

THE ROLE OF DIGITAL MARKETING IN HUMAN RESOURCE MANAGEMENT

**Deepti Sharma, IIHMR University, Jaipur
Priti Verma, Sharda University, U.P., India**

**KDV Prasad, Symbiosis Institute of Business Management
(SIBM), Symbiosis International (Deemed University) (SIU),
Hyderabad, Telangana, India**

ABSTRACT

The advertising, promotion, and sale of goods and services are all being altered by the advent of digital marketing. In this age of globalisation, when the globe is essentially one giant village, routine digital activities may greatly enhance customer service. HR has to ensure that all workers, regardless of position or level, have the necessary digital skills to help the company accomplish its objectives of high productivity and employee happiness and therefore generate a positive corporate image and increase consumer pleasure. With technology evolving at such a breakneck rate, it is imperative that we update our human resources procedures and practises at a much quicker rate if we are to achieve business excellence.

Keywords: Digital, Human, Resource, Management, Marketing.

INTRODUCTION

The so-called "Digital Age" of the 21st century - The current era is impacting people's attitudes, perceptions, and mindsets, which in turn is altering how consumers and businesspeople alike evaluate and forecast market trends (Ghazie & Dolah, 2018). Companies are being compelled to adopt innovative technologies across the board as a result of rapid shifts in both their internal (including but not limited to goals, leadership, structure, and philosophy) and external (including but not limited to political, social, cultural, and economic) environment (Alghizzawi, 2017).

From manufacturing to services, digital marketing is making a significant influence on the global economy (Abraham & Joseph, 2019; Digital et al. 2021; Ririn, 2014; Sivasankaran, 2017). Complete answers are provided by digital marketing, which changes the way information is accessible and facilitates worldwide connections that aid in the development of long-term, mutually beneficial relationships between brands and their target audiences (Kannan & Li, 2017).

To better interact and communicate with various consumers, management, service providers, and society at large, digital is an innovative way (Yasmin, Tasneem, & Fatema, 2015). In order to reach its intended audience, digital marketing uses several media, including the web, mobile phones, television, and radio. Data analytics, Cloud computing, data mining, artificial intelligence, mobility, e-commerce, social media, and smart embedded devices are all examples of digital technology platforms that can be used to facilitate a company's digital transformation and lead to substantial improvements in output, the cultivation of mutually beneficial relationships with both industry and customers, the development of technologically sophisticated operating models, and the reformation of internal processes (Dahiya & Gayatri, 2018).

The goal of "Digital India" is to make India a fully digitalized and knowledge-based society and economy. Marketers have been slow to accept new technology, but the rise of digital marketing has changed all of that (Deekshith & Kinslin, 2016, 2016; Kiradoo, 2017). In the past, individuals used the internet mostly for browsing the web, checking their email, and doing research (Mihaela, 2015). However, choices on product quality, pricing, advertising, brand, dealer network, and after-sale service are increasingly heavily influenced by digital marketing tools. With the proliferation of internet and social media marketing, it is more important than ever to devise an effective marketing strategy that can have a long-term, beneficial impact on company outcomes by radically improving both the customer experience and operational efficiency (Lemon & Verhoef, 2016).

REVIEW OF LITERATURE

Role of HR in Digital Marketing

Human resource planning, selection, training, development, performance management, and reward management are just a few of the HR tasks where companies are actively seeking to implement new methods (Jaakkola, 2007). Because of how quickly technology evolves, we need to revise our human resources procedures and practises considerably more often if we want to achieve business excellence (Ramya & Ali, 2016). Complexity and uncertainty in the economic, social, cultural, legal, and political spheres have made human resource management more difficult (Cheng, Dale, & Liu, 2008). Organizations are shifting the role of human resources (HR) in digital marketing processes to concentrate on producing business value in the face of competing priorities, limited resources, mergers and acquisitions, employee resistance to change, etc. Considerations when deciding whether to hire outside for digitally savvