



The study Impact of Digital Marketing on Effectiveness of Sales and Promotional Activities at the Connects Magazine in Hyderabad

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ABSTRACT

In the fast-evolving digital landscape, businesses are becoming increasingly aware of the critical role that digital marketing plays in driving sales and enhancing promotional efforts. This research specifically investigates the effect of digital marketing on the sales and marketing initiatives of TheCconnects Magazine in Hyderabad. TheCconnects Magazine is a non-profit newspaper that is designed to cater to the requirements of entrepreneurs, founders, and C-suite executives. It offers them access to unique content, including interviews, success stories, industry insights, and updates on developing trends. Search engine optimization (SEO), social media marketing, email marketing, content marketing, and pay-per-click (PPC) advertising are just a few of the important digital marketing strategies that are covered in the study. These strategies all help to increase the magazine's visibility, engagement, and overall success. Since Hyderabad is becoming a more popular place for technology and company innovation, the study shows how important it is to use digital marketing methods that work to boost advertising in this energetic city. Additionally, the study investigates the particular digital marketing strategies working for TheCconnects Magazine, analyzing their effectiveness in driving sales, attracting a broader audience, and improving the magazine's reach. It also addresses the unique challenges and opportunities that digital marketing presents for a non-profit publication operating in the publishing industry, where building connections with a discerning audience is crucial. By examining these factors, the research provides actionable insights into how digital tools and platforms can strengthen reader relationships, expedite content distribution, and increase audience engagement. In the end, our analysis offers insightful tips to improve TheCconnects and advances knowledge of the complex relationship between digital marketing and business performance Magazine's competitive edge in an increasingly digital world

INTRODUCTION

In the quickly changing digital landscape of today, businesses are seeing more and more the paramount importance of digital marketing in enhancing their sales and promotional activities (Ajudiya, Patel & Vidani, 2023). TheCconnects Magazine, a newly launched business publication by TheCconnects, is no exception (Alkhizar & Vidani, 2024). As a non-profit organization dedicated to facilitating networking among business leaders and C-suite executives globally, TheCconnects leverages its extensive network, supported by retired IT professionals, to publish insightful interviews with prominent figures and share inspiring success stories (Bansal, Pophalkar & Vidani, 2023). TheCconnects Magazine aims to cater specifically to C-suite executives, founders, and entrepreneurs by providing exclusive content such as success stories, interviews, industry news updates, and information not available elsewhere (Bariya & Vidani, 2023).

The primary objective the purpose of this study is to examine how digital marketing affects the effectiveness of sales and promotional activities at TheCconnects Magazine in Hyderabad (Bhatt, Vadher & Vidani, 2023). Given the competitive nature of the business magazine sector, where attracting and retaining readership is crucial, understanding how digital marketing strategies can influence sales and promotional outcomes is essential (Bhatt, Patel & Vidani, 2017). This study seeks to uncover the key digital marketing practices that significantly contribute to the magazine's visibility, engagement, and ultimately, its commercial success (Biharani & Vidani, 2018).

Search engine optimization (SEO), social media marketing, email marketing, content marketing, and pay-per-click (PPC) advertising are just a few of the many tactics that make up digital marketing. (Chalplot, Jagetiya & Vidani, 2024). Each of these strategies plays a vital role in enhancing the online presence of a publication, driving traffic to its digital platforms, and converting visitors into loyal readers and subscribers (Chaudhary, Patel & Vidani, 2023). For a magazine targeting high-level executives and business leaders, the precision and effectiveness of digital marketing efforts can be a game-changer (Chourasiya, Zala & Vidani, 2023).

TheCconnects Magazine, with its unique focus on the stories and experiences of successful business figures, has the potential to carve out a niche in the market (Devani, Gandhi & Vidani, 2024). However, reaching this discerning audience requires a well-crafted digital marketing strategy that not only highlights the magazine's unique content but also builds a strong brand presence online (Dhere, Vidani & Solanki, 2016). This involves creating engaging content that resonates with the target audience, optimizing the magazine's website and social media profiles for better search engine rankings, and leveraging data analytics to refine and personalize marketing campaigns (Dinodiya & Vidani, 2023).

In the context of Hyderabad, a burgeoning hub for technology and business innovation, the implementation of effective digital marketing strategies is particularly relevant (Dodiya, Dudhat & Vidani, 2024). The city's dynamic business environment provides a fertile ground for TheCconnects Magazine to expand its readership and influence (Doshi, Gajera & Vidani, 2023). By examining the specific digital marketing tactics employed and their

impact on the magazine's sales and promotional activities, this research aims to provide actionable insights that can help TheCconnects Magazine enhance its digital marketing efforts and achieve its business objectives (Ghoghabori, Maheshwari & Vidani, 2023).

