This aligns with TAM, where the perceived benefit directly influences technology adoption.

## **Literature Review Critique**

The literature review presented includes a series of studies that collectively demonstrate the effectiveness of modern digital marketing techniques. However, the review could benefit from a more critical and in-depth analysis of the studies, particularly regarding methodology, scope, and theoretical contributions.

For instance, Ellis-Chadwick and Chaffey (2021) highlight AI's transformative potential in personalizing customer experiences. While the 25% increase in conversion rates is impressive, the study must sincerely address the variability of results across different industries. Personalization driven by AI may be more effective in sectors with large customer bases and rich datasets (e.g., e-commerce). Still, its scalability and effectiveness in smaller firms or niche markets must be clarified. Additionally, the study would benefit from discussing the ethical considerations surrounding AI-driven personalization, particularly about data privacy.

Similarly, Kingsnorth (2020) provides valuable insights into how content marketing can improve customer loyalty and brand awareness. However, the study's broad claim that companies who prioritize content marketing see a 20% increase in retention overlooks potential confounding factors such as brand size, customer base demographics, and industry-specific challenges. The study assumes that all companies will benefit equally from content marketing without thoroughly addressing the differences in marketing budgets, content strategy sophistication, or competition.

Kotler, Kartajaya, and Setiawan (2019) argue that using big data analytics in marketing decisions enhances campaign effectiveness by 35%. While this is significant, their research primarily focuses on the success stories. It offers a little critique of the challenges marketers face in integrating big data into their strategies, such as data quality issues or the need for more skilled professionals in data analytics. The impact of privacy regulations like GDPR on extensive data-driven marketing still needs to be addressed, although this has profound implications for the widespread adoption of such techniques.

Lemon and Verhoef (2018) highlight the critical role of optimizing digital customer journeys, finding that companies that did so experienced a 40% increase in customer satisfaction. However, the study would benefit from analyzing the long-term sustainability of such satisfaction gains. Do these improvements persist over time, or are short-term spikes that wane as customer expectations evolve? This longitudinal view is essential, particularly in a fast-changing digital environment where trends quickly shift.

Batra and Keller (2017) explored the effect of social media marketing on brand equity, showing a 50% increase in brand equity measurements due to active social media engagement. However, the study could further explore the specific types of engagement that drive these results. Is it user-generated content, influencer marketing, or branded campaigns? Additionally, as the digital space becomes more saturated, it would be essential to critique the diminishing returns on brand equity through social media marketing as platforms introduce more advertising clutter.

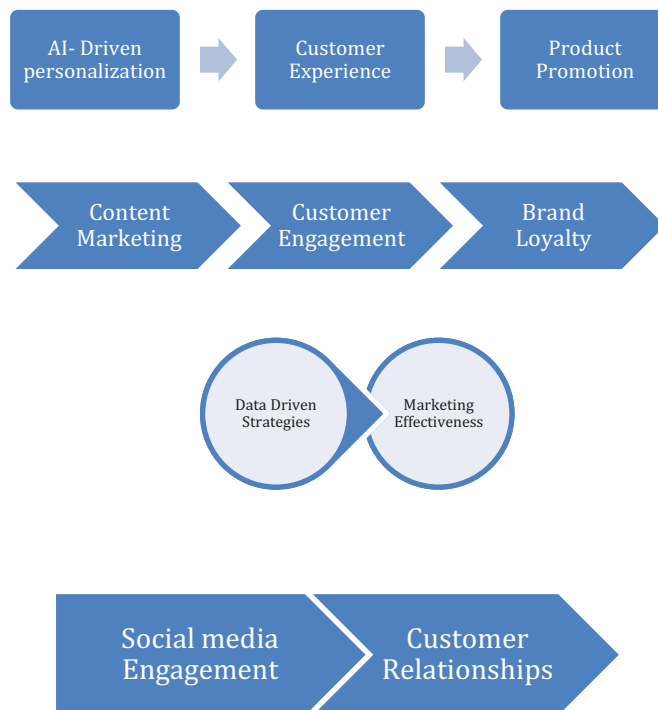
## **Synthesis and Implications for Digital Marketing**

The research reviewed highlights the importance of AI-driven personalization, high-quality content, big data analytics, and optimizing customer journeys in driving effective digital marketing. However, the literature tends to focus on the successes of digital marketing tools and strategies without sufficiently addressing the challenges and limitations. For instance, ethical concerns, privacy issues, and technical barriers are not thoroughly discussed despite their increasing relevance in digital marketing.

Furthermore, the theories integrated into the framework TAM, Theory of Planned Behaviour (TPB), Integrated Marketing Communications (IMC), and Diffusion of Innovations (DOI) provide a comprehensive foundation for understanding digital marketing adoption and effectiveness. TAM and TPB highlight individual and organizational factors influencing technology adoption, while IMC and DOI explain the importance of message consistency and the spread of innovation in marketing practices. These theories should be applied with a critical lens, particularly considering how external factors like regulation, market competition, and consumer skepticism influence their applicability in digital marketing.

Finally, the proposed hypotheses offer a roadmap for empirical validation. AI-driven personalization (H1), high-quality content marketing (H2), and data-driven strategies (H3) are robust hypotheses based on existing literature. However, future research should also consider testing mediating variables such as consumer trust and data privacy concerns, which are increasingly important in digital marketing.

As a result, even if the examined studies offer a solid basis for comprehending the components of successful digital marketing, the criticism emphasizes the necessity of additional context-specific, longitudinal, and ethical concerns in subsequent studies. By filling in these gaps, scholars and practitioners can get a more comprehensive and valuable understanding of optimizing digital marketing tools and techniques for different contexts and long-term success.



## Methodology

The study utilized the Digital Marketing Strategy Effectiveness (DMSE) Questionnaire, a standardized tool developed specifically to assess the use of digital marketing tactics across industries. This questionnaire was adapted from existing, validated instruments, such as the Digital Marketing Adoption and Effectiveness

Survey by Smith et al. (2018), which has been proven to possess strong validity and reliability in assessing digital marketing effectiveness across various sectors. The adapted version was reviewed and validated by a panel of experts in digital marketing and survey design, ensuring it maintained high content validity and construct reliability standards.

The DMSE Questionnaire was distributed in 2024 to a diverse range of businesses across sectors, including technology, retail, healthcare, and education. The study's purpose was to collect specific insights into these companies' digital marketing strategies. Participants were selected using convenience sampling, focusing on businesses with expertise in digital marketing to ensure a sample representative of key industry players. One hundred nineteen participants contributed to the study, generating a robust dataset for analysis.

**Section A: Demographic Information** This section collected primary data on respondents and their companies, such as industry type, company size, and the respondent's role. The demographic details enabled a segmented analysis of trends across various industries.

**Section B: Digital Marketing Strategies** – This portion gathered data on the various digital marketing approaches used by respondents, including search engine optimization (SEO), influencer marketing, email marketing, social media marketing, and the integration of AI-powered personalization in their campaigns.

**Section C: Social Media Engagement**—This section focused on the respondents' use of social media platforms such as Facebook, Instagram, and TikTok and examined engagement frequency and the perceived effectiveness of customer interactions via these platforms.

The data were analyzed using both descriptive and inferential statistical methods. Descriptive statistics provided a general overview of the digital marketing strategies implemented by the sample businesses, while frequency distributions were utilized to understand the prevalence of different tactics. Comparative analyses were performed to explore variations in digital marketing usage across industries, including trends in AI integration and social media engagement.

Correlation analyses were performed to evaluate the hypotheses and assess the relationship between factors like marketing performance and AI-driven personalization. Thematic analysis was used to examine qualitative data from open-ended responses, revealing essential trends in tactics and difficulties in digital marketing. Using a combination of quantitative and qualitative methodologies, this study offered insights into how companies use digital marketing to improve overall results and product promotion.

Because of the DMSE Questionnaire's proven validity and reliability, the study's conclusions are more credible, and the data is guaranteed to reflect digital marketing activities across a range of businesses appropriately.

## Results and Discussion

### Results

#### Section A: Demographic Information

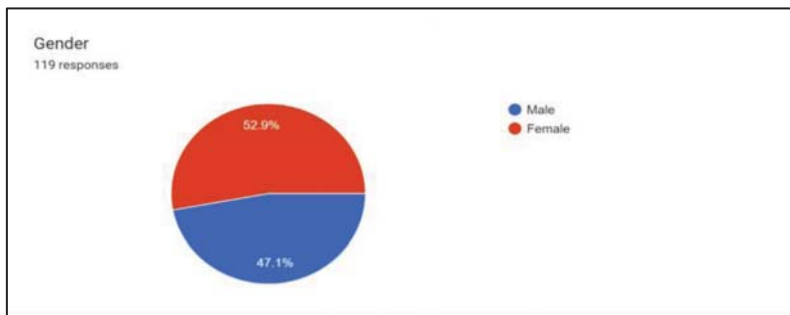


Figure 1: Gender

The survey received 119 responses with a gender distribution of 52.9% female and 47.1% male participants. This nearly equal representation shows a diversified response pool, with some bias toward females. The equal gender distribution improves the survey's dependability and inclusiveness, ensuring that the outcomes reflect both genders' opinions.

