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The Role of digital marketing in marketing new products and promotions

By

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REQUIREMENTS FOR THE DEGREE OF BARCHER OF SCIENCE IN
COMPUTER INFORMATION SYSTEMS

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I declare that this dissertation is my original work except where sources have been cited and acknowledged. The work has never been submitted, nor will it ever be submitted to another university for the award of a degree.

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ABSTRACT

The business environment has been revolving and changing, so is the tools employed in digital marketing. With the growth of technology and its users and its application since the last three decades, organizations have started to shift focus from old marketing to digital marketing in reaching out to more customers. Digital marketing is therefore not seen by most of the scholars as another form of promotional tools for new products like advertising, direct marketing among others but seen as a powerful method of implementing the various marketing tools digitally to reach more targeted local and global audience. This study investigates the effectiveness of digital marketing on marketing of new products and promotions. To achieve the objectives of the study, the researcher therefore employed descriptive survey in which the marketing and sales department officers of five companies were sampled to collect relevant information regarding the effectiveness of digital marketing. Information was also obtained from the respondents using questionnaires. From the research findings, it was revealed that digital marketing is effective in marketing communication of the companies by increasing the brand awareness, enhancing customer satisfaction, easy integration and facilitates automation of marketing activities. The researcher also discovered that trending digital marketing tools employed by most companies includes social media marketing, search artificial intelligence and chatbot inter-alia. It is therefore recommended that among organizations need to employ various technology to gather as much information as they can about their customer needs, geographic and demographic information to determine which marketing strategy will appeal most to the customers.

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CHAPTER 1 INTRODUCTION

1.1 Introduction

Digital marketing is defined as the use of internet, social media, search engines, mobile devices, display advertising and other channels to reach consumers (Gilmore 2007). It should therefore be clear that the utilization of the digital channels is imperative for brands. It must be advanced in all businesses if they want to stay viable and grow. However, it seems that many companies especially small and medium enterprises do not use the full potential of these new digital tools (Gilmore 2007). In the today's competitive markets, each company tries to make the possible process to distribute products and services, attracting consumers, to make the best benefits. The marketing process is thereby considered to be one of the most important operations for any firm.

1.2 Background of the study

By using the digital marketing, companies can have an easy access to their customers in many ways. This research seeks to analyze the role of digital marketing in marketing new products and promotions. Demers (2017) argued that “the use of internet provides industries a wider coverage globally of its products and promotions. He further said that “the net eliminates geographic protections and limitations of the local businesses and it gives smaller firms a wider audience”.

The global economy across the globe has witnessed some changes in the last decades with the technology advancement particularly the information technology. ICT has

continued to make a change on the way we do business, interact and live. Information technology across the world have rendered the most outstanding theory and principle of digital.

In 2007 it was postulated that the proportion of people that are having access to the internet is growing yearly by an average of 3.8, percent more than the growth rate in the world population. Belch(2004) further argued that “the internet usage has been growing rapidly more than 10 times both in its application and users since the 1980s largely because of its imbedded features including flexibility, personalization and interactivity”. Digital marketing technology has bridged many difficult gaps existing in the organizations in the past thereby driving the profitability of the companies in today’s competitive environment (Devi and Konti, 2011). Digital marketing can be employed as a tool to reach the global audience at a minimized cost and has contributed more to the marketing of new products and promotion. Every strategic tool for the companies to achieve competitive advantage in today’s business environment, they must incorporate one or more aspect of digital marketing. This is due to the fact that it enables an integrated and coordinated mechanism of sharing the information across the audience involved in the implementation of a digital marketing strategy. Mitchell (2012) is of the opinion that digital marketing has revolutionized the means at which companies communicate to both the existing and prospective customers, increasing return on investment and reduce cost of reaching out to the customers. Digital marketing has provided a better platform to reach customers within the local and global

market at ease.

In the recent past, most of the businesses employed traditional marketing to promote their products and services to customers. This marketing form reaches customers and audience offline through the old forms of marketing such as the print media and billboards that are placed by the roadside. It further covers a range of advertising forms including Tv broadcasting, poster campaigns as well as well as radio broadcasting that seek to market new products or service regardless the cost. According to Middleton (2001), the traditional marketing relies on a one-way communication in sharing messages to the audience. New companies may put their trust on some traditional forms of marketing with the hope that the methods offer good services. However, it is a matter of time to realize that it does not work effectively on marketing new products and promotions to customers as anticipated and the business may fail to remain afloat due to dynamic marketing strategies 2019. “Traditional offline physical store merchants would be forced out of business” (Yadav, 2018, p.13). Digital marketing activities is being done in today’s world to reach the customers as opposed to the traditional way of reaching the customer like print media, sales promotion, adverts on tv and on radio (Goldfarb, 2011). Thus, digital marketing uses different modern platforms to deliver promotional marketing message to consumers. The platform of advertising as argued by Robinson (2007) include e-mail marketing, social media marketing, mobile phone marketing, search engine marketing, and banner advertising.

Konti (2011) argued that digital marketing brings the company’s new products and

promotions closer to the customer regardless of the location in the world as long as the customers have access to the internet. It provides companies opportunities to understand client's behavior better, widening the products marketing channels, boosts sales, track real time data of marketing performance, among others. Given the fact that, more than 1 billion people are using the internet worldwide and more people are joining on a daily basis, digital marketing therefore provides the greatest platform to extend to a broad range of customers around the world.

Gone are the days when companies wait for meetings regarding their marketing performance or products, with the digital marketing tools, the companies get feedback from customers in real time, track product performance in real time as well as modify a product based on data collected in real time 2020.

1.3 Statement of the problem

A major research gap exists in the area of digital marketing. The past studies have been carried on the issue of digital marketing and its correlation with industry. However, no research has been conducted on finding the role of digital marketing in marketing new products and promotions (Feng 2007). Therefore, this study is novel in the way since examines the role of digital marketing in marketing new products and promotions. This study does not only contribute to the literature but also seeks to help companies to revisit their traditional marketing strategies since the past studies did not clearly outline the benefits that are brought about by digital marketing. Digital technologies have taken a key initiative in transforming the practice and potential of marketing thanks to the

onset of reforms on the internet, countries' economic growth and the expectations of the consumers. (Barnes, 2019).

1.4 Research Objectives

The objectives of the study are derived from the guiding research question. As such, this research aims at examining the role of digital marketing on marketing of new products and promotions to the targeted audience. The research aims at accomplishing the following objectives:

1. To determine the extent to which digital marketing can be effective in achieving the marketing of new products and promotions.
2. To assess the effectiveness of digital marketing in achieving the effective and efficient integrated marketing in companies.
3. To examine the trending digital marketing tools employed by companies to reach targeted audience on new products and promotions.

1.5 Research Questions

1. To what extent can digital marketing be effective in achieving the marketing of new products and promotions?
2. How effective is the digital marketing be in achieving effective and efficient integrated marketing in the companies?
3. What are the trending digital marketing tools employed by companies to reach

targeted audience on new products and promotions?

1.6 Significance of the study

The main importance of this study comes from the significance of the topic discussed in the study. The research will provide essential data that would help companies, on the role of digital marketing in marketing of new products and promotions. The research discoveries will also give the fundamental data that would profit researchers and future academicians on the roles of digital marketing on marketing of new products and promotions. It will add to the body of knowledge existing in the area under study as well.

1.7 Limitation of the study.

The existing study limitations are classified and listed as follows:

The study population was restricted to the roles of digital marketing on the marketing of new products and promotions in Zimbabwe Companies in from a convenience sample of (20) companies.

1.8 Delimitation of the study.

Focusing on roles of digital marketing on the marketing of new products and promotions in Zimbabwe Companies only in the study is a delimitation to the research since are many other countries out Zimbabwe implementing the roles. Paying particular attention to roles of digital in Zimbabwe alone also delimit the study to one country.

This research will commence in December 2022.

Chapter 2 Literature Review

2.0 Introduction

This chapter will focus on literature review of digital marketing on marketing of new products and promotions. This chapter provides a comprehensive review of the relevant literature related to the topic of online marketing and integrated marketing communication. The purpose of this review is to identify and analyze the existing research and theories on online marketing and its effectiveness in achieving integrated marketing communication objectives.

2.1 Theoretical Framework

The study will utilize the social network theory. The network method originates from diverse structural concepts initiated by sociological thinkers' anthropologists whose studies were based largely on the understanding of the different social networks. The social networks theory therefore analyses the kinds of relationships, be there people, animals, or things Evans (2020). Social network thus, it is used for learning about the patterns that manifest within the social networks and their effects or attitude. Digital marketing tools are, therefore, essential in this regard since they permit the marketers to listen and to comprehend what is said by their clients, and also it permits them to take the advantage of different potential used to be able to spread the message to others

in the respective networks.

2.2 Digital Marketing: An Overview

The world of information technology is constantly revolving and changing, and innovative technology are changing the consumer and marketer behavior on a daily basis. Consumer attention are being caught by different things and what matters most to the consumers are changing on daily basis so is the online marketing trend (Brian, 2018). Companies must therefore make adequate efforts to explore the digital marketing of products and their promotional to reach as many effective customers as possible with minimal cost. The advancement in digital marketing have made the advertisement indispensable for companies to achieve competitive advantages in marketing of products. (Fang 2007). Marketing in its basic meaning is defined as the promotion of organizational products and services to the general public with intent of wooing more customers and ensuring customer loyalty to the brand 2020. Percy (2008) defined marketing as, “a process of discovering or assessing societal needs, designing and developing products or service to meet those needs as well as making conscious effort to influence consumer to discover those products and services offered”.

As observed by Morrison (2001), “marketing is a collective medium with which individuals or group of individuals can collectively exchange goods and services based on their needs and wants”.

The business environment is changing so in the field of marketing, the marketing communication is evolving and changing. Devi (2011) argued that there is rise in tools,

theories, techniques, technological changes, and the cultural dynamics all combine to create impact on the way marketers are communicating their message to the targeted audience.

2.3 Online Advertising

Strauss is of the opinion that, like the traditional offline advertising that uses broadcast or print media in advertising effort, companies advertising their products to reach their targeted audience should consider the internet as they would use television, newspaper, radio among. Markova, Prajova and Salgovicova (2011) noted that there are two approaches to advertising online. The first one is the text-based approach that employs the e-mail and bulletin board whereas the second is the multimedia approach that utilizes banner, sponsorship, buttons among others.

2.4 E-mail Marketing

The text-based e-mail marketing is similar to that of traditional mail send across to organization customer offline. E-mail has vast advantages over the traditional mail send across the marketing of products.

2.5 Banner ads

This appear to be the commonest multimedia advertising medium on the internet (Devi and Konti, 2011). The banner ads are used to create the awareness of new product or services and sometimes is used as direct marketing. Banner ads and button usually occupy a position on the website like normal print media and the link is attached to it

to get to the advertiser website where the transaction or the very action takes place Davies (2019). It was the. To increase the banner effectiveness in advertisement, most of the marketers use selective targeting as design factor, and the more the design and position the ads the more it reaches the targeted audience (Belch, 2004). One unique feature of digital marketing is the fact that in print media advertising, the actions are delayed and so the focus is to create awareness but in digital marketing, awareness is created and leads to immediate action from the customer through the links attached to the banner.

2.6 Sponsorship

This is the other powerful tool in digital marketing on the web. Its popularity has increased over time due to low performance of banner advertisement (Strauss and Raymong, 1999). This is a situation where the advertiser pays for a particular web page (s) on the section of the web page and could take part in providing the content or the site simply provides the content as a whole and have it approved by the advertiser Morrison (2007). The advantage of this roles over traditional print media is that they last for a while and that all, but with the internet as long as the content is relevant people will keep on seeing the content (Markova, Prajova, and Salgovicova, 2011).

On this, the advantage of digital marketing over the print media or broadcasting media like television is the ability of the ads to be in tandem with what the targeted audience is interested at that point. For instance, on a television program, an advert might be totally different from what the viewers want to see but not with online marketing

(Strauss and Raymong, 1999). The web further allows an effective integration between the information seeker and product marketer. Internet users can immediately respond to an advert and purchase in the sponsor website bridging the thinking minute's offline multimedia don't offer (Rettie 2004).