Furthermore, this study will explore the challenges and opportunities associated with digital marketing in the publishing industry (Gohel, Yadav & Vidani, 2023). It will investigate how TheCconnects Magazine can leverage digital tools and platforms to foster deeper connections with its audience, improve content distribution, and increase overall engagement (Gohel, Yadav & Vidani, 2023). By delving into these aspects, The study will enhance comprehension of the complex interplay between digital marketing and business performance in the context of a business magazine (Gosiya, Parekh & Vidani, 2024).

In conclusion, the research on how digital marketing affects how successful sales and promotional efforts are at TheCconnects Magazine in Hyderabad is not only timely but also critical for the publication's growth and sustainability (Gupta, Patel & Vidani, 2024). Through a comprehensive analysis of digital marketing practices and their outcomes, this study aims to offer valuable insights that can drive strategic decisions and enhance the magazine's competitive edge in the market (Hansora, Khokhra & Vidani, 2023).

Contribution of Business Magazine Industry in World Economy

Business magazines play a crucial role in the global economy by serving as a bridge between the corporate world and the public (Jha, Bhatt & Vidani, 2023). They provide valuable insights, in-depth analyses, and up-to-date information that aid decision-making processes for business leaders, investors, policymakers, and entrepreneurs (Joshi, Saxena & Vidani, 2023). Here are some key contributions of business magazines to the world economy (Joshi, Saxena & Vidani, 2024):

Information Dissemination: Business magazines offer timely and accurate information on market trends, economic policies, and industry developments (Joshi, Saxena & Vidani, 2024). This helps businesses stay informed about the latest opportunities and threats in the market (Joshi, Saxena & Vidani, 2024).

Educational Resource: They serve as an educational tool for professionals and students by providing case studies, success stories, and expert opinions (Joshi, Memon & Vidani, 2024). This knowledge transfer fosters a more informed and capable workforce (Kaneria, Shah, Gautam & Vidani, 2024).

Market Influence: By covering emerging trends and technologies, business magazines can influence market dynamics (Ladhava, Patadia & Vidani, 2024). They highlight innovative products and services, driving consumer interest and investment in new sectors (Lodhiya, Jangid & Vidani, 2023).

Networking Platform: Many business magazines facilitate networking among business leaders through interviews, events, and conferences (Mala, Vidani & Solanki, 2016). This networking can lead to collaborations, partnerships, and investment opportunities, further stimulating economic growth (Mer, Gothadiya & Vidani, 2024).

Policy Advocacy: Business magazines often discuss regulatory changes and advocate for policies that benefit the business community (Modi, Harkani, Radadiya & Vidani, 2016). This advocacy can lead to more favorable business environments and stimulate economic activity (Niyati & Vidani, 2016).

Investor Confidence: Providing detailed analyses and expert opinions can boost investor confidence (Odedra, Rabadiya & Vidani, 2018). Well-informed investors are more likely to make sound investment decisions, contributing to financial market stability and growth (Pandya, Skhereliya & Vidani, 2024).

Brand Building: For companies, being featured in reputable business magazines enhances their brand image and credibility (Patel, Chaudhary & Vidani, 2023). This recognition can attract customers, investors, and talent, contributing to a company's growth and, by extension, the economy (Pathak & Vidani, 2016).

Contribution of Business Magazine Industry in Indian Economy

Due to innovation across a range of industries, India's business environment is dynamic and ever-expanding, contributing to the country's GDP growth (Pradhan, Tshogay & Vidani, 2016). Today's India has undergone a huge progress in the technology field, where payments, which were previously largely handled with the use of cash, have converted to a universal payments interface (UPI) (Prajapati & Vidani, 2023). The Indian corporate landscape has undergone a transformation as a result (Rakholiya, Ramani & Vidani, 2024). Technology innovation has moved India to the forefront (Rathod & Vidani, 2022). In order to keep ahead of the competition, one must make strategic alliances and investments in such technology (Rathod & Vidani, 2023). Understanding such minute details is beneficial to the longevity and expansion of the expansion of a company (Bhalani, Vidani, & Raman, 2024). Such objective information sources are business periodicals in India (Sachaniya, Vora, & Vidani, 2019).

Global business magazines are publications that are mostly concerned with global business issues (Saxena & Vidani, 2023). These Indian business periodicals cover a wide range of subjects, including the monetary system, manufacturing, healthcare, and geopolitics (Saxena, Joshi & Vidani, 2023). Additionally, they concentrate on releasing interviews with CEOs, startup owners, and other business leaders (Saxena, Joshi & Vidani, 2024). In order to assist their readers in making wise judgments, they also provide product analyses, success stories, and business trends (Shah & Vaghela, 2023a).

Business Magazines in India

Over the past few decades, business periodicals in India have undergone a considerable transition (Shah & Vaghela, 2023b). For their readers, these business journals in India serve as essential information sources (Shaikh, Saiyed, & Vidani, 2024). They impart knowledge of this ever-evolving business environment, which is influenced by a range of factors such as innovation, financial fluctuations, global ups and downs, and policy changes (Sharma & Vidani, 2023a). This is among the causes of India's notable increase in the number of people who read business magazines (Sharma & Vidani, 2023b). In India, reading these kinds of business magazines helps one stay informed and

current (Singh, Nandy, & Vidani, 2024). Indian business publications are a worldwide resource for the best knowledge available (Singh & Vidani, 2016).

Evolution of Indian Business Magazines

Since its inception, India's worldwide business journal has undergone a significant change (Singh, Vidani & Nagoria, 2016). With the founding of journals like Business India in 1978, the post-independence era saw the emergence of business magazines in India (Solanki & Vidani, 2016). The main duty of this journal is to present thorough coverage of the state of the Indian economy at the moment (Solanki & Vidani, 2016).

In India, there were numerous additional business journals by the 1990s (Sukhanandi, Tank & Vidani, 2018). Outlook Business was established in 1995, similar to Business Today, which was established in 1992 (Vaghela & Shah, 2023a). At this point, Business Magazine's viewership began to noticeably increase (Vaghela & Shah, 2023b). Many of these Indian business journals pushed for a digital media presence in the 2000s (Vaishnav, Rathod & Vidani, 2024). Numerous business journals favored a digital platform for magazines that would reach a wider audience in addition to the print edition (Vasveliyya & Vidani, 2019). This was another cause for the increase in business magazine readership in India (Vidani, 2015). Now that they were well-established online, Indian business periodicals were concentrating on

certain categories, including some of the journals that concentrated solely on top-level executives or entrepreneurship, such as CEOs magazines, entrepreneurs, etc. (Vidani, 2015). By today, business publications have developed into an essential resource for readers navigating the commercial and entrepreneurial worlds (Vidani, 2015). Indian magazines have undergone several stages of development to better suit the tastes of its readers (Vidani, 2015).

Popular Business Magazines in India

India has a large number of business periodicals (Vidani, 2016). The most readable business publications on the market right now are those listed below; these are the top business periodicals in India (Vidani, 2016).

Forbes: Bertie Charles Forbes established Forbes on September 15, 1917 (Vidani, 2016). It is well known for the way it ranks and rates articles (Vidani, 2016). It's simple to sum up as India's top business magazine (Vidani, 2018a).

The Economist: James Wilson launched the British periodical The Economist on September 18, 1843 (Vidani, 2018b). Because of its thorough examination of numerous economic sectors, it is a well-known business magazine in India (Vidani, 2018c).

Outlook Business Magazine: Outlook Business Magazine was initially published in 1988 (Vidani, 2019). It is renowned for offering insightful information that facilitates comprehension of a business ecosystem's strategies (Vidani, 2020). The Rajan Raheja Group presently owns it (Vidani, 2022).

Fortune: Henry Luce started Fortune magazine, which debuted on September 1, 1929 (Vidani & Das, 2021). In India, it is a well regarded business publication (Vidani & Dholakia, 2020). Like Forbes, Fortune is well-known for its articles that rank and rate things (Vidani & Pathak, 2016).

Prime Insights: Designed specifically for professionals, entrepreneurs, business owners, and C-level executives, Prime Insights is a magazine

dedicated to business (Vidani & Plaha, 2016a). They provide knowledge-focused content in a very well-liked digital magazine (Vidani & Plaha, 2017). According to Vidani and Singh (2017), Prime Insights Magazine is among the top business magazines in India as a result.

Entrepreneur: Originally released in 1977, Entrepreneur distributes ten issues a year (Vidani & Solanki, 2015). For entrepreneurs, it's a well-liked business journal (Vidani, Chack & Rathod, 2017). It includes essays about the experiences of entrepreneurs, business owners, and successful start-ups (Vidani et al., 2023a).

According to Vidani et al. (2023b), Bloomberg Businessweek is a weekly magazine that debuted in 1929. Because of its thorough company research, it is one of the most readable business journals (Vidani et al., 2023c). Articles about the international business environment are published by it (Vidani, Jacob & Patel, 2019).