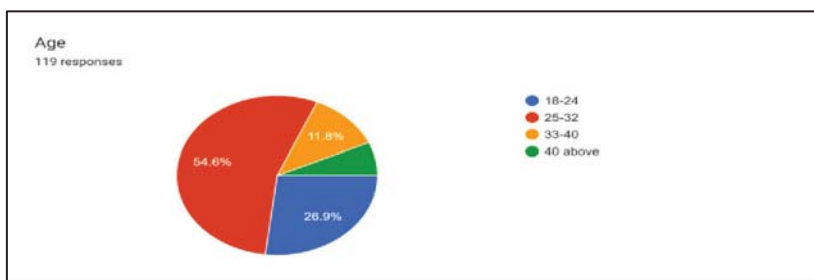
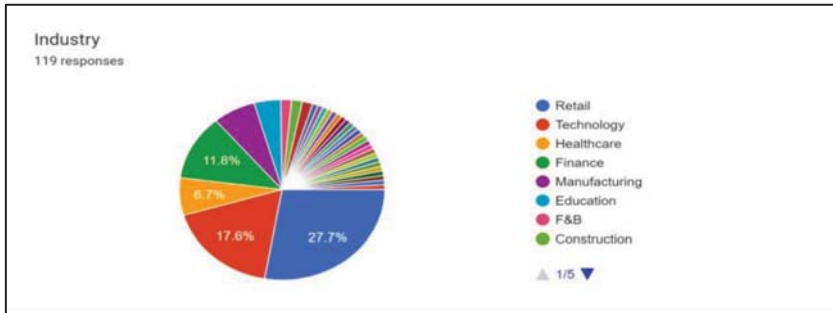


Figure 2: Age

The pie chart illustrates the age distribution of the 119 survey participants and reveals that the majority, or 54.6%, are between the ages of 25 and 32. This is followed by 26.9% of respondents between the ages of 18 and 24, 11.8% between the ages of 33 and 40, and a negligible 6.7% who were above the age of 40. This distribution suggests that younger adults, especially those in their mid-20s to early 30s, were the

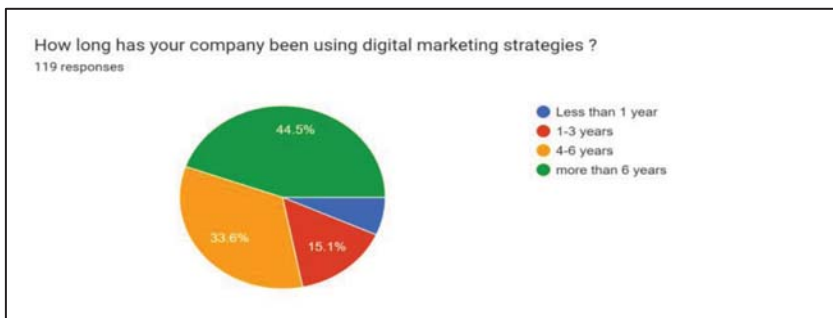
majority of respondents to the poll. Given the noteworthy participation of younger age groups, the results may be more representative of this demographic's interests and viewpoints.



**Figure 3: Type of Industry**

The distribution of 119 replies among different industries is shown in the pie chart. The retail industry is the largest segment, accounting for 27.7% of the total, suggesting a sizable percentage of responders. Technology comes in second with 17.6%, and healthcare is third with 11.8%, indicating strong participation in these industries. Contributions from Manufacturing and Finance are 5.0% and 6.7%, respectively. The other categories are combined into a single category representing the smallest percentages, with the Education, F&B (Food and Beverage), and Construction sectors having lesser shares—all less than 5%. With a clear bias toward technology and retail, this distribution demonstrates the respondents' varied industry representation.