2.7 Personal Selling Online

The internet as digital marketing has become one of the most powerful tools in the hand of most e-commerce organization for personal selling. Most companies have viewed the internet as even opportunity to increase their coverage and presence by maintaining strong online presence. Some companies have even cut down their workforce largely because of poor reach with the emergence of online personal selling (Markova, Prajova, Salgovicova, 2011). The internet has become a great source of information for those in business-to-business market especially those of them that are in supply chain industry.

As individuals visit the websites, interact with the companies providing a lead, an individual salesperson can be assigned to follow-up the visitors which then become a sales prospect. The advantage is that it minimizes the costs as the sales representatives does not have a need to travel to talk to clients about the company products or services (Hughes and Fill, 2006).

Strauss and Raymong (1999) noted that, "in a well-designed integrated digital marketing, online presence facilitates personal selling and gives the sales representatives to reach more individuals with the company's products and services".

Although, some researchers have noted that digital marketing does not fit in very well

for personal selling but for providing supportive role to personal selling activities offline.

2.8 Sales Promotion Online

With the rise in the e-commerce, sales promotion activities have increased drastically online. The promotion for sales includes instruments like coupons, rebates, free or low-cost gift, contest, products sampling among others. Strauss (1999) argued that unlike the offline sales promotion that is directed to retailers in the channels of distribution, sales promotion online is directed to consumers themselves and the impact of the sales promotion can therefore be easily measured based on the level of interaction on the website.

2.9 Chapter summary

This section of the research study has provided the extensive review of literature on digital marketing, its meaning, the scope and categories of digital marketing. The literature was equally reviewed on digital marketing its, form and steps involved in implementing marketing plan over the years. It is quite interesting to note that most of the organizations as revealed in the literature reviewed are yet to embrace digital marketing approach.

Chapter 3: Research Methodology

3.0 Introduction

This chapter presents the research methodology for the study. The researcher outlines the research design, data collection techniques, population and sampling technique, ethical research considerations in more detail. It also provides the apparent reason for choosing a quantitative research design and why it is the most appropriate for the study.

3.1 Research design

Research design is the overall research study strategy involving gathering data and analyzing the resulting outcome, the path through which scholars need to carry out their research (Sileyew, 2019). According to Sileyew (2019), a research design is intended to provide a practical framework for a study. The researcher opted to use a quantitative research method as it is in line with the purpose of this study. The quantitative research methods, argued by Creswell (2003), helps researcher(s) in drawing conclusions based on facts and figures; mostly it uses numerical data to prove (or disprove) the developed hypotheses. That is why quantitative research method was selected by the researcher. A quantitative research method was considered the most appropriate in meeting the descriptive and exploratory aims of the study.

3.2 Population and sampling technique

Population in the study denotes the target group of participants in which a researcher intends to interact while carrying out the study. Researchers have emphasized the

importance of selecting participants in achieving the research objectives. Asan (2015) is of the opinion that an appropriate definition or specification of population is of essence in guiding towards credibility of the sample credibility, techniques of sampling, and research results. The proper sampling of the population is essential for the accuracy of data collected, saving time, and cost effectiveness (Asan 2015). Adequate sampling therefore prevents bias among the research participants.

For the purpose of this research, the sample will be chosen through a systematic random sample technique from companies and digital marketing agencies. The population targeted in the research study will include people living in Harare. The sample population to be used in this research will be restricted to the marketing agencies and companies in Harare. A sample population size of 40 respondents will be used for this research so as to achieve a significant and manageable size of population. The systematic sampling method ensured each member of the population had equal chance to be selected. A blend of respondents will be selected by the researcher from three companies in the city and two digital marketing agencies.

The researcher will prepare a list of 50 high reputed companies based in Harare. The 10th in the list will be randomly selected as the starting point. Out of this population, every 10th company in the list will be selected, which will allow a controlled way of making a selection. The sample will therefore be taken from a regular fixed interval of 10, which gave 5 companies.

3.3 Data Collection

There are two main data collection methods and the researcher opted for both of the data collection methods.

3.4 Questionnaires

Primary data is the firsthand data that a researcher gathers from the respondents by different tools. The researcher of this study will collect the primary data using questionnaires with the objective of fulfilling the study purpose. Primary data will be collected from 20 respondents of this research.

3.5 Secondary Data

Secondary data is the already published data which can be gathered through armchair research. The researcher will gather secondary data on the topic under consideration, its applicability in different companies and its effectiveness. The purpose of collecting secondary data is to compare it with the findings from the primary data to form a discussion and draw important findings and conclusions.

3.6 Analysis

Data collected from the respondents through the use of questionnaires that will be converted into a form of a transcript for the in-depth analysis. It will be analyzed through the percentages and statistical methods using SPSS software. The results of the analysis will be displayed by the use of descriptive statistical methods such as pie charts, mean, median, frequency distribution tables and bar charts. This methods of analyzing data in quantitative research will be used to find evidence whether to support or reject the

research hypothesis that was formulated at the early phases of this research process.

3.7 Ethical Considerations

As this study will collect primary data from the respondents, there is need of ethical consideration attached which the research. The respondents will be well informed that the collected data would be used for academic purposes and that the researcher will ensure that the collected data is not used otherwise. The confidentiality and anonymity of the respondents will be maintained by the researcher. The consent of the respondents will also be taken so that there will be no problems while the findings are reported, presented, or published for academic purposes.

CHAPTER 4: DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.1 Introduction

This chapter present and discuss the findings from the data collected from the study. As noted earlier the guiding objective of this research is to determine the extent the internet or online marketing facilitates the effectiveness of integrated marketing communication. The specific objectives of this study aimed to achieve empirically include:

- i. To assess the effectiveness of digital marketing in achieving the effective and efficient integrated marketing in companies.
- ii. To examine the trending digital marketing tools employed by companies to reach targeted audience on new products and promotions.

