

Personalize Consumer Needs in Digital Marketing to Attract Medical Technology Awareness



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ABSTRACT: As an information technology company for health facilities, in building information and expanding reach to the target market through Instagram social media, this medical technology company carries out social media activities that can be seen through content posts that have been designed with variety and as attractive as possible according to the predetermined brand image. Instagram content is certainly tailored to the company's target market, and according to the marketing carried out by B2B companies. Here medical technology companies for their target market are health facility owners, or health facility managers. By using the concept of four pillars of social media strategy proposed by Lon Safko and David K. Brake in their book entitled *The Social Media Bible: Tactics, Tools & Strategies For Business Success*, where the four pillars of content contain entertainment, collaboration content, educational content, and information content. This study aims to test the position of customer needs and content suitability whether it has an effect on increasing brand awareness. This was done by surveying 65 respondents who had experience receiving digital advertisements. With the urgency to change the approach to ensure that the content presented is more in line with customer needs and can increase brand awareness.

KEYWORDS: Customer Needs, Content Suitability, Brand Awareness

I. INTRODUCTION

Management Information System for Health Facilities in Indonesia is one of the important things to help higher efficiency and productivity. In an ever-evolving healthcare environment, the implementation of Management Information Systems can provide a variety of significant benefits, including increased productivity, and better care for patients. With RME, patient data can be recorded, stored, and accessed more efficiently and accurately. This is needed by various health facilities ranging from, Hospitals, Clinics, Puskesmas, even Independent Doctor Practices. The transition to using Electronic Medical Record Systems is an important step to face modern challenges in healthcare. In addition, as an effort to support digital transformation in the health sector, the Ministry of Health firmly and officially recommends all health facilities throughout Indonesia to immediately switch and implement the Electronic Medical Record System (RME). This decision follows the recognition of the enormous benefits that can be derived from implementing EMR.

However, we also need to acknowledge that there are still many health facilities that may not fully understand the benefits and importance of implementing this EMR. Moreover, some of those who already know about RME are still reluctant, even still procrastinating time to implement RME. With information system technology this is a computerized system that processes data so that it can be used by people who need it (McLeod and Schell: 2007)

As one of the major medical technology vendors in the healthcare technology sector, it has been committed to increasing awareness and understanding around EMR. By leveraging the role of social media, especially Instagram, in marketing strategies, some companies are currently taking an innovative approach by designing informative and highly engaging Instagram content, designed to educate audiences and build trust related to EMR. The content suitability pillar is an important component in a larger content marketing strategy, and is often used as the basis for an SEO (Search Engine Optimization) strategy. When pillar content is created appropriately, it can be the main referral source for the audience. This can play a role in increasing awareness in the context of marketing. When pillar content is well designed, which involves presenting in-depth, authoritative, and relevant information about a topic, it achieves various goals to create account engagement, or increase awareness of health facilities and influence consumer behavior.

The relationship between increasing awareness and increasing the number of consumers is interconnected. When a product is known by many people, a positive perception of the brand can also increase. This can make consumers more interested in seeing our products. So, if more people know about our products, then the conversion rate to turn knowledge into purchase actions, will

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increase. In other words, raising awareness is an important first step in the consumer journey and has a positive impact on consumer growth. Many of us have encountered, especially in rural areas, that most health facilities still rely on manual systems to manage patient data and run administrative processes, resulting in challenges in efficiency and accuracy in health care delivery. To increase awareness, it is necessary to create content tailored to the needs and preferences of our target audience. With the right personalization, we can ensure that our messages reach audiences effectively and deeply, thereby increasing their understanding and awareness of the existence of medical technology companies.

Based on the phenomenon of existing problems related to the application of increased awareness in personalizing digital marketing. So, this study focuses on testing elements of marketing, consumer behavior, understanding needs and challenges, interactive content. The position of this research is to find the right model in explaining the position of advertising preferences that influence consumer behavior. By combining these elements, the study aims to provide deep insights into how increasing awareness in digital marketing personalization can influence consumer behavior.

II. LITERATUR REVIEWCUSTOMER NEEDS

One of the needs of health facility managers is the integration of a good electronic medical record system. Because there are health facilities that face several problems that often occur if health facilities are still manual. Among them, data inaccuracies, access delays, difficulties in records management, and so on. The development of a computer-based hospital information system will form a digital hospital that can be understood by referring to the definition of a digital company where almost all business processes and relationships with customers, suppliers, partners and internal parties of the company, as well as the management of company assets, which include intellectual property, key competencies, finance and human resources (HR) are carried out digitally (Laudon, 2004, p. 6).

Therefore, to provide education to health facilities, companies providing electronic medical record systems utilize data on demographic characteristics, preferences, needs, and behavior of consumers. This is done to provide educational content that is more personal or even in accordance with problems that often occur in the environment of health workers. Indicated by 4 indicators measuring Customer Needs, consisting of (Anisimova, 2016; Radman, 2005; Subawa et al., 2020)

1. Identify the markets in which the company analyzes and determine the most relevant market segments.
2. Understanding market needs, i.e. involves a deep understanding of the needs and wants of customers in the segment through market research and analysis.
3. Distributing market needs, by involving the distribution of market needs, where companies select effective distribution channels to ensure the accessibility of products or services to consumers
4. Delivering product excellence to the market, focusing on delivering product excellence, with the development of marketing strategies that highlight the product's unique features and benefits to the market.

In an effort to provide educational content that is more personal or even in accordance with problems that often occur in the environment of health workers. SIMRS provider companies use Instagram media as a form of social media that has privileges. This education, disseminated through Instagram, by utilizing features such as uploading photos, videos, snaps, photos / videos, broadcast, live videos, with the aim of providing relevant and useful information for Instagram users (Hochman, 2012). By implementing four pillars of content as quality Instagram post material. The four pillars of the social media strategy are as follows: communication, collaboration, education, and entertainment. Communication talks about the Company, service, service or brand being marketed (Lon Safko & David K. Brake 2009: 7). By emphasizing communication, Instagram posts can be a means to introduce the Company's identity, explain a service or product, and build a brand image effectively to the audience. So that the content pillar becomes the foundation for conveying relevant information and building engagement with Instagram Followers. Because communication will talk about companies, services, services or brands that are marketed (Lon Safko & David K. Brake 2009: 7).

Information from consumers can be related to the implementation of marketing strategies, such as the application of content in digital iklam (Yang et al., 2018). Moreover, previous studies have explained that digital advertising can be implemented well after understanding consumer behavior through what it needs (Maniu & Zaharie, 2014). Assessing customer needs goes back to Maslow's previous theory which states that these needs have levels ranging from physiological needs, security needs, love needs, self-esteem needs to self-actualization needs (Maslow, 1943). By integrating information from consumers, digital marketing strategies can be tailored to more effectively target and interact with audiences. A deep understanding of customer needs enables companies to deliver appropriate added value and build stronger connections with customers through digital advertising on the Instagram platform.

Content Suitability

The development of information technology that is growing very rapidly affects the community in supporting various business activities both large and small so that they can be known globally (Gumilang, 2019). The concept of content marketing

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can be defined as a marketing approach, which aims to find products produced according to customer needs and create satisfaction and fulfillment of consumer satisfaction in this way (Karkar, 2016). The advantage of digital marketing using the internet is that it is easier, cheaper or faster to communicate (Febriyantoro and Arisandi, 2018). A crucial first step in perfecting content is understanding consumer needs and positions. By digging deeper into who our target audience is, we can design content that not only grabs attention, but also builds the emotional connection of the audience. In content design, the company seeks to implement a pillar content strategy with the aim of increasing awareness among the audience, which is expected to result in consumer decision-making conversions. The four pillars of the social media strategy are as follows: communication, collaboration, education, and entertainment. Communication talks about the company, service, service or brand being marketed (Lon Safko & David K. Brake 2009: 7). Content pillars divided into six categories provide a comprehensive strategic framework in content marketing.

The inspirational approach encourages positive emotional engagement to build an emotional connection with the audience and provide a positive experience related to the brand. Meanwhile, the educational approach provides added value by presenting in-depth information, to build authority in the company and can increase brand awareness as reliable information. Then, the entertainment approach in pillar content is often an option and is considered effective because it has high appeal, but is still able to increase information retention. The goal of the entertainment approach is to keep the audience engaged and create positive associations with the brand. Then the company overview approach, which is a common approach used by many companies, because it provides a clear understanding of the company's identity and organizational structure. Then, there is the product knowledge pillar that presents in-depth information about the products or services offered by the company. The purpose of this content is to help consumers understand the added value of products and motivate purchasing decisions. Finally, there is a pillar of promotional content to market products directly and intensify sales. Promoted content is typically used to trigger a purchase action and can be integrated with other marketing strategies. Indicated by 4 indicators measuring content suitability, consisting of (Eun Young Kim., 2004)

1. Interactive, is a two-way relationship between the company and consumers that can provide information and can be received well and clearly.
 2. Incentive, interesting programs are certainly an advantage in every promotion carried out. These programs are also expected to provide more value to the company.
 3. Site Design is an attractive display in digital marketing media that can provide positive value for the company.
 4. Cost, is one of the promotional techniques that has a high level of efficiency so that it can reduce transaction costs and time.
- Market research and demographic analysis are also required in the stage of adjusting the content. By engaging in this process, Jesus gains deep insight into the preferences, values, and challenges faced by our audience. A solid understanding of this market segment allows us to craft messages that are not only relevant, but also meaningful to them. Then review the consumer's position to identify opportunities and strengthen our position in the audience's mind. After having a solid foundation through research and understanding our target market, you can proceed to adjust the content. Our messages can be designed to meet identified needs, and even more importantly, build an emotional bond with the audience. With this approach, your content is not just about information, but also an experience that triggers a positive response, or even becomes a decision maker to use the product.

Brand Awareness

Digital marketing on social media offers tremendous potential in forming brand awareness among consumers. Digital Marketing is defined as a tool that forms relationships, a medium to bring together and facilitate interaction from sellers and buyers (Berthon, Pitt, & Watson) (1996). By utilizing digital platforms like Instagram, companies can reach a very wide audience. The ability to tailor advertising based on consumers' online preferences and behavior also provides an edge, allowing brand messages to be delivered more effectively to relevant target markets. Another advantage of digital advertising lies in the ability to analyze and measure its performance in real-time. With traceable data, companies can identify effective strategies and make adjustments as needed. Then, direct interaction between consumers and brands through digital platforms also strengthens the bond between the two, thus creating opportunities to build deeper relationships.

With its creative and innovative power, digital advertising is not just a promotional tool, but also a means to build a strong brand image in the minds of consumers. That is, digital advertising has a good opportunity to create consumer brand awareness. Through consumer brand awareness, companies acquire brand image (Chen & Hsieh, 2011). It is expected that with this approach, consumer preferences for digital advertising appear in consumers' minds, consumer preferences to pay attention to an advertisement (Sat, 2011). Because, in essence, with a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clear audience and ultimately, to drive profitable customer actions. In general, typical content marketing tries to attract consumer interest in a company's products. (Ozgen and Doymus, 2013). In this case, Brand Awareness is indicated by 4 indicators measuring Brand Awareness, consisting of (Wilujeng & Edwar, 2014):