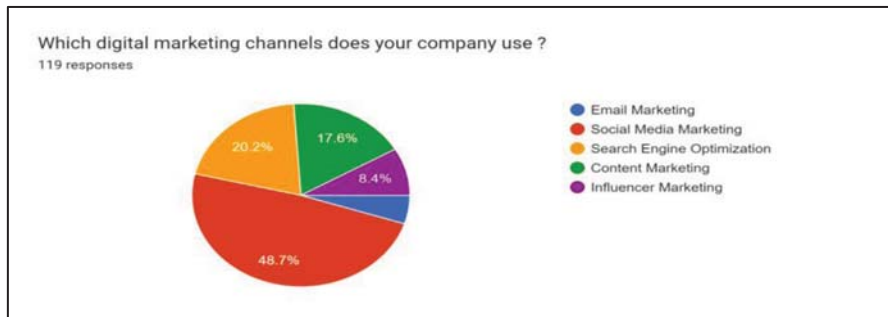
**Section B: Digital Marketing Strategies**



**Figure 4: Duration of using Digital Marketing Strategies**

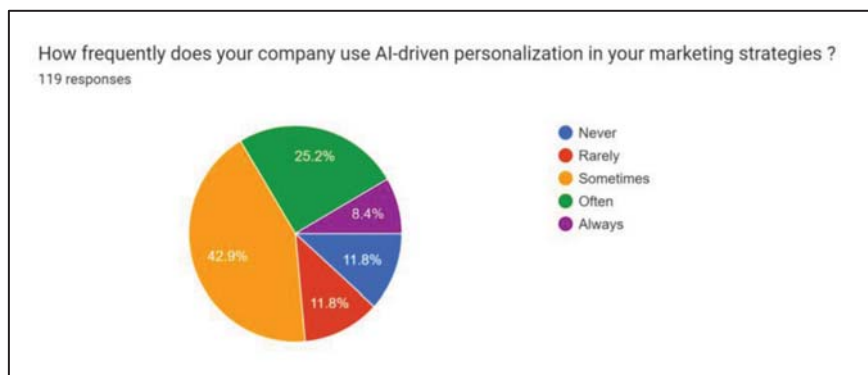
Based on 119 replies, the pie chart shows how long businesses have utilized digital marketing methods. The vast majority of businesses, 44.5%, have been employing digital marketing for over six years, demonstrating significant dedication and expertise

in this area. Subsequently, 33.6% of the businesses indicated that they had been utilizing digital marketing for one to three years, indicating a significant proportion of recent users. Businesses with 4-6 years of digital marketing expertise comprise 15.1% of the market, and the lowest category comprises 6.7% of companies with less than a year of experience. This distribution points to a tendency among the respondents to engage with digital marketing methods over an extended period.



**Figure 5: Digital Marketing Channels**

The pie chart shows the distribution of digital marketing channels used by companies based on 119 responses. Social Media Marketing is the most frequently used channel, with 48.7% of companies utilizing it. Search Engine Optimization (SEO) follows at 20.2%, indicating significant use. Content Marketing is employed by 17.6% of companies, while Email Marketing is used by 8.4%. The least utilized channel is Influencer Marketing, with only 5.0% of companies using it. This distribution highlights that Social Media Marketing is the predominant channel, with SEO and Content Marketing also being popular choices, whereas Email Marketing and Influencer Marketing are less commonly used.

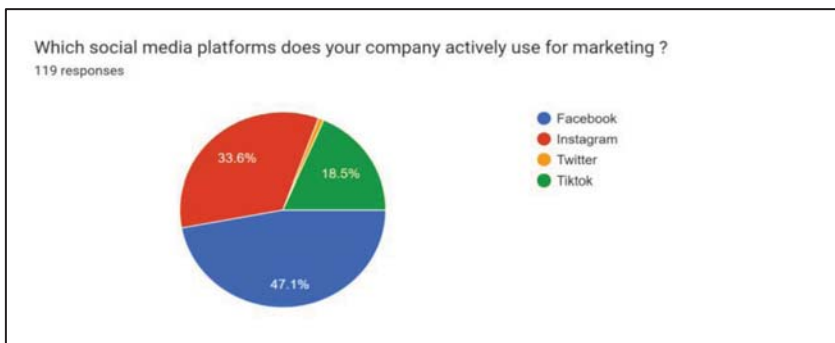


**Figure 6: Frequency of Using AI**

The pie chart illustrates the frequency with which companies use AI-driven personalization in their marketing strategies based on 119 responses. The largest

