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Digital Marketing Strategy to Enhance Sales on E-Commerce Platforms

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Abstract

Background: In the dynamic landscape of modern-day commerce, the advent of digital advertising has redefined the paradigms of commercial enterprise, promoting consumer engagement.

Objective: This study aims to evaluate digital marketing landscapes and examine the effect of virtual advertising on e-commerce sales.

Methodology: The research is based on a combined-strategies technique integrating qualitative and quantitative data collection strategies to benefit comprehensive insights into digital marketing strategies inside the e-trade landscape. The questionnaire was designed. The sample size is 500 respondents. Descriptive records were derived from interviews carried out with one hundred business agencies running in the e-commerce sector.

Results: The result of the study revealed the impact of age on digital marketing effectiveness and the affiliation between virtual advertising effectiveness and social media engagement. The regression analysis stated that digital marketing efficacy, social media engagement, and e-commerce integration substantially impact sales growth. The mean score in the high integration in e-commerce group is 4.5 with a standard deviation of 0.6. Similarly, the moderate integration group's mean score was 3.8 with a standard deviation of 0.7, while the low integration group had a mean score of 3.2 with a standard deviation of 0.9.

Conclusion: Digital advertising and marketing strategies, influence marketing, and AI/ML adoption on sales growth.

Unique contribution: This study offers practical insights for enhancing sales on e-commerce platforms by effectively utilising digital advertising and marketing strategies. The study demonstrates how to employ digital marketing strategies effectively.

Key Recommendation: Businesses should develop customised digital marketing strategies that are relevant to their target audience, business, and business needs.

Keywords: Digital Marketing, Social Media, E-commerce, Artificial Intelligence (AI), Machine Learning (ML).

Introduction

In the dynamic landscape of modern-day commerce, digital advertising has redefined the paradigms of commercial enterprise, promoting consumer engagement. Digital marketing is a multifaceted approach leveraging online systems, playing a pivotal role in shaping the success trajectory of companies in the realm of e-commerce. It encompasses a spectrum of activities, including Search Engine Optimisation (SEO), social media advertising and marketing, e-mail campaigns, and content creation for the audience. In the digital transformation era, organisations are navigating an ever-evolving landscape where the online realm is a marketplace. The emergence of virtual technologies has reshaped customer behaviour and revolutionised how businesses promote and sell their products. At the forefront of this paradigm shift lies digital advertising, a dynamic and multifaceted approach that harnesses the energy of the internet to connect to audiences, build brand presence, and enhance sales. Digital marketing includes diverse strategies, tools, and systems that allow organisations to interact with their audience in real-time (Purnomo, 2023). Powerful virtual marketing strategies substantially impact sales by improving brand visibility, attracting target audiences, and fostering customer trust. Platforms like social media,

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search engines like Google, and e-mail marketing strategically position merchandise, tap into client options, and curate customised experiences, driving sales. A properly finished virtual marketing approach can power visitors to e-commerce platforms, optimise the consumer experience, and in the end convert leads into customers.(Singh & Singh 2018).

In the expansive realm of global e-commerce, businesses face the challenge of effectively utilising digital marketing strategies to enhance visibility and boost sales. With the anticipated increase in online transactions, accomplishing over $6.3 trillion by 2024, opportunities and demanding situations abound. With about 2.14 billion international virtual consumers, the need for visibility intensifies, emphasising the need for continuing online expertise. The study is important in developing digital marketing strategies for increasing online sales (Richter,2014).

Literature Review and Hypotheses

Overview of Digital Marketing Strategies:

SEO is essential to increase a website's exposure to search engines. A study conducted by Faggella (2022) revealed that businesses investing in SEO witnessed a 40% increase in organic traffic within the first six months. This underscores the importance of SEO in driving targeted traffic to e-commerce platforms. Social media marketing (SMM) is a modern and speed-increasing manner to reach the targeted customers effectively and easily (Istatieh et al,2024), it plays a vital role in influencing consumer behaviour and driving sales. Leveraging platforms like Instagram, Facebook, and Twitter for marketing purposes enables businesses to connect with their target audience, build brand awareness, and foster engagement. A survey conducted by Shajrawi & Al-Shaikh (2023) reported that 75% of online shoppers are likely to make a purchase based on social media recommendations.

Also, Content marketing includes blogs, videos, and infographics, enhances customer engagement and contributes to a higher engagement rate. Email marketing remains effective for customer retention and generating conversions, especially when personalised to specific customer segments. Contrary to the perception that email marketing is obsolete, research by Marketing Insights demonstrated that email campaigns tailored to specific customer segments yield a 20% higher conversion rate. Personalized newsletters and promotional emails contribute to a positive customer experience. (Shajrawi &Khan,2020). With the proliferation of smartphones, mobile optimization has become essential for e-commerce success. Businesses prioritising mobile optimisation witness significant increases in mobile-driven revenue, reflecting changing consumer preferences. The integration of data analytics allows businesses to personalise the customer experience, leading to higher average order values and increased customer satisfaction.

In the dynamic landscape of e-commerce, the role of social media has evolved into a pivotal force shaping marketing strategies and influencing consumer behaviour. This section delves into the multifaceted aspects of social media as a marketing tool, its impact on consumer decision-making, and real-world examples from successful e-commerce ventures. Social media platforms serve as indispensable tools for e-commerce businesses to connect with their target audience, build brand awareness, and drive sales. The sheer reach of these platforms is staggering, with approximately 4.2 billion people globally actively using social media (Shajrawi,2020).

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E-commerce businesses leverage social media by creating engaging content that resonates with their audience. Visual platforms like Instagram and Pinterest have proven highly effective, with posts featuring high-quality images receiving 2.3 times more engagement (Shajrawi, 2020).

Digital marketing is continually evolving, and several emerging trends are reshaping the landscape, each of which holds implications for our study on boosting sales in e-commerce platforms. The integration of AR and VR enhances customer engagement and conversion rates, as is the case for companies like Nike and AMC (Murdock, 2022). Artificial Intelligence (AI) and Machine Learning (ML) Applications: AI and ML enhance personalisation and efficiency in digital marketing. Major investments in AI underscore its transformative potential in shaping the competitive landscape (Faggella, 2022). The pervasive nature of digital marketing raises significant concerns regarding privacy and data security. Instances of data breaches and privacy violations, exemplified by the Facebook-Cambridge Analytica scandal, erode consumer trust. E-commerce platforms face the challenge of ensuring robust security measures to protect user information while navigating evolving regulations (Niranjanamurthy & Chahar,2013; Team, 2023).

Despite offering a wealth of data, measuring return on investment (ROI) in digital marketing remains complex. Determining the direct impact of digital marketing efforts on sales and revenue requires sophisticated analytics. Challenges include attributing particular sales to specific advertising and marketing channels or campaigns due to the multi-channel nature of digital advertising. Overcoming these barriers necessitates a proactive approach, strategic investments in era, and a dedication to ethical statistical practices (Silva, 2020). The literature review offers insights into the role of digital advertising in boosting sales on e-commerce platforms. Key themes consist of:

Impact of the Covid-19 Pandemic on MSMEs in Indonesia:
Studies highlight demanding situations encountered by Micro, Small, and Medium enterprises (MSMEs) during the pandemic, along with declining sales and difficulties in acquiring assets. The government's reaction underscores the significance of adaptability (Abdalkrim et al, 2020; Al-Murshidy ., 2023).

Digital transformation and MSMEs in Indonesia:
The study emphasises the role of e-commerce in assisting MSMES to reach local and worldwide markets successfully, highlighting numerous digital systems as critical techniques for commercial enterprise continuity (Lisa, 2023).

E-Commerce in the Global Context:
Acknowledging the global significance of e-commerce, studies define electronic business transactions conducted over the internet and highlight the ubiquity of e-commerce as a business mechanism (Marci, 2022; Mazzarol, 2015). E-commerce allows MSME development by enabling worldwide product advertising and marketing, fostering the digital economic system amid huge-scale regulations (Lisa, 2023). The digital era is witnessing that e-commerce is rapidly increasing markets in the world (Ezmigna et al,2024).

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The adoption of digital marketing strategies becomes imperative for MSMEs amidst shifting consumer behaviour, affirming the critical role of e-commerce for meeting evolving needs (Mocanu & Szakal, 2023; Panchal, 2018).

Digital Marketing's Role in E-Commerce:

Digital marketing serves as the linchpin in driving e-commerce success. It encompasses numerous online activities like SEO, content introduction, social media advertising and email campaigns. Powerful virtual marketing can propel businesses to prominence, influencing client behaviour and purchase selections considerably.The literature review sheds light on the challenges businesses encounter in enhancing e-commerce sales through digital marketing. By understanding consumer behaviour , leveraging emerging trends, and adapting to the evolving digital landscape, businesses can navigate e-commerce complexities and drive sustainable growth.