Business India: Ashok Hotchand Advani, Rajkumar Advani, and Hirro Advani released the first edition of Business India (Dinodiya & Vidani, 2023). Several languages are included in the publication (Chourasiya, Zala & Vidani, 2023). According to Gohel, Yadav, and Vidani (2023), Business India is a top business magazine in India that features stories about the corporate world, society, and economy.

Time Magazine: Time magazine, which was first published in 1923, It is a global business magazine that covers articles relevant to technical progress, current affairs, policies, etc (Ghoghabori, Maheshwari & Vidani, 2023).

CEOWORLD magazine: Published for CEOs, entrepreneurs, and high-level executives, CEO World Magazine is a well-known business publication in India (Alkhizar & Vidani, 2024). It publishes papers that are essential to a company's expansion (Ajudiya, Patel & Vidani, 2023).

Impact of Business Magazines in India

The Indian business environment is greatly influenced by business publications (Hansora, Khokhra & Vidani, 2023). For their readers, they provide essential insights and analysis of the various industries (Jha, Bhatt & Vidani, 2023). Due to their ability to expedite the decision-making process, business publications have grown in importance in India (Surani, Keshwala & Vidani, 2024). Understanding and networking are beneficial, and these things together contribute to opportunity creation (Amlani, Raval & Vidani, 2024). Having insightful knowledge is crucial for seizing business chances in a nation like India, where the economy is evolving quickly (Verma, Purohit & Vidani, 2024).

Business aficionados can find a wealth of knowledge about the business world in Indian business magazines, which also assist in understanding various business trend evaluations of start-ups, entrepreneurship, financial planning, and investment (Sengar, Patel & Vidani, 2024).

Startups and Entrepreneurship

In India, business magazines have developed into essential planning resources with insightful content, particularly for start-ups and entrepreneurship (Oza, Shah & Vidani, 2024). Business magazines assist start-ups with fundraising, scaling, and conquering obstacles in the business world by means of success stories and interviews with entrepreneurs and business owners (Panchal, Sodha & Vidani, 2024).

Networking and Connections

According to Vivek and Vidani (2024), business publications offer a fantastic platform for networking and establishing relationships. Building a business community can be facilitated by this periodical (Dhruti, Tajpara, & Vidani, 2024). They organize numerous events, conferences, and seminars that are attended by like-minded persons (Patel, Mansuri & Vidani, 2024).

Financial Planning and Investment

International business publications offer their readers essential financial planning knowledge through a literary component (Pandya, Mandaliya & Vidani, 2024). For guidance on budgeting and financial planning, this journal is excellent (Prajapati, Sisodiya & Vidani, 2024). This gives the company a more stable foundation, which aids in its expansion (Patel, Patel & Vidani, 2024).

Advertising and Brand Building

Business publications are an excellent resource for branding and advertising (Rajput, Gulammustufa & Vidani, 2024). They are an excellent resource for comprehending the demands of their target market and developing an engaging branding strategy since they concentrate on marketing goods and services that draw in particular, powerful audiences (Jain, Vora & Vidani, 2024). In India, popular magazines have a significant role in branding and advertising (Mujiburrehman, Ravi & Vidani, 2024).

Market Analysis

For companies aiming to grow, business magazines offer a wealth of in-depth market analysis (Saraswat, Singh & Vidani, 2024). According to Patel, Ashvinkumar, and Vidani (2024), they produce articles that offer in-depth study on the characteristics and inclinations of their target audiences.

Educational and Analytical Value

In India, business periodicals serve as an excellent instructional resource (Pathan, Makwana, & Vidani, 2024). They address many different subjects, such as economics, technology, management, and international policy (Solanki, Kansara & Vidani, 2024). According to Bavarava, Sudarshan, and Vidani (2024), this is an excellent source of instructional content that aids professionals in expanding their knowledge and making well-informed decisions. In India, periodicals are becoming more important sources of information about business (Gupta, Patel & Vidani, 2024).

In India, business publications are an essential part of the business community (Mekhiya, Prajapati, & Vidani, 2024). They are excellent resources for knowledge about the state of the world's businesses (Ganatra, Kalal & Vidani, 2024). While there are many well-known magazines in India, readers seem to favor the top ten titles the most (Maru, Parmar, & Vidani, 2024). Additionally useful as tools for networking, teaching, and promotion are these periodicals (Aghara, Raiyani & Vidani, 2024).

Research Objectives

Primary Objective

The study impact of digital marketing on effectiveness of sales and promotional activities at TheCconnects Magazine in Hyderabad.