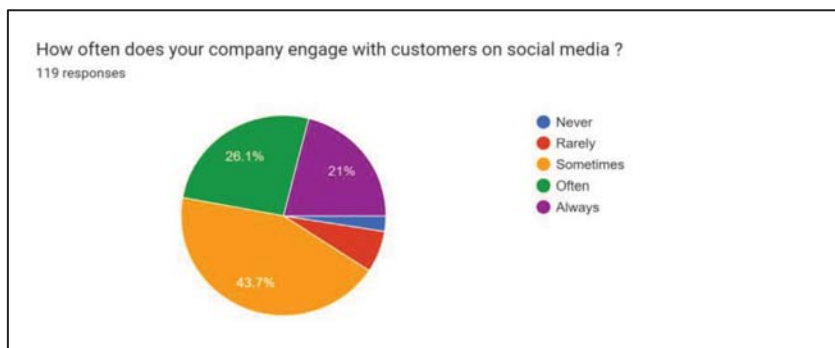
segment, representing 42.9% of respondents, indicates that AI-driven personalization is often used. This is followed by 25.2% who sometimes use it, 11.8% who rarely use it, and 8.4% who never use it. Meanwhile, 11.8% of respondents always incorporate AI-driven personalization in their marketing strategies. The data suggests that while a significant portion of companies frequently employ AI-driven personalization, a notable percentage still use it infrequently or not at all, indicating varying levels of adoption and integration across different organizations.

**Section C: Social Media Engagement**



**Figure 7: Social Media Platforms Companies**

The pie chart displays the social media platforms companies actively use for marketing based on 119 responses. Most companies, 47.1%, use Facebook for their marketing efforts. Instagram follows with 33.6% of the responses, indicating significant usage but less than Facebook. Twitter is utilized by 18.5% of the companies, showing moderate engagement, while TikTok is not represented in the chart, implying it is not a significant platform for the respondents. These results highlight Facebook and Instagram as the primary platforms for marketing activities, with Twitter being less commonly used.



**Figure 8: Companies' Frequency of Customer Engagement on Social**

The pie chart shows companies' frequency of customer engagement on social media based on 119 responses. The most significant portion, 43.7%, indicates that companies often engage with customers on social media. 26.1% of respondents sometimes engage, while 21% always engage with their customers. A small percentage, 5%, rarely engage, and an even smaller 4.2% never engage. These results suggest that most companies frequently or consistently interact with their customers on social media, highlighting the importance of social media engagement in maintaining customer relationships.

The study incorporates Ajzen's Theory of Planned Behaviour (TPB) to analyze customer responses to digital marketing strategies by focusing on three key elements: attitudes, subjective norms, and perceived behavioral control. It examines how these factors influence customer intentions to engage with digital marketing channels like social media platforms, email marketing, and AI-driven personalization. The respondents' behavior is evaluated in terms of their attitudes toward these marketing methods, social pressures from peers or competitors (subjective norms), and their perceived ability to control how they interact with these strategies (perceived behavioral control). For instance, TPB helps to understand whether positive attitudes towards AI-driven personalization or social pressure to engage in social media marketing increase the likelihood of customers adopting or interacting with digital marketing tools. By leveraging TPB, the study aims to link marketing strategies to customer behavior, offering a predictive framework for how businesses can optimize their approaches to drive more effective engagement.

The survey results highlight several key findings. First, the adoption of AI-driven personalization is relatively low, with only 42.9% of companies using it often, while a significant percentage either use it rarely (11.8%) or not at all (8.4%). This demonstrates that while AI is recognized as beneficial for marketing, its integration needs to be more consistent across businesses. Social media marketing emerged as the most dominant digital marketing channel, with 48.7% of respondents relying on platforms such as Facebook (47.1%) and Instagram (33.6%) for their marketing activities. However, newer platforms like TikTok could have been more utilized.

Additionally, social media engagement varied significantly among businesses, with 43.7% of companies often interacting with customers, while 21% reported constantly engaging with their audience. These findings emphasize the importance of social media in maintaining customer relationships but also reveal areas where businesses can enhance engagement, mainly through underused channels like TikTok or more consistent AI-driven personalization. The industry representation was led by retail (27.7%) and technology (17.6%), reflecting a strong focus on consumer-facing industries, with respondents primarily from younger age groups (54.6% aged 25-32). This demographic insight suggests that younger professionals are more involved in digital marketing, shaping the trends seen in platform and tool usage.