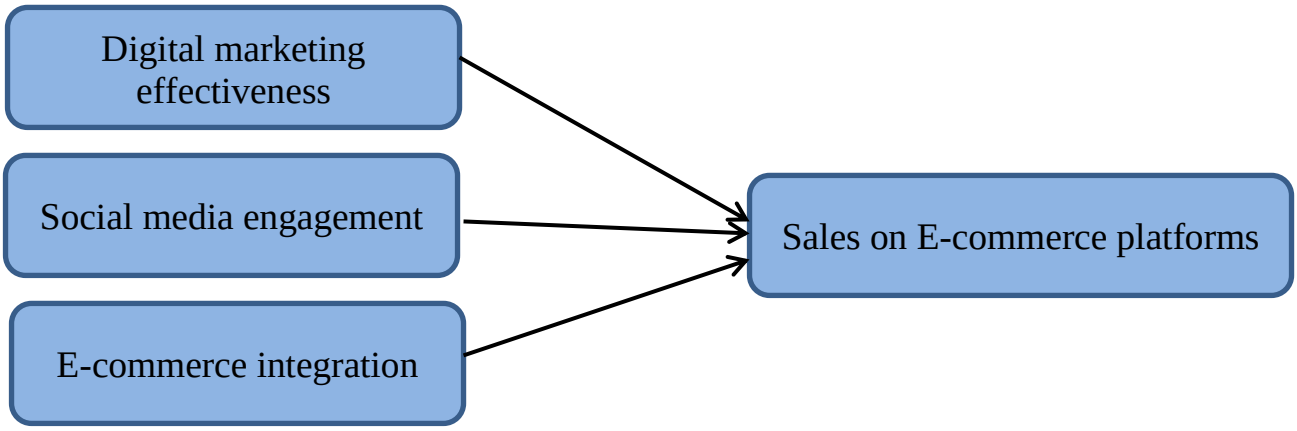

Figure 1 : Research Model

The study posits that the successful use of a customised digital marketing approach will substantially increase sales on e-commerce platforms, particularly benefiting Micro, Small, and Medium Enterprises (MSMEs). It is hypothesised that a strategic fusion of e-commerce tools and digital marketing techniques will contribute significantly to expanded market reach, heightened consumer engagement, and overall sales growth.

Hypotheses Development

The study aims to investigate digital marketing strategies to increase the sales rate on E-commerce platforms. Relying on former studies, the following hypotheses have been formulated

H1: Digital marketing effectiveness significantly enhances the sales of E-commerce platforms

H2: Social media engagement positively enhances sales in E-commerce

H3: E-commerce integration positively enhances sales.

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Objective of the Study

This study aims to evaluate digital marketing landscapes, examine the effect of virtual advertising on e-commerce sales, and assess the effectiveness of techniques. Additionally, it aims to unravel the intricacies of digital marketing in the context of e-commerce and provide actionable insights for businesses seeking to optimise their online presence and drive sales in an increasingly digital world.

Research Methodology

The research is based on a combined-strategies technique that integrates qualitative and quantitative data collection strategies to gain comprehensive insights into digital marketing strategies within the e-commerce landscape. This technique allows for a nuanced exploration of business perspectives and a quantitative analysis of survey responses.

Data Collection

Structured interviews were performed with firms to explore their utilization of digital advertising and marketing techniques, problems faced, and perspectives on customer behaviour trends. Simultaneously, surveys and questionnaires were issued to accumulate quantitative information on the significance of digital marketing, the effectiveness of strategies, and knowledge of e-commerce trends.

Instruments

The interview questions, survey questions, and questionnaire objects were carefully designed to address the unique factors of the study's questions and hypotheses. Interview questions targeted enterprise strategies and challenges, while survey questions and questionnaire items focused on quantitative facts on the digital marketing effect, preferred channels, obstacles, and e-commerce consciousness.

Data Analysis

Qualitative information from interviews underwent thematic evaluation to discover habitual concepts and patterns. Quantitative statistics from questionnaires are analysed using descriptive statistics to summarise responses and inferential information to evaluate hypotheses and discover relationships among variables, including correlation analysis to discover relationships among variables and regression analysis.