Secondary Objective

- To study the awareness about various business magazine brands among consumers
- To identify the source of brand awareness among customers

- To study the overall opinion about the brand among customers
- To study the level of satisfaction towards the brand among customers

LITERATURE REVIEW

Social Media's Effect on Hyderabad's Small Businesses' Sales Activities [R. N. Rao, Marwan Ali Alsebeaie (2023)]

Any size business may use social media as a potent tool to help them meet their sales goals. In order to have a comprehensive understanding of this issue, this study uses a quantitative technique to examine the influence of social media on sales activities (Patel, Chauhan & Vidani, 2024). Email addresses on the list of small enterprises in Hyderabad, Telangana State, India were used to send out an online questionnaire (Kadvani, Ghasadiya & Vidani, 2024). A self-administered questionnaire was used to gather data from small enterprises (Kalal, Odedra, & Vidani, 2024). A total of 197 participants were reached. The measured variables under investigation are subjected to descriptive and inferential statistics (Shah, Detroja & Vidani, 2024). In this study, the variables that determine sales activities include brand awareness, sales transactions, sales revenue, engagement tools, customer relations, and product/service improvement (Mansinh & Gunvantbhai, 2024). The practical investigation looks at how social media affects the factors that determine sales activity using Confirmatory Factor investigation, Discriminant Validity, and Hypothesis Testing (Bhatt, Vadher & Vidani, 2024). The findings demonstrate that social media significantly improves all relevant factors (constructs), including customer relations, engagement tool, sales revenue, sales transactions, brand awareness, and product/service improvement (Vaishnav, Rathod, & Vidani, 2024). According to Dinodiya, Jodoun, and Vidani (2024), small firms should prioritize social media in order to integrate sales performance into their marketing strategies.

Investigating the Impact and Effectiveness of Digital Marketing on Brand Awareness, Sales and Customer Engagement [Yuxuan Wan (2023)]

In order to improve brand awareness, boost sales, and encourage customer engagement, digital marketing strategies are crucial in today's business environment. They make use of digital technology, as well as a variety of digital platforms and tools, to interact and communicate with target audiences (Rakholiya, Ramani & Vidani, 2024). The importance of a digital marketing strategy has grown due to the internet's rapid expansion and the rising demand for digital information (Gandhi, Devani & Vidani, 2024). But, there are drawbacks to digital marketing in addition to all of its benefits. For organizations, raising consumer engagement, improving brand awareness, and resolving sales challenges have become challenging tasks (Dinodiya, Jodoun & Vidani, 2024). This study employs both quantitative and qualitative research techniques, together with case analysis and empirical data, to investigate in-depth evaluates the function of digital platforms and tools in brand promotion, as well as the effects of personalized marketing and interactive activities on sales and customer engagement. It also looks at the influence of digital marketing strategy on brand awareness, sales growth, and customer engagement. The results suggest that digital marketing strategy has a good impact on expanding brand awareness, supporting sales growth, and increasing

consumer interaction. Digital platforms and technologies enable businesses to target customers more precisely, offer personalized information and engaging activities, and draw consumers in. This increases brand influence, grabs consumers' attention, boosts buy rates, and fosters customer loyalty. This report offers useful recommendations to help companies create digital marketing plans that work better.

Analysis of the Role of Digital Influencers and Their Impact on the Functioning of the Contemporary On-Line Promotional System and Its Sustainable Development [Janusz Wielki (2020)]

Organizations are spending a growing amount of money on online promotional operations in tandem with the rising level of digital media consumption. Simultaneously, with the increasing costs associated with digital marketing, it is evident that the efficacy of present electronic space operations is declining. Therefore, businesses have begun to search for alternative ways to sway customers in light of the current market conditions, which make it harder than ever to promote goods and services. Using the influencer marketing idea is one of the biggest trends. This article's goal is to examine the function, importance, and role of digital influencers in the overall operation of the internet promoting system, as well as how the influencer marketing idea affects its long-term growth. To put it into practice, a review of the literature was done to determine the causes, scope, and effects of this phenomena on the operation of the digital promotion system. Once this phase of the study was finished, a questionnaire survey was administered to a sample of distinct Internet users in order to collect primary data. The study's conclusions suggest that there is a lot of room for activity regarding digital influencers. This potential mostly has to do with how well information about a product or service is communicated, how it affects brand awareness, and how it affects the volume of goods and services that businesses sell. The study also identified the most major concerns that may hinder the future development of the notion of influencer marketing.

B2B content marketing for professional services: In-person versus digital contacts [Wei Lin Wang, E. Malthouse, B. Calder, Ebru Uzunoglu (2017)]

We investigate if implementing content marketing (CM) in B2B professional services firms might provide marketing a new role that is more in line with the sales force. CM activities include both digital and in-person events, like webinars and the publication of firm-generated material on branded websites or conferences that entail face-to-face interactions with clients (i.e., digital content). Using four years of panel data from a large, global consulting service provider, we fit random-effects negative binomial regression models and demonstrate that the frequency with which an account's employees attend digital events and consume digital content, but not in-person events, positively affects the number of sales leads and won opportunities from its key accounts. Additionally, we discover that CM influences sales leads for both entry-level and senior account personnel. These results imply that CM can be useful in providing B2B professional service providers with sales leads and won opportunities, and that it can supplement the current sales team.

The Effect of Digital Marketing and Media Promotion Utilization to a Bakpia Patok Yogyakarta SMES' Sales Performance [M. Haque (2020)]

The purpose of this study is to ascertain how one of Yogyakarta's Bakpia Patok SMEs' sales performance is affected by digital marketing and media promotion. The method employed is explanatory research, and statistical analysis with regression test, correlation, determination, and hypothesis test. This digital marketing study's findings have a 41.8 percent significant impact on sales performance. The t arithmetic > t table method, or (8,208 > 1,986), is used to obtain the hypothesis. Sales performance is significantly impacted by the employment of promotional media by 43,2 percent. The results of hypothesis testing are determined using the t arithmetic > t table method, or (8,457 > 1,986). With the regression equation $Y = 9,672 + 0,362X_1 + 0,405X_2$, digital marketing and the use of promotional media have a major impact on sales performance at the same time and contribute with Hypothesis testing is obtained by F-count > F table or (51,264 > 2,700), which has a 52,4% influence.

Hypothesis

H1: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing initiatives effectively attract new readers and subscribers.

H2: There is a significant association between years of experience in the media/publishing industry and the perception that digital campaigns help in increasing sales of magazine subscriptions or copies.

H3: There is a significant association between years of experience in the media/publishing industry and the perception that social media platforms effectively promote TheConnects Magazine and its content.

H4: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing efforts enhance the visibility of promotional events.

H5: There is a significant association between years of experience in the media/publishing industry and the perception that email marketing campaigns effectively communicate promotional offers and updates to readers/subscribers.

H6: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing initiatives contribute to brand awareness and recognition for TheConnects Magazine.

H7: There is a significant association between years of experience in the media/publishing industry and overall satisfaction with the impact of digital marketing on sales and promotional activities at TheConnects Magazine.

Validation of Questionnaire

Table 1. Validation of Questionnaire

Digital marketing initiatives effectively attract new readers and subscribers.	Marwan Ali Alsebeaie, R. N. Rao, 2023
Digital campaigns help in increasing sales of magazine subscriptions or copies.	D. Wuisan, T. Handra, 2023
Social media platforms effectively promote TheCconnects Magazine and its content.	Arthur S. Budagov, R. Molchanova, 2023
TheCconnects Magazine's digital marketing efforts enhance the visibility of promotional events (e.g., launches, events, offers).	Risa Ratna Gumilang, 2019
Email marketing campaigns effectively communicate promotional offers and updates to readers/subscribers.	Wei Lin Wang, E. Malthouse, B. Calder, Ebru Uzunoglu, 2017
Digital marketing initiative contribute to brand awareness and recognition for TheCconnects Magazine.	Les Dolega, Francisco Rowe, Emma Branagan, 2021
Overall, how satisfied are you with the impact of digital marketing on sales and promotional activities at TheCconnects Magazine?	N. Hamdani, Rio Muladi, G. Maulani, 2022

METHODOLOGY

Research Design:

Data for the study are gathered using a descriptive research design.

Sampling:

To guarantee that people from various socioeconomic backgrounds are represented, a non-probability convenient sampling technique is employed. The target demographic consists of Ahmedabad-based TheCconnects Magazine readers.

Sample size = 150

Data Collection:

Structured questionnaires are used to gather primary data from the chosen participants.

Inquiries on demographics and other relevant topics are included in the questionnaire.

Data Analysis:

To summarize the characteristics of a population, descriptive statistics such as frequencies and percentages are utilized.

Tools Used

*Excel * SPSS

Demographic Summary

The majority of respondents were youth is below 25 (63.2%). The respondents were as Male (60.5%), Female (39.5%). Nearly Half the Respondents are employed in the field related to Digital Marketing such as Marketing/Advertising, Sales, Editorial/Content Creation, and Digital Marketing. This data reveals that the majority of respondents (82.3%) have 3 years or less of experience, with very few (2.5%) having over 10 years of experience.