To achieve the above result the researcher in this study embarked on literature review that provided the insight and guide the researcher in deriving the questionnaire that was used in collecting the data. As noted earlier, the sample size was 40 making up 40 questionnaires that was distributed to respondents. However out of the 40-questionnaire distributed, only 34 of them were correctly filled and retrieved by the researcher and use for the analysis representing.

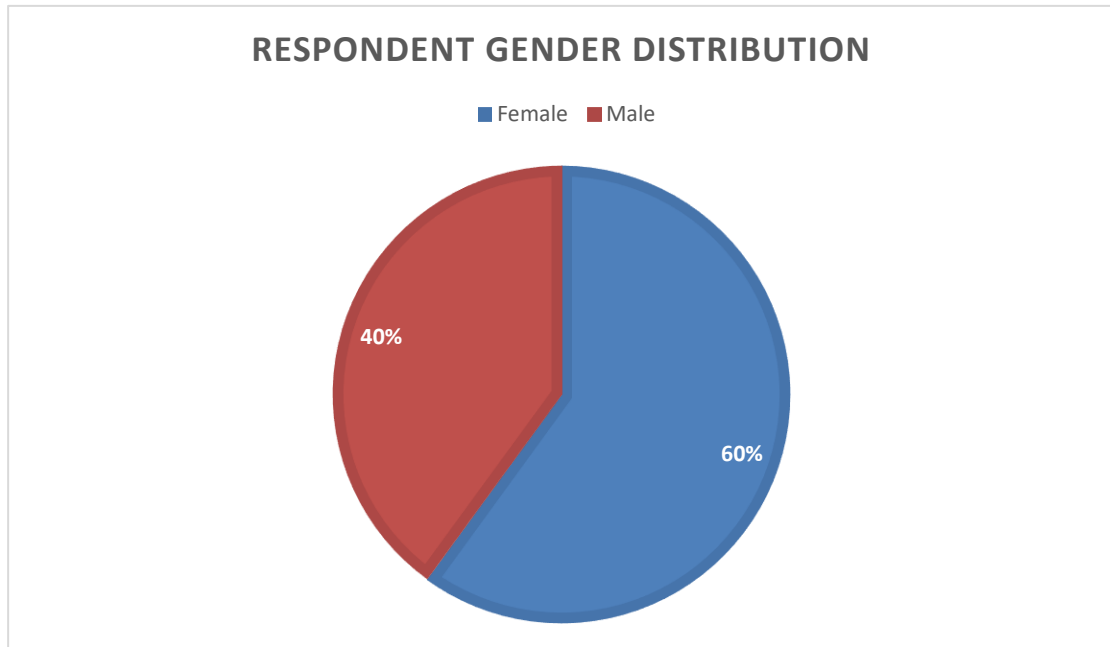
4.2 Respondents Demographic Information.

This sub-section represents the demographic information of the respondents to provide an insight and better understanding of the background information of the respondents.

Table 1: Respondent Gender Distribution

	Total	Percentage
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Female	24	60
Male	16	40

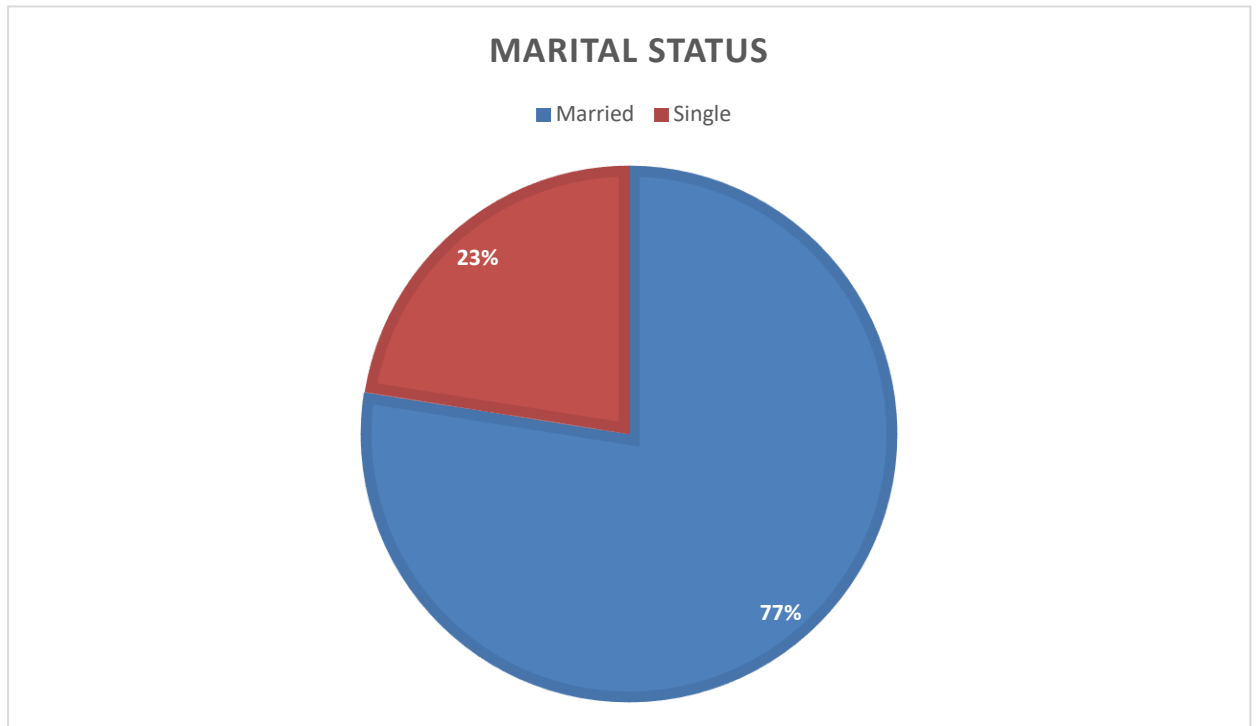


From table 1 above, it is clear that out of the 40 marketing experts that participated in the study, 18 of them representing 60 percent of the total respondents were female while the remaining respondents were male representing 40 percent of the total respondents. It is thereby uncommon for the male employees to dominate the marketing department, as female are often found in the marketing department.