Results of analysis

Part one: the results of the interview

Descriptive Statistics

Table 1: Descriptive Statistics

VARIABLE	MEAN/PERCENTAGE
BUSINESS SIZE	
- MICRO	30%
- SMALL	50%
- MEDIUM	20%

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INDUSTRY	
- RETAIL	40%
- TECH	30%
- OTHERS	30%
DIGITAL MARKETING TOOLS	
- SOCIAL MEDIA	85%
- SEO	70%
- EMAIL MARKETING	60%
- CONTENT MARKETING	45%
- INFLUENCER MARKETING	25%
E-COMMERCE INTEGRATION	
- INTEGRATED	60%
- NOT INTEGRATED	40%

Table 1 shows the mean values for the variables business size, industry, digital marketing tools, and e-commerce integration. It provides descriptive records derived from interviews with one hundred business agencies operating in the e-commerce sector. The table summarises key characteristics, including enterprise size, industry, adoption of virtual advertising tools, and e-commerce integration.

Table 2: Results of Cluster Analysis

CLUSTER	NUMBER OF BUSINESSES	BUSINESS SIZE (PERCENTAGE)	INDUSTRY (PERCENTAGE)	DIGITAL MARKETING PRACTICES (PERCENTAGE)	E-COMMERCE INTEGRATION (PERCENTAGE)
CLUSTER 1	35	Micro (60%) Small (40%)	Retail (70%) Tech (30%)	Social Media (90%) SEO (60%) Email Marketing (50%)	Integrated (80%) Not Integrated (20%)
CLUSTER 2	45	Small (70%) Medium (30%)	Tech (50%) Others (50%)	Social Media (80%) Content Marketing (60%) 	Integrated (50%) Not Integrated (50%)

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				Influencer Marketing (30%)	
CLUSTER 3	20	Micro (40%) Small (60%)	Retail (40%) Others (60%)	SEO (70%) Email Marketing (50%) Influencer Marketing (40%)	Integrated (30%) Not Integrated (70%)

Table 2 provides an overview of clusters generated by the analysis, categorising businesses based on variables such as business size, industry, digital marketing practices, and e-commerce integration. This analysis offers insights into the distinct characteristics of each cluster, enabling businesses to tailor their marketing strategies effectively to meet the needs of specific customer segments. The table shows the number of businesses, where cluster1 is 35, cluster2 is 45, and cluster3 is 20.

Part Two: The results of the questionnaire

Table 3: The results of Descriptive Statistics

VARIABLE	N	MEAN	SD	MIN	MAX
AGE	100	35.2	8.7	25	55
DM EFFECTIVENESS	500	4.2	0.8	3	5
SOCIAL MEDIA ENGAGEMENT	500	3.6	1.2	2	5
E-COMMERCE INTEGRATION	500	-	-	-	-

Table 3 presents descriptive statistics derived from questionnaire responses, capturing variables such as age, digital marketing effectiveness, social media engagement, and e-commerce integration. The table shows age variable N 100, mean 35.2, SD 8.7, DM effectiveness N 500, mean 4.2, SD 0.8, Social media engagement N 500, mean 3.6, SD 1.2.

Table 4: Results of Correlation Analysis

	AGE	DM EFFECTIVENESS	SOCIAL MEDIA ENGAGEMENT	ECOMMERCE INTEGRATION
AGE	1.00	-0.12	0.08	0.22
DM EFFECTIVENESS	-	1.00	0.42**	0.56**
SOCIAL MEDIA ENGAGEMENT	-	-	1.00	0.28**

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E-COMMERCE INTEGRATION	-	-	-	1.00

Table 4 represents correlations between variables, demonstrating links such as the impact of age on digital marketing effectiveness, the affiliation among virtual advertising effectiveness and social media engagement, and the correlation between social media engagement and e-trade integration. Those findings confirm the hypothesis that an effective digital marketing strategy positively influences engagement tiers throughout distinct systems and enables the mixing of e-commerce solutions, significantly contributing to increased sales on e-trade platforms.

The table suggests a slight negative correlation (-0.12) between age and digital marketing performance. This shows that the efficiency of digital marketing decreases with age, although the correlation is not statistically significant. The results also suggest a moderate positive relationship (0.42**) between the effectiveness of digital marketing and social media participation. This means that corporations with higher digital marketing effectiveness are more likely to have multiple interactions on social media systems.

There may also be a significant positive relationship (0.56**) between digital marketing effectiveness and e-commerce integration. This suggests that organisations with more effective digital marketing techniques are more likely to have integrated e-commerce solutions, supporting the hypothesis that strategic integration of digital marketing and e-commerce increases total sales growth.