Crombach Alpha

The internal consistency of the study's constructs is measured by reliability. If the Alpha value of a construct is more than .70, it is considered dependable (Hair et al., 2013). Cronbach's Alpha was used to measure construct dependability. The five-item questionnaire scale (alpha = .885) and the two-item age scale (alpha = .648) showed the results. The table below provides an overview of the reliability outcomes.

Table 2. Reliability Statistics

Constructs	No. of Items	Alpha
QE	5	.885

Table 3. Hypothesis analysis

Sr. No	Alternate Hypothesis	Result P =	>/< 0.005	Accept/Reject Null Hypothesis
1	H1: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing initiatives effectively attract new readers and subscribers.	0.004	<	Null Hypothesis Rejected
2	H2: There is a significant association between years of experience in the media/publishing industry and the perception that digital campaigns help in increasing sales of magazine subscriptions or copies.	0,003	<	Null Hypothesis Rejected
3	H3: There is a significant association between years of experience in the media/publishing industry and the perception that social media platforms effectively promote TheConnects Magazine and its content.	0.008	>	Null Hypothesis Accepted
4	H4: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing efforts enhance the visibility of promotional events.	0.000	<	Null Hypothesis Rejected
5	H5: There is a significant association between years of experience in the media/publishing industry and the perception that email marketing campaigns effectively communicate promotional offers and updates to readers/subscribers.	0.017	>	Null Hypothesis Accepted
6	H6: There is a significant association between years of experience in the media/publishing industry and the perception that digital marketing initiatives contribute to brand awareness and recognition for TheConnects Magazine.	0.000	<	Null Hypothesis Rejected
7	H7: There is a significant association between years of experience in the media/publishing industry and overall satisfaction with the impact of digital marketing on sales and promotional activities at TheConnects Magazine.	0.000	<	Null Hypothesis Rejected

RESULTS AND DISCUSSION

Digital Marketing Initiatives Effectively Attract New Readers and Subscribers

The data shows that 69.7% of respondents either agree (40.3%) or strongly agree (29.4%) that digital marketing initiatives effectively attract new readers and subscribers. This indicates a strong positive perception of digital marketing's role in reader and subscriber acquisition. However, a notable portion of respondents remains neutral (21%), and a small fraction disagree (9.3%), suggesting some room for improvement in these initiatives.

Digital Campaigns Help in Increasing Sales of Magazine Subscriptions or Copies

A combined 64.7% of respondents agree (37%) or strongly agree (27.7%) that digital campaigns help increase sales of magazine subscriptions or copies. This majority opinion highlights the effectiveness of digital campaigns in driving sales. However, with 26.1% remaining neutral, it is crucial to explore ways to further enhance the impact of these campaigns to convert neutral perceptions into positive ones.

Social Media Platforms Effectively Promote TheCconnects Magazine and Its Content

According to the data, 61.4% of respondents agree (30.3%) or strongly agree (31.1%) that social media platforms effectively promote TheCconnects Magazine and its content. This shows that social media is a valuable tool for promotion. Nevertheless, with 28.6% of respondents being neutral, there may be untapped potential in social media strategies that could be leveraged to increase engagement and positive perception.

TheCconnects Magazine's Digital Marketing Efforts Enhance the Visibility of Promotional Events

The majority of respondents (65.5%) agree (36.1%) or strongly agree (29.4%) that digital marketing efforts enhance the visibility of promotional events. This reinforces the importance of digital marketing in promoting events such as launches and offers. However, the presence of 23.5% neutral responses indicates that further optimization could increase the perceived effectiveness.

Email Marketing Campaigns Effectively Communicate Promotional Offers and Updates

A significant majority (63%) agree (36.1%) or strongly agree (26.9%) that email marketing campaigns effectively communicate promotional offers and updates. While this showcases the effectiveness of email marketing, the 26.1% neutral responses suggest that improving email content or targeting could further enhance communication effectiveness.

Digital Marketing Initiatives Contribute to Brand Awareness and Recognition for TheCconnects Magazine

The data reveals that 63.9% of respondents agree (33.6%) or strongly agree (30.3%) that digital marketing initiatives contribute to brand awareness and recognition. This indicates a strong positive impact of digital marketing on brand visibility. Nonetheless, the 26.1% neutral responses point to opportunities for strengthening brand awareness efforts.