Table 2: Respondent Marital Status

	Frequency	Percentage
Married	31	77.5
Single	9	22.5

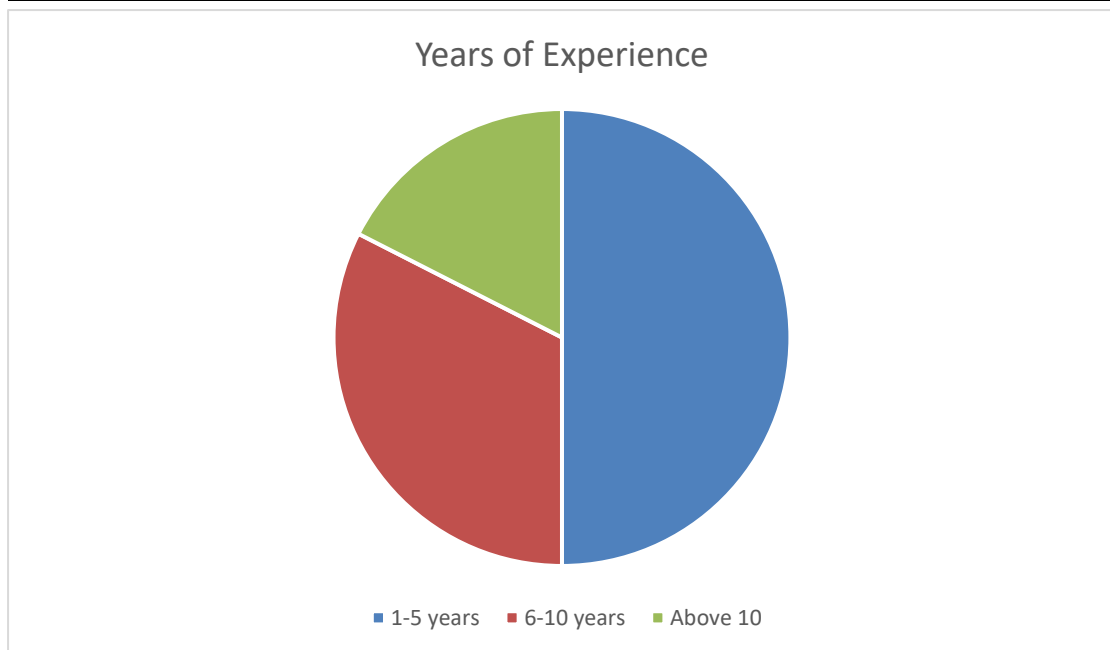
Total	40	100
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From table 2 above, 31 marketing workers representing 77.5 percent are married whilst 9 (22.5 percent) are single. Literature is therefore scanty on the differences between single and married individuals in employment. However, the fact that in Zimbabwe and other developing countries, the vast population are young married couple who play significant role whereas the married individuals dominate the labor force in the country. The above table illustrate the respondents' marital status and the married dominates the survey. It is revealed in the study that marketing is dominated by young or mid-age marketers.

Table 3 Respondent Years of Experience distribution

Years	Total	Percentage
1-5	20	50
6-10	13	32.5
Above 10	7	17.5



From the result presented in table 3 above, 20 respondents representing 50 percent of the respondents have 1-5 years of experience in the marketing skill. 13 respondents representing 32.5 percent of the respondents have 6-10 years of experience. While 17.5 percent) of the respondents have above 10 years of experience in the field of marketing. The implication is that the respondents in the study have rich information regarding the marketing techniques employed by the organization in achieving its marketing

objectives. Earlier researchers have noted that marketing experience play significant role in the effectiveness of integrated marketing communication.

4.3 Online Marketing and Organization Marketing Strategy

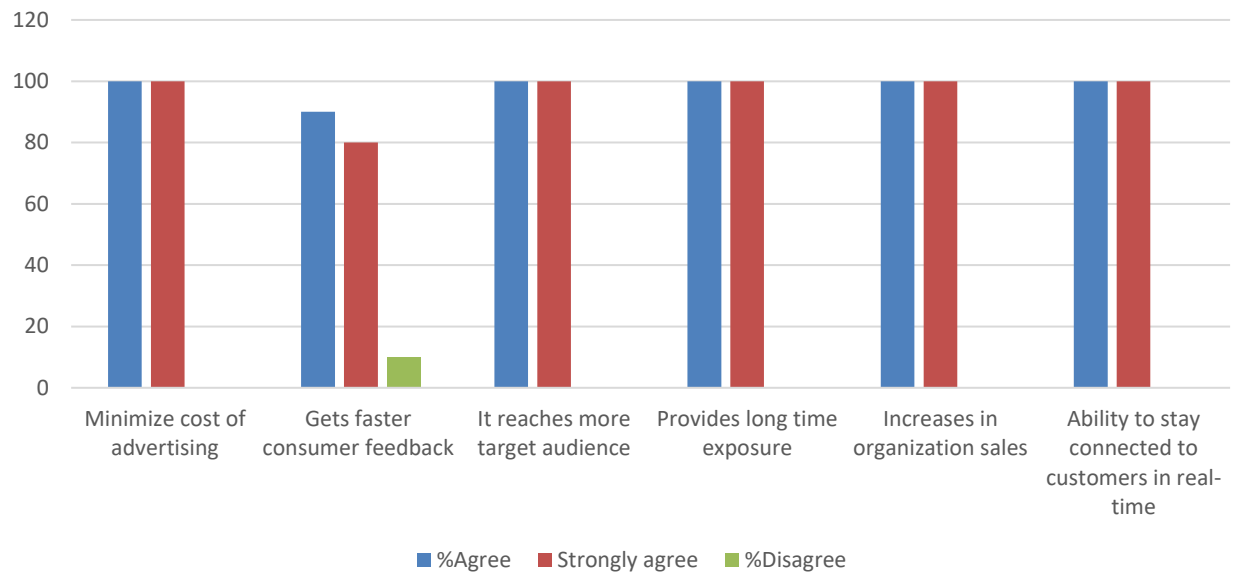
This section discusses the findings aimed at achieving the first research objective. The extent in which online marketing serve in achieving the marketing of new products and promotions.