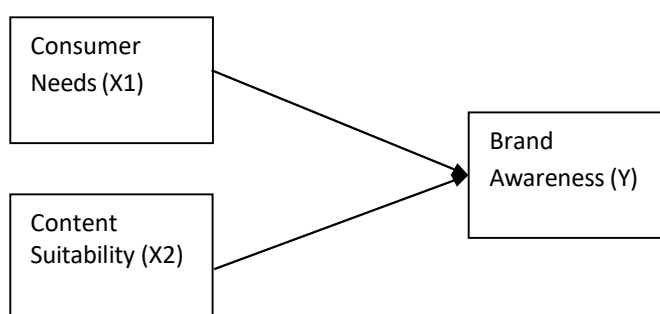
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1. Brand Recall, which is how far consumers can remember when asked what brands they remember. Top of mind is one way that is often used by marketing practitioners to measure brand recall.
2. Recognition, which is how far consumers can recognize the brand is included in one particular category.
3. Purchase, which is how far consumers will put a brand into alternative choices when they will buy products/services. This indicator shows, if the brand is not included in the alternative choice, especially for new brands.
4. Consumption, which is how far consumers still remember a brand when they are using competitors' products/services.

Through this approach, companies can shape consumer preferences towards digital advertising, with Content Suitability that can provoke consumer identity will create a sustainable relationship with the audience, and achieve long-term benefits. In this context, research by Ozgen and Doymus (2013) highlights the importance of distinctive content marketing in attracting consumer interest in a company's products. By focusing on creating and distributing content that adds value and is relevant, companies can solidify their brand image in the minds of consumers. The use of marketing strategies focused on content that has appeal can help create a positive experience for consumers, strengthen their emotional bond with the brand, and stimulate active participation.

Based on the description of several theories and definitions of each variable, the hypothesis of this study is as follows and can be seen in figure 2 of this research framework:

X1 = Customer Needs X2 = Content Suitability Y = Brand Awareness Hipotesis:



Source: Processed Data

Figure 1. Conceptual thinking research

II. METHODOLOGY

This researcher focuses on three main variables, namely Customer Needs, Content Suitability, and Consumer Brand Awareness. The purpose of this study is to find a research model related to digital marketing. The measurement of each variable is based on a review of the previous literature, where each variable was measured using four indicators. All research instruments are in the form of quantitative questionnaires with predetermined questions, using the Likert scale approach. Where the survey was conducted to consumers who have received digital advertising through online media. The data of 66 Respondents was collected and analyzed through path analysis, with the SmartPLS tool. The analysis stage is carried out by testing hypothesis research. In a literature review, it was revealed that there is a correlation between the two variables. Where it is mentioned that the variables customer needs and content suitability have a correlation with brand awareness. This research is followed up on the direct relationship between customer needs, content suitability, and consumer brand awareness. Based on the preliminary study of the study, the research hypothesis is determined as follows:

H1: Customer Needs (X1) has a positive effect on Brand Awareness (Y)

H2: Content Suitability (X2) berpengaruh positif pada Brand Awareness (Y)

III. RESEARCH RESULTS AND DISCUSSION

Table 1. Respondent demographic data

No	Gender	Frequency	Percentage
1	Woman	46	70%
2	Man	19	30%
	Total	65	100%
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Source: data processed by researchers (2023)

Based on Table 1, it can be seen that the most respondents were found in women where approximately 70% or a total of 46 respondents participated in filling out the questionnaire, the remaining 30% were male respondents totaling 19 respondents. The average respondent has actively used social media, especially on the Instagram platform and has been exposed to digital marketing advertisements, which is 99% of 63 respondents. These respondents are indeed young and active in social media at the age of 18 years and over.

According to Ringle's 2014 theory, PLS testing based on the results of the PLS algorithm test using smart PLS, shows that some indicators have outer loading values below 0.5. Therefore, these indicators need to be removed in order to obtain reliable indicators. On the other hand, the dimensions of the variables CN-X1, CS-X2, BA-Y already have outer loading values above 0.5 so that they can be declared reliable as listed in table 2 below.