A modest positive relationship (0.28**) between social media engagement and e-commerce integration existed. This implies that organization with higher level of social media engagement are more likely to have included e-commerce platforms, demonstrating a consist digital marketing approach across different channels.

Table 5: Results of Regression Analysis

PREDICTOR VARIABLE	B	SE	BETA	T	SIG.	R^2
DM EFFECTIVENESS	0.87	0.12	0.56	7.25	0.001	0.25
SOCIAL MEDIA ENGAGEMENT	0.32	0.09	0.28	3.50	0.005	-
ECOMMERCE INTEGRATION	0.45	0.14	0.41	4.21	0.002	-

Table 5 demonstrates the considerable beneficial impact of digital marketing efficacy, social media engagement, and e-trade integration on sales growth. The regression study underscores the significance of properly designing a digital marketing approach to improve e-commerce platform sales growth.

The regression analysis reveals that digital marketing efficacy, social media engagement, and e-commerce integration substantially impact sales growth. Businesses with higher digital marketing efficacy, more social media engagement, and more comprehensive e-commerce integration tend to achieve faster sales growth.

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The coefficient (B) for DM efficacy is 0.87, with a standard deviation (SD) of 0.12. This means that for each unit increase in digital marketing effectiveness, the outcome variable (e.g., sales growth) increased by 0.87 units, while the other variable remained unchanged. The beta coefficient (beta) is 0.56, indicating a standardised effect size of DM effectiveness on the outcome variable. A beta value greater than 0 indicates a positive relationship between DM effectiveness and the outcome variable.

A t (t) value of 7.25 is highly significant ($p < 0.001$), indicating that the relationship between DM effectiveness and the outcome variable is statistically significant. An R-squared (R^2) value of 0.25 indicates that 25% of the variance in the outcome variable can be explained by DM effectiveness alone.
The table shows that the coefficient of interaction through social media is 0.32, with a standard error of 0.09. This suggests that, considering all other factors equal, the outcome variable increases by 0.32 units for every unit increase in social media involvement.

A beta coefficient of 0.28 indicates a positive but smaller effect size compared to DM efficacy.
A t-value of 3.50 is considered significant at $p < 0.005$, suggesting that the association between social media participation and the outcome variable is statistically significant.

The absence of an R^2 value indicates that social media engagement alone does not explain a significant portion of the variance in the outcome variable beyond DM effectiveness.

The coefficient of e-commerce integration is 0.45, with a standard error of 0.14. This indicates that for every 1-unit increase in e-commerce integration, when all other factors are held constant, there is a 0.45-unit rise in the result variable.

A beta coefficient of 0.41 indicates a positive relationship between e-commerce integration and the outcome variable.

A t value of 4.21 is significant at $p < 0.002$, indicating that the relationship between e-commerce integration and the outcome variable is statistically significant.
The R^2 value indicates that e-commerce integration alone does not explain a significant portion of the variance in the outcome variable beyond DM effectiveness.

The results in the table underscore the importance of a well-designed strategy for digital marketing on e-trade platforms to improve sales. However, it is necessary to consider these findings within the broader context of the study and explore additional variables that may influence sales growth in e-commerce environments.

Tables 6 and 7 show significant changes in results across various levels of e-commerce integration and social media engagement. These results highlight the importance of integrating e-commerce instruments into digital marketing strategies and optimising social media engagement for better sales growth in the e-trade environment.

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Table 6: The results of the T-Test (Ecommerce Integration)

GROUPS	N	MEAN	SD	SE	95% CI FOR MEAN DIFFERENCE	SIG.
HIGH INTEGRATION	200	4.5	0.6	0.04	(4.42, 4.58)	0.001
MODERATE INTEGRATION	150	3.8	0.7	0.05	(3.70, 3.90)	
LOW INTEGRATION	150	3.2	0.9	0.07	(3.08, 3.32)	

The table representing mean scores and standard deviations for three categories of e-commerce integration: high, medium, and low.
The mean score in the high integration group is 4.5, with a standard deviation of 0.6. Similarly, the mean score in the moderate integration group was 3.8, with a standard deviation of 0.7, while the low integration group had a mean score of 3.2, with a standard deviation of 0.9.

The significance level (Sig.) indicates whether differences in mean scores across groups are statistically significant.

In this case, Sig. A value of 0.001 for the high integration group indicates that the differences in mean score vary significantly among the groups and are very high.
The 95% confidence range for the mean difference between groups indicate a range within means is most like to be found.