Table 4: presents the Summary of the research findings.

Items	Percentage of Agree	Strongly Agree	Percentage of Disagree
Minimize cost of advertising	100	100	0
Gets faster consumer feedback	90	80	10
It reaches more target audience	100	100	0
Provides long time exposure	100	100	0
Increases in organization sales	100	100	0
Ability to stay	100	100	0

connected to customers in real- time			
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Table 4: the Summary of the research findings.



Specifically, the result in the above table revealed that majority percent of the respondents agree and strongly agrees that online marketing minimizes cost of advertising. 100 percent of the respondents agree and strongly agree that online marketing facilitates the organization marketing effort to reach more targeted audience. Similarly, majority of the respondents agrees and strongly agrees that online marketing provides faster feedback compared to offline marketing activities. Several authors have also found similar findings previously on the extent to which online marketing facilitates the achievement of organization marketing strategy. For instance, Devi (2011) noted that the need to get faster feedback, stay connected with customers in real time,

reach more target audience and realize more sales bring the issue of online marketing to fore front. The author further observed that online marketing can help an organization to achieve its marketing objectives faster by reaching more audience at a time, respond to customer needs faster, concludes sales faster and understand consumer behavior faster.

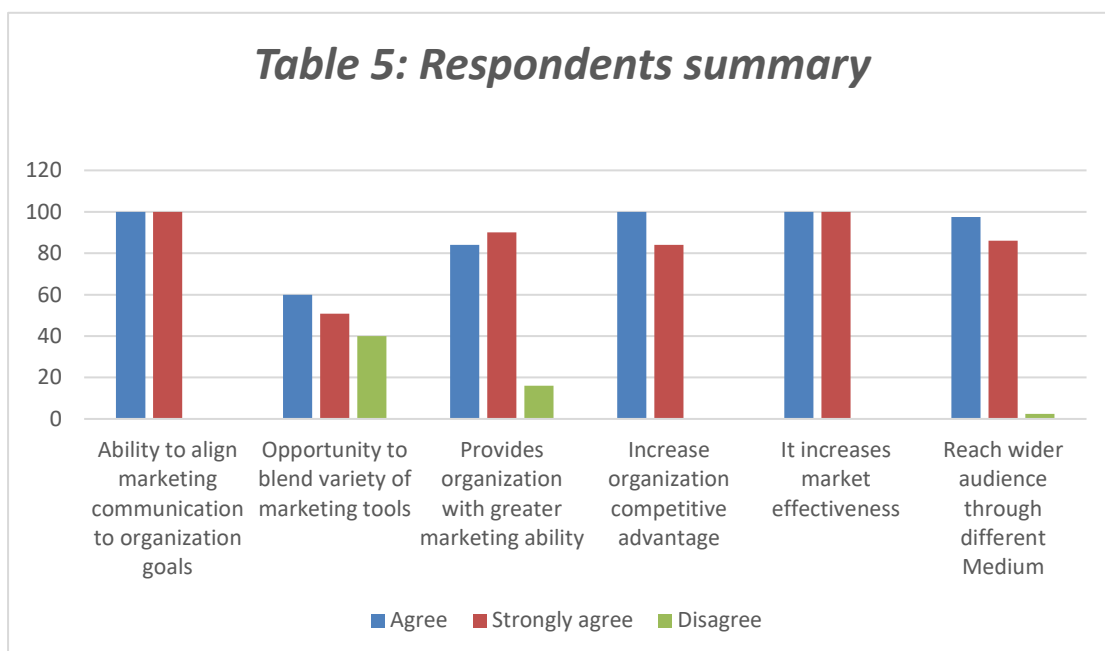
4.4 Effectiveness of digital Marketing

This section discusses the findings aimed at achieving the second research objectives that is the effectiveness of digital marketing in achieving the effective and efficient integrated marketing in companies.

Table 5: Respondents summary

	Percentage of agree	Strongly agree	Percentage Disagree
Ability to align marketing communication to organization goals	100	100	0
Opportunity to blend variety of marketing tools	60	50.8	40
Provides organization with greater marketing ability	84	90	16

Increase organization competitive advantage	100	84	0
It increases market effectiveness	100	100	0
Reach wider audience through different Medium	97.5	86	2.5



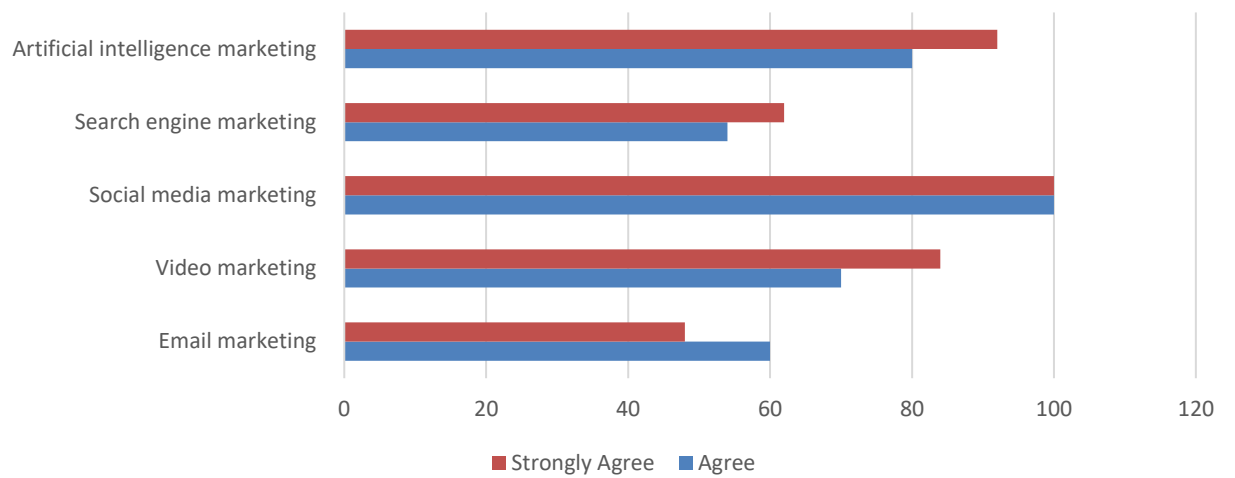
All of the respondents agree strong agreed that digital marketing improves customer satisfaction and also digital marketing improves its effectiveness by saving time of the companies, energy and other valuable resources more than implementing it offline. As high as 50.8 percent and 49.2 percent of the respondents equally agree and strongly agrees that integrating all the marketing communication strategies online generates faster, reliable customer/consumer feedback that can be tracked and measured in real time.