Table 2. Reliability Test Result

Variable	Composite Reliability		Cut point	Information
Customer Needs (X1)	0.862	>	0.7	Reliable
Content Suitability (X2)	0.835	>	0.7	Reliable
Brand Awareness (Y)	0.844	>	0.7	Reliable

Source: researcher data (2023)

Indicators in determining whether the variable is reliable or not can be seen from several indicators based on *composite reliability* and cut points where if each indicator has a cut point value of more than 0.5, the variables used can be declared reliable and worthy of being tested for correlation tests between variables. The Customer Needs variable in the composite indicator and the cut point has a value greater than 0.5, so it can be concluded that the Customer Needs, Content Suitability, and Brand Awareness variables are quite reliable. In table 2 the results of the reliability test appear, the magnitude of the influence of Customer Needs is 0.862 for the value of composite reliability, Content Suitability 0.835 and Brand Awareness 0.844, so that Customer Needs is the greatest for the value of composite reliability for respondents determined quantitatively using tests of the level of reliability and validity of each of these variables and obtained the cut off obtained both are above 0.5. This result is based on Corrected item-total correlation higher than the table of highest Composite reliability values are 0.862 and 0.844, with the number $n = 65$. Thus, it can be stated that the measurement indicators for Brand Awareness used in research have good reliability, so that further analysis can be carried out.

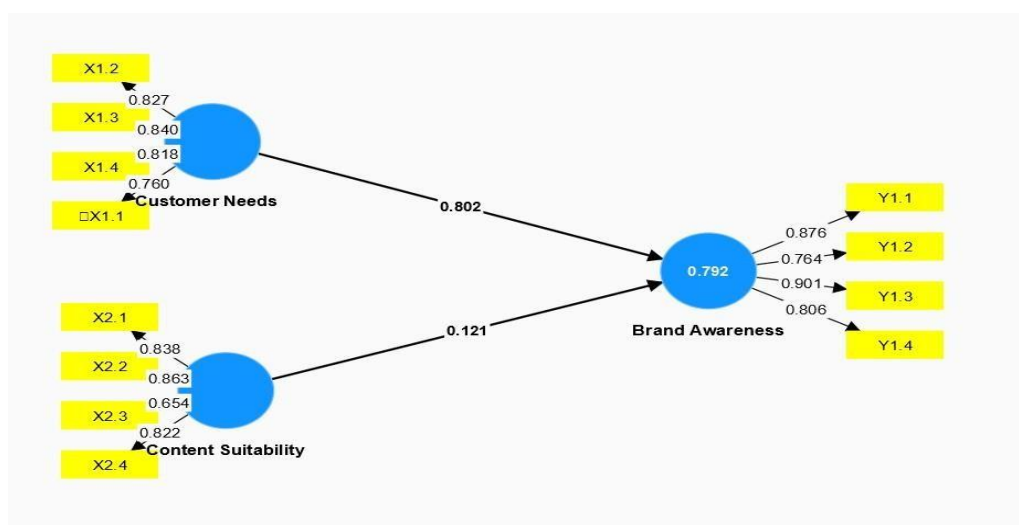


Figure 2. PLS correlation test results from research frame of mind model

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Table 3. Level of validity and correlation between variables

Correlation between variables	Original sample (O)	Sample mean (M)	Standard deviation	T statistics	P values
Customer Needs -> Brand Awareness	0.802	0.792	0.102	7.826	0.000
Content Suitability -> Brand Awareness	0.121	0.128	0.109	1.113	0.266

Source: researcher data (2023)

Discussion

After testing the validity of the correlation between variables and reliability for each indicator item and variable has been declared valid and reliable, the next step is to test the correlation between variables by running the bootstrapping and blindfolding menu in smartPLS software. The results of the correlation test obtained results that fully support the hypothesis proposed at the beginning, where the two hypotheses have P values of 0.000 and 0.266 (see table 3).