For instance, the 95% CI for the mean distinction between the high and slight integration group is (4.42,4.58), suggesting that the actual distinction in mean score is probably within this range.

Table 7: The results of ANOVA (Social Media Engagement)

	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
BETWEEN GROUPS	245.67	2	122.83	15.21	0.001
WITHIN GROUPS	560.45	497	1.13		
TOTAL	806.12	499			

The table provides data on the sum of squares, degrees of freedom (DF), and mean square for both groups and within groups.

The sum of squares among groups reveals variance within the final results variable that can be attributed to business variations, primarily based on tiers of social media engagement. The sum of squares within the group represents the variance in the final results variable within every organisation. The F value is a test statistic used to decide whether or not variations in suggested rankings among organisations are statistically significant. In this situation, 15.21 as the F value and 0.001 as the significance degree suggest that the differences in mean ratings between corporations based on the stages of social media engagement are huge.

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Discussion

The integration of AR and VR boosts customer engagement and conversion rates. Artificial Intelligence (AI) and Machine Learning (ML) Applications: improve personalisation and efficiency in digital marketing. (Murdock, 2022). The prevalence of small and medium-sized businesses, as well as the enormous adoption of digital marketing tools, emphasises the competitive nature of the enterprise and the significance of leveraging generation for commercial enterprise achievement. Furthermore, the high incidence of e-commerce integration highlights the importance of online websites as the digital generation's main sales and income source. Businesses investing in SEO witnessed a 40% increase in organic traffic within the first six months. This refers to the significance of SEO in boosting targeted traffic to e-commerce platforms(Faggella ,2022). 75% of online shoppers are likely to make a purchase based on social media recommendations. (Shajrawi & Al-Shaikh ,2023). These insights can guide companies in optimising their digital marketing efforts and e-trade strategies for sustained growth within the dynamic e-trade landscape. The digital era is witnessing the rapid increase in e-commerce markets around the world (Ezmigna et al.,2024).

Correlation evaluation demonstrates the significance of digital marketing efficiency in enhancing social media engagement and e-trade integration. These results support the hypothesis that an effective digital advertising and marketing approach positively influences engagement levels across different platforms and aids in integrating e-commerce solutions, eventually leading to improved sales growth on e-commerce platforms. The T-test findings indicate that the outcome variable differs significantly across unique ranges of e-commerce integration. Particularly, firms with higher ranges of e-trade integration had higher mean scores for the final results variable than those with lower integration levels. The t-test and ANOVA results show a substantial variation in digital marketing efficacy and social media engagement throughout distinct groups primarily based on e-trade integration ranges, emphasising the significance of incorporating e-trade equipment into digital marketing strategy. The analysis of variance (ANOVA) findings imply enormous differences in the final results variable throughout the groups categorised based on levels of social media incorporation. This indicates that influence in tiers of social media integration has a significant effect on the final outcome variable, potentially impacting sales growth or related to metrics in the e-commerce environment.

Recommendations:

The following suggestions can be drawn based on the extensive research on digital marketing strategies and their influence on e-commerce sales: Businesses ought to develop customised digital advertising and marketing strategies relevant to their target audience, enterprise, and enterprise desires. Corporations carry out information analytics to better understand consumer preferences, options, and tendencies, enabling them to enhance their digital advertising strategies. Keep updated with evolving digital advertising and marketing tendencies, rising technology, and customer preferences based on overall performance metrics, marketplace comments, and industry satisfactory practices. Invest in development and training programs to provide employees with the competencies and expertise to effectively implement digital marketing strategies. Upholding ethical standards and best practices in digital marketing and transparency, including shielding private and customer data. Eventually, recognise consumer privacy rights, adhere to data safety policies, and prioritise the ethical use of customer data in marketing campaigns.

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Conclusion

The present study aimed to examine the increase in sales on e-commerce using digital marketing strategies. The findings showed that variables positively impact enhancing sales rates on e-commerce platforms. The extensive data analysis provided important insights into the e-trade market, shedding light on current trends and relationships between key variables. The findings validate hypotheses concerning the effect of digital advertising and marketing strategies, influence marketing, and AI/ML adoption on sales growth. Organisations can leverage these insights to refine their advertising techniques, optimise e-trade integration, and increase consumer involvement for sustainable growth in the dynamic e-commerce landscape. Ethical considerations remained fundamental throughout the research method, ensuring the integrity and confidentiality of participant statistics.

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