The findings of this study have been collaborated by different scholars in the past. For instance, Rahul (2016) share the view that digital online marketing communication has several unique advantages among which includes the ability to reach wider audience, ability to measure the performance of online marketing in real time, ability of the organization marketing department to be flexible and diversify, ability to generate direct revenue online among others.

Table 6. Trending digital marketing tools employed

	Agree	Strongly agree
Email marketing	60	48
Video marketing	70	84
Social media marketing	100	100
Search engine marketing	54	62
Artificial intelligence marketing	80	92

Table 6. Trending digital marketing tools employed



From the results obtained from the study as seen in table 6 above, it is clear that social media marketing dominates the trending digital marketing tools employed online to reach more target audience at a low cost. From the study, all the respondents agree that digital marketing is a trending online marketing tools used by most of the organizations. Specifically, 100 percent strongly agrees that marketing through WhatsApp is a trending marketing tools employed by organizations to reach more targeted audience. Preeti (2018) noted that WhatsApp marketing has become an effective tool of marketing. Yamar (2014) also noted that WhatsApp is no longer used as means of communicating to customers but as a marketing tool that can be used to recommend products and services of the organization to the customers based on their previous experience. Another trending digital marketing tools based on the study is video marketing with 70.6 percent and 30.4percent of the respondent's samples either agrees and strongly

agrees that video marketing is a strong tool employed by some organizations currently to reach out to more customers, engage more customers and get feedback from customer faster than other tools. For instance, Forbes (2017) claimed that video consumption is projected to claim 80 percent of the internet traffic in 2021 while Nidhi (2018) projected that video consumption will claim 70 percent of total online traffic in 2019. Artificial intelligence and chatbot has been identified also as among the tools affecting integrated marketing activities online. About 80 percent of the respondent agrees and strongly agrees that artificial intelligence is a trending digital marketing tools employed online. With artificial intelligence and chatbot, organizations are able to interact with their customers in real time 24 hours thereby maintain improved personal relation, converting more sales among others.

Main findings

From the data analysis, there are several findings from the information collected from the respondents through the use of the questionnaire. One of the findings from study is that digital marketing plays a pivotal role in helping companies in local and global market environments. The findings revealed that the digital marketing gave businesses in Harare to market their products locally, globally and both the two markets. Majority of the companies have managed to use digital marketing tools to target the potential customers within the businesses' geographic area in Harare in marketing new products and promotions. Out of the interviewed respondents in Harare, majority of the population are able to find new products and promotions with the view of reaching an

international marketing environment. This can be used to conclude that entrepreneurs and their digital marketing ways have done managed to market their products on another level.

Another finding is a wide coverage in using digital marketing platforms by which ranges from social media, Email marketing, video marketing, mobile marketing, web marketing. However, social media is the most popular marketing tool that companies have employed. The analysis in the study indicated that social media marketing is the most popular digital marketing tool to market new products and promotions. It is also the most effective and preferred tool of marketing used by the large majority. Other marketing tools that followed closely were video and email marketing.

Consumer attitude as the form of satisfaction is also another finding that was taken from the data analysis. The study indicated that most consumers have responded positively to the digital marketing tools used in marketing of new products and promotions.

CHAPTER 5: SUMMARY, CONCLUSION, IMPLICATIONS OF THE STUDY AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the findings from the study and draws conclusions based on the results. The study aimed to investigate to what extent can digital marketing be effective in achieving the marketing of new products and promotions? How effective is the digital marketing in achieving effective and efficient integrated marketing in the companies? What the trending digital marketing tools employed by companies to reach targeted audience on new products and promotions?. In this chapter, the findings are discussed in relation to the existing literature and theoretical framework, and the conclusions are drawn to answer the research questions and objectives.

5.1 Summary of Findings

This study work aimed at examining the effectiveness of digital marketing on integrated marketing digital marketing in marketing new products and promotions. The study was carried in Harare where five organizations had participants who were used as study for the research study. The choice of the five organization were based on the criteria as discussed in chapter four of the thesis including the organizations marketing strategies. The research was guided by three specific objectives that was derived from the study research questions and the findings from the objectives. Specifically, it was discovered from the empirical findings that digital marketing plays a significant role is realizing the organization marketing strategy in the form of increasing the brand awareness of the new products and services are exposed to more targeted audience for long period of

time. As long as the website page still exist and remains relevant, the products and services are being displayed to the general public. The advantages of the internet as a marketing strategy is the fact that it cost less to carry promotional activities on the internet than offline in several platforms.

Also, digital marketing impacts are easier to measure as compared to offline marketing that have been used way back and digital marketing also facilitates automation of marketing activities through artificial intelligence or other technology that track customer information as they surf through the organization website in real time. It was also discovered that digital marketing communication is a marketing strategy employed by the organization to provide consistent and uniform marketing message to the targeted audience in different platform and to ensure that organization marketing strategy is equally aligned with the overall strategy and objectives. It was discovered that digital marketing allows organizations to blend various marketing tools to reach the targeted audience and provide maximum impacts while speaking a consistent message all along.

Another important component of the study is the findings of the trending marketing tools that are employed digitally to reach more targeted audience, accomplish more task and saves the organization an enormous resource. On the list of the trending digital marketing tools in marketing products and promotions is video content marketing. This is the most important and trending tools used for advertising on the internet as it provides customers and prospective customers short and enticing description of the organization products, usage as well as benefits of the products. Social media advertisement is another trending digital marketing tool that is employed extensively

by most organization in Harare. In Zimbabwe, WhatsApp, Facebook, Instagram, Twitter are the leading social network where most advertiser turn to for advertising their products and services and the impacts have been encouraging based on interaction with organization that have engaged in social media advertising. From the study result, it was revealed that digital marketing improves the customer satisfaction as the customers' needs are reached via different platform with immediate feedback from both sides.

5.2 Conclusion

From the first objective of the study which is to determine the extent to which digital marketing can be effective in achieving the marketing of new products and promotion, it is noted that digital marketing provides the organization the ability to speak with consistent voice and reach more targeted audience at the same time. From the literature review and the findings, it was clear that the internet plays a significant role in the achievement of the goal of digital marketing. With the internet, the performance of digital marketing can easily be measured in real time. It provides the organization with the flexibility and ability to manage its marketing activities without any additional cost or serious obstruction. With the help of internet organizations maintain a strong personal relationship with majority of its stakeholders including its suppliers and employees.

Basing on the other objective which is to examine the trending digital marketing tools employed by companies to reach targeted audience on new products and promotions, the researcher has to argue that the business environment across the globe is changing so is the tools employed by organization to achieve the competitive advantages over time. The quest to gain the competitive advantages has therefore prompted the needs to integrate the different marketing communication components of the companies.

5.3 Recommendations

- Based on the findings of the study, the researcher provides the following recommendations:

Organization needs to craft consistent, competitive, credible, and reliable message that cut across different marketing activities of the organization.

- Organizations needs to incorporate their digital marketing strategy online as more customers are spending their time online.
- Organizations must also employ various artificial intelligence technology to gather as much information as they can about their customer needs.
- There is need for organizations to have clear objectives, targeted audience, and the performance assessment criteria in place before embarking on any digital marketing strategy either online or offline.

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Appendix 1 Research Instrument; Questionnaire

Dear respondent,

My name is Tinotenda Chimuka I am currently conducting a research study aimed at understanding the Role of digital marketing in marketing new products and promotions. This is being done as a partial fulfillment of requirements for the Bachelor of science degree in computer information systems at Africa University. The following questionnaire will require 4-5 minutes of your time. There is no compensation for

responding nor is there any known risk. In order to ensure that all information will remain confidential, please do not include your name.

SECTION A: DEMOGRAPHIC INFORMATION

In this section, the researcher would like to find out a little more about you. Kindly, tick the appropriate block as it applies to you.

Gender	Male	Female
Status	Single	Married
Age	Under 30years	Above 30years
Years of marketing and management experience	Under 10 years	Above 10years

SECTION B: Effectiveness of the Digital Marketing Strategy

For each question, indicate by clicking/coloring the box (), the option that best represent your situation/opinion.

	Strongly Agree	Strongly Disagree	Neither Disagree/Agree	Agree	Disagree
Minimizes cost of advertisem ent					
It reaches more target audience.					
It facilitates automation in marketing.					
Get fasters consumer feedback					
It is easier to measure its impact					

Provides long time exposure					
Increase in brand awareness					
Ability to stay connected with customer in real time					
Flexible and diversified marketing strategy					
Increases in organizatio n sales					

SECTION C: Roles and Scope of Digital Marketing on Organization Marketing

Strategy

The following are some of the ways Digital marketing can improve Organization marketing strategy. For each question, indicate by clicking/coloring the box (), the option that best represent your situation/opinion.

	Strongly Agree	Strongly Disagree	Neither Disagree/A gree	Agree	Disagree
Opportunity to blend variety of marketing tools					
Ability to align marketing communication to					

organization goals					
Provides organization with greater marketing ability					
Marketing activities are tied closely to customer satisfaction					
Increase organization competitive advantage					
It increases market. effectiveness					
Reach wider audience					

through different medium					
Provide consistent and uniform message across marketing channels.					

SECTION D: Trending Digital Marketing tools.

Following are some of the digital marketing tools used by organization. For each question, indicate by clicking/coloring the box (), the option that best represent your situation/opinion.

	Strongly disagree	Strongly Agree	Neither Disagree nor Agree	Agree	Disagree
E-mail marketing					

Video marketing/v ideo content marketing					
Artificial intelligence/ chatbot					
Promo code/coupo n					
Sampling/tri al version					
Influencer marketing					
Social media marketing					
Search engine marketing					

Sponsorship marketing					
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Appendix 2: AUREC



AFRICA UNIVERSITY RESEARCH ETHICS COMMITTEE (AUREC)

P.O. Box 1320 Mutare, Zimbabwe, Off Nyanga Road, Old Mutare-Tel (+263-20) 60075/60026/61611 Fax: (+263 20) 61785 website: www.africanu.edu

Ref: AU2562/23

10 February 2023

Tinotenda Chimuka
C/O Africa University
Box 1320
MUTARE

RE: The Role of digital marketing in marketing new products and promotions

Thank you for the above-titled proposal that you submitted to the Africa University Research Ethics Committee for review. Please be advised that AUREC has reviewed and approved your application to conduct the above research.

The approval is based on the following.

a) Research proposal

- **APPROVAL NUMBER** AUREC 2562/23
This number should be used on all correspondences, consent forms, and appropriate documents.
- **AUREC MEETING DATE** NA
- **APPROVAL DATE** February 10, 2023
- **EXPIRATION DATE** February 10, 2024
- **TYPE OF MEETING** Expedited
After the expiration date, this research may only continue upon renewal. For purposes of renewal, a progress report on a standard AUREC form should be submitted a month before the expiration date.
- **SERIOUS ADVERSE EVENTS** All serious problems having to do with subject safety must be reported to AUREC within 3 working days on standard AUREC form.
- **MODIFICATIONS** Prior AUREC approval is required before implementing any changes in the proposal (including changes in the consent documents)
- **TERMINATION OF STUDY** Upon termination of the study a report has to be submitted to AUREC.



Yours Faithfully

MARY CHINZOU
ASSISTANT RESEARCH OFFICER: FOR CHAIRPERSON
AFRICA UNIVERSITY RESEARCH ETHICS COMMITTEE