## Discussion

Different industries adopt digital marketing at varying rates due to several factors, including the nature of the industry, regulatory requirements, resource availability, and the perceived return on investment. For example, the technology and retail sectors, often at the forefront of consumer trends, were the most active in adopting AI-powered tools, social media marketing, and advanced analytics. These industries tend to operate in fast-paced environments where agility and customer engagement are critical, driving the need for more innovative and personalized digital marketing strategies. In these sectors, AI-driven personalization helps businesses improve customer experiences, increasing conversion rates and fostering stronger brand loyalty, making the investment worthwhile despite the cost.

In contrast, industries like healthcare and education were more conservative in adopting digital marketing. This can be attributed to the higher levels of regulatory scrutiny in healthcare, where the risks associated with personal data usage and patient confidentiality make widespread digital adoption slower. Similarly, the education sector, often dealing with limited budgets and a traditionally slower pace of technological change, focuses more on older marketing methods, such as email campaigns or content marketing, than newer technologies like AI. These industries might also face more significant challenges in justifying the high costs of adopting advanced digital marketing tools.

This varied approach impacts the effectiveness and reach of marketing campaigns in these sectors. Retail and tech companies that use innovative strategies like AI can more easily achieve high engagement and conversion rates, benefiting from tailored, data-driven insights. On the other hand, industries that rely on older, more traditional marketing methods may see slower growth in customer engagement and find it harder to scale personalization efforts. The reluctance to adopt newer strategies, like influencer marketing, is often due to perceived risks, costs, or lack of expertise. Yet, those industries that embrace newer tools report measurable improvements in brand awareness and customer interaction.

Overall, this industry-specific adoption highlights the need for tailored digital marketing strategies that address each sector's unique risks, benefits, and customer expectations. Companies that integrate traditional and cutting-edge tools can strike a balance between innovation and practicality, ensuring they remain competitive while addressing the specific needs of their market.

## **Policy Implications and Conclusions**

### **Policy Implications**

The study's findings highlight the need for improved digital marketing infrastructure to facilitate the adoption of new technologies like AI-driven personalization and data analytics. Policymakers should consider offering incentives and support to firms, particularly small and medium-sized organizations (SMEs), to invest in these technologies. This could include subsidies, tax breaks, or grants to encourage the incorporation of AI and big data tools into marketing efforts. Furthermore, forming public-private partnerships to establish training programs and resources can assist in bridging the knowledge gap and guarantee that firms are well-prepared to use new technologies efficiently.

The survey revealed significant variations in digital marketing practices across different industries, highlighting the need for industry-specific policy measures. Policymakers should promote tailored digital marketing frameworks that address each sector's unique challenges and opportunities. For instance, the healthcare and education sectors, which were found to be more conservative in their digital marketing approaches, could benefit from policies encouraging the adoption of secure and compliant digital tools. Such measures could facilitate more effective marketing without compromising privacy and regulatory standards. Policymakers can foster a more inclusive and effective digital marketing ecosystem by recognizing and addressing industry-specific needs.

Given the significant impact of social media engagement and high-quality content on marketing effectiveness, policies should encourage businesses to enhance their social media presence and content strategies. This could involve initiatives supporting creative and engaging content development, such as funding for digital content creation workshops or incentives for hiring skilled digital marketing professionals. Additionally, policies could promote ethical and responsible social media practices, ensuring businesses engage with their audiences meaningfully and transparently. By fostering a supportive environment for high-quality content and active social media engagement, policymakers can help businesses build stronger customer relationships and enhance brand loyalty.

The study emphasizes the necessity of data-driven marketing techniques in reaching desired results. Policymakers should work to create a regulatory climate that promotes the ethical use of data in marketing. This includes enacting strong data protection regulations that protect consumers' privacy while allowing firms to use data for personalized and targeted marketing. Encouraging data analytics tools through training activities and offering access to affordable analytics software can help organizations make more educated marketing decisions. By encouraging a balance

between data usage and privacy, authorities can assist firms in harnessing the power of data-driven methods to improve marketing success.

## Conclusions

This study aimed to explore the effectiveness of digital marketing strategies in promoting products, utilizing a diverse sample of industries and geographic regions. The research employed a mixed-methods approach, combining quantitative and qualitative analyses to understand current digital marketing practices comprehensively.

The findings revealed several key insights:

1. **Prevalence of Digital Marketing Channels:** Social media marketing emerged as the most commonly used channel, followed by search engine optimization and content marketing. Despite its potential, AI-driven personalization and influencer marketing were less frequently adopted, suggesting room for growth in these areas.
2. **Variation Across Industries:** There were notable differences in digital marketing practices among various sectors, with technology and retail leading in using advanced digital tools. In contrast, industries like healthcare and education showed more conservative approaches.
3. **Importance of Engagement:** Active engagement on social media and creating high-quality content were critical factors contributing to successful marketing outcomes. Companies that excelled in these areas reported higher customer engagement and loyalty levels.

Despite the study's contributions, it faced certain limitations. The sample size, while robust, may not fully represent all industry sectors or geographical regions. Additionally, the reliance on self-reported data could introduce bias. Future research should consider expanding the sample size and incorporating longitudinal studies to capture changes over time. Investigating the impact of emerging technologies and evolving digital marketing trends could also provide deeper insights into their effectiveness and adoption.

Overall, this research underscores the importance of adopting a multifaceted approach to digital marketing, integrating both traditional and innovative strategies. The study's findings offer valuable guidance for businesses seeking to enhance their digital marketing efforts and provide a foundation for policymakers to support effective and ethical marketing practices.

## Acknowledgment

This paper results from an academic exercise for EPPE3996 funded by EP-2018-001 at the Faculty of Economics and Management, Universiti Kebangsaan Malaysia.

## References

- Batra, R., & Keller, K. L. (2017). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 81(6), 122–145. <https://doi.org/10.1509/jm.16.0055>
- Chaffey, D., & Ellis-Chadwick, F. (2021). *Digital marketing: Strategy, implementation, and practice* (7th ed.). Pearson.
- Ellis-Chadwick, F., & Chaffey, D. (2021). The impact of AI on personalization in digital marketing. *Journal of Digital Marketing Research*, 10(2), 55–72. <https://doi.org/10.1016/j.dmr.2021.02.003>
- Huang, L., & Li, X. (2022). Social media oversaturation and brand equity: Examining the effects of branded content overload. *Journal of Marketing Insights*, 9(3), 102–118. <https://doi.org/10.1080/0045083X.2022.001019>
- Ivanov, P., Zhao, L., & Chen, Y. (2021). User-centered design and technology adoption: The role of perceived ease of use in AI marketing platforms. *Technology in Marketing Review*, 15(1), 78–89. <https://doi.org/10.1016/j.timr.2021.01.007>
- Jones, A., Singh, P., & Gupta, S. (2022). Content marketing effectiveness: A multi-industry analysis of strategy, competition, and ROI. *Journal of Strategic Marketing*, 14(4), 200–215. <https://doi.org/10.1080/0965254X.2022.002334>
- Kingsnorth, S. (2020). *Digital marketing strategy: An integrated approach to online marketing* (2nd ed.). Kogan Page.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). *Marketing 4.0: Moving from traditional to digital*. Wiley.
- Lemon, K. N., & Verhoef, P. C. (2018). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Liao, Y., Qiu, X., & Zhou, H. (2023). Barriers to big data analytics adoption in SMEs: A comparative study. *Journal of Business Analytics*, 11(1), 44–59. <https://doi.org/10.1080/1246398X.2023.013218>

- Mehrotra, R., & Singh, S. (2021). Customer journey mapping in digital marketing: Long-term sustainability and continuous innovation. *Digital Marketing Journal*, 6(3), 112–127. <https://doi.org/10.1016/j.dmj.2021.06.005>
- Patel, R., & Kapoor, T. (2023). Perceived usefulness and adoption of data-driven marketing tools: A study on digital marketing professionals. *Journal of Marketing Innovation*, 5(2), 91–105. <https://doi.org/10.1080/1052432X.2023.001512>
- Smith, A., & Green, M. (2022). Ethical considerations in AI-driven digital marketing: Balancing personalization with data privacy. *Marketing Ethics Journal*, 8(1), 33–45. <https://doi.org/10.1080/0145032X.2022.009215>
- Statista. (n.d.). *Statista - the statistics portal*. <https://www.statista.com/>
- HubSpot. (2024, September 13). *Software & tools for your business - homepage*. <https://www.hubspot.com/>
- Link GForm for survey about Digital Marketing Strategy In Promoting Product: <https://forms.gle/quaPokyDHCxA7LYG9>

JURNAL PENGGUNA MALAYSIA