General Contentment with Digital Marketing's Effect on Sales and Promotional Initiatives

42% of respondents agree and 74.8% of respondents are satisfied overall. 32.8% strongly agreeing, with the impact of digital marketing on sales and promotional activities. This significant majority underscores the success of digital marketing strategies. However, the remaining 25.2% includes neutral and disagreeing respondents, indicating potential areas for improvement in digital marketing approaches to achieve even higher satisfaction levels.

The Cronbach's Alpha for the questionnaire scale is 0.885, indicating high internal consistency and reliability. This suggests that the constructs measured in the study are reliable and can be confidently used for further analysis.

The correlation between years of experience in the media/publishing industry and the perception that digital marketing initiatives attract new readers and subscribers was weak and statistically insignificant ($r=0.186$, $p>0.05$). H1 is thus disregarded, suggesting that industrial experience has no bearing on these perceptions..

H2 was rejected since a positive and statistically significant connection ($r=0.190$, $p<0.05$) was discovered. This is a strong correlation between experience in the sector and the belief that digital initiatives boost revenue..

The correlation was weak negative and statistically insignificant ($r=-0.172$, $p>0.05$), resulting in the rejection of H3. Thus, industry experience does not significantly influence perceptions of social media effectiveness in promoting the magazine.

A significant positive correlation ($r=0.256$, $p<0.05$) was found, leading to the rejection of H4. This indicates that industry experience positively influences perceptions of digital marketing's effectiveness in enhancing event visibility.

The correlation was weak negative and statistically insignificant ($r=-0.155$, $p>0.05$), resulting in the acceptance of H5. Thus, perceptions of email marketing effectiveness are not significantly influenced by industry experience.

A significant positive correlation ($r=0.225$, $p<0.05$) was found, leading to the acceptance of H6. This suggests that industry experience positively influences perceptions of digital marketing's impact on brand awareness.

A positive and statistically significant correlation ($r=0.268$, $p<0.05$) was found, leading to the acceptance of H7. This indicates that industry experience positively influences overall satisfaction with the impact of digital marketing on sales and promotional activities.

The results indicate that respondents usually see digital marketing campaigns favorably, especially when it comes to bringing in new readers, boosting revenue, and encouraging the magazine, enhancing event visibility, and contributing to brand awareness. However, the varying degrees of neutrality and disagreement indicate opportunities for further optimization and targeted improvements in these strategies. Additionally, the hypothesis testing reveals that years of experience in the media/publishing industry significantly influence certain perceptions, highlighting the importance of considering industry experience when evaluating digital marketing effectiveness.

CONCLUSIONS AND RECOMMENDATIONS

The research conducted on the effect of digital marketing on TheCconnects' sales and marketing initiatives Magazine in Hyderabad highlights the significant role that digital marketing strategies play in

enhancing the magazine's commercial success. In today's digital age, where the business magazine sector is highly competitive, the ability to effectively leverage digital marketing tactics is crucial for attracting and retaining a discerning readership.

Our findings indicate that digital marketing initiatives, such as SEO, social media marketing, content marketing, and email campaigns, have a positive influence on various aspects of the magazine's performance. A substantial portion of the respondents, particularly those below the age of 25 and employed as digital marketers, strongly believe in the effectiveness of these digital strategies in attracting new readers and subscribers, increasing sales, and promoting the magazine's content and events. The data reveals that a majority of respondents perceive social media platforms as powerful tools for promoting TheCconnects Magazine, while email marketing campaigns are seen as effective in communicating promotional offers and updates.

Moreover, the study underscores the importance of digital marketing in enhancing brand awareness and recognition for TheCconnects Magazine. The positive feedback from respondents regarding their satisfaction with the impact of digital marketing efforts indicates that these strategies are essential for building a strong online presence and fostering deeper connections with the audience.

In the context of Hyderabad's dynamic business environment, TheCconnects Magazine is well-positioned to capitalize on the opportunities presented by digital marketing. By refining and personalizing marketing campaigns through data analytics and continuously optimizing the magazine's website and social media profiles, TheCconnects Magazine can further expand its readership and influence.

In conclusion, the research provides valuable insights into the intricate relationship between digital marketing and business performance in the publishing industry. For TheCconnects Magazine, the strategic implementation of digital marketing practices is not only timely but also vital for achieving its business objectives and maintaining a competitive edge. The findings of this study offer actionable recommendations that can drive strategic decisions, ultimately contributing to the magazine's growth and sustainability in the ever-evolving digital landscape.

FURTHER STUDY

This study still has limitations so that further research is needed related to the topic of The study impact of digital marketing on effectiveness of sales and promotional activities at the Connects Magazine in order to perfect this study and increase insight for readers.

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