Customer needs to Brand Awareness

The first hypothesis has been tested to investigate the impact of the Customer Needs (CN) variable on Brand Awareness (BA). The results of the hypothesis analysis show that the p value is 0.000 which indicates that CN has a significant influence on BA. These findings are consistent with initial hypotheses proposed in the early stages of the study. Thus, it can be concluded that customer needs have a real influence on brand awareness in the context of digital marketing. The results of this study are in line with the findings of previous studies that show that digital preferences in advertising depend on customer needs (Rambe & Jafeta, 2017; Subawa et al., 2020) In developing these findings, an understanding of the practical implications and theoretical consequences of the relationship between Customer Needs (CN) and Brand Awareness (BA) can be expanded in the context of digital marketing. With confirmation that customer needs have a significant impact on brand awareness, organizations can consider marketing strategies that focus more on understanding and meeting customer needs to strengthen their brand awareness. In addition, this research can provide theoretical contributions by deepening understanding of the dynamics of interactions between customer needs and brand awareness, providing a foundation for advanced research in this field.

Content Suitability terhadap Brand Awareness

In table 3, it can be seen the magnitude of the influence of content suitability on brand awareness with p values test results of 0.266 which means that content does not have a significant impact on *brand awareness*. P-values of $0.266 < 0.050$ indicate rejection of the hypothesis. If the content is improved, it will not have an impact on increasing *brand awareness*. Thus, hypothesis two is rejected and confirms there is no influence of content on *brand awareness*. The timeliness of posts, the number of interactions and brand support and response on Instagram do not play a significant role in shaping brand awareness. The results of this study are in line with the findings of previous research which showed that content does not have a significant influence on *Brand Awareness* conducted by Karen & Immanuel Zai (2022) which found that content does not have a significant influence on *brand awareness*.

In this context, although content is not proven to have a significant effect on brand awareness, it does not reduce the importance of other aspects of building brand awareness. In addition, although the results of the study reject the relationship between Content Suitability⁶ and Brand Awareness, it is important to continue to monitor and evaluate the rapidly changing dynamics of digital marketing, given that consumer trends and preferences can change over time. Strong brand awareness remains a key goal, and a holistic marketing strategy, may remain the key to success in building a positive and relevant brand image in this digital age.

Next is the discussion of how much the level of influence and effect between the independent variable and the dependent variable. The first indicator used is f^2 which represents the level of influence of the independent variable on the dependent variable, where a value of ≥ 0.02 indicates a weak influence value, a value of ≥ 0.12 , indicates sufficient influence, and a value of ≥ 0.35 indicates a strong influence. In the first hypothesis, the correlation between CN to BA has an f^{value} of 2 of 0.802, meaning that CN has a strong influence on BA, so the higher the CN value will have a sufficient impact on the increase in BA value. The value of f^2 in the second hypothesis is 0.121, meaning that the level of influence of CS on BA is at a level that is quite influential the same as the first hypothesis. Thus, it can be interpreted that Customer Needs and Content Suitability have a significant effect on *Brand Awareness*.

IV. CONCLUSION

In the context of information technology companies, to strengthen awareness of the company's existence among the target audience, it is important for companies to understand well the fundamental needs faced by the audience. The results of the hypothesis test that showed significant results were influential, where the first hypothesis tested the correlation of Consumer needs to Brand Awareness (CN BA \square), the second hypothesis tested the correlation of Content Suitability to Brand Awareness (CS

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BA) which showed insignificant results. The degree of correlation of hypotheses in each variable has a different value. Where there is an insignificant hypothesis, but the Content Suitability variable must still be maintained in quality, this is in line with previous research examining the influence of content on Brand Awareness (Karen & Immanuel Zai, 2022)

V. SUGGESTION

In general, information technology companies are increasing understanding of customer needs and maintaining the quality of content even though it is not significant, in order to be more effective in increasing brand awareness. In addition, companies can also dig deeper related to other variables that can increase the influence of brand awareness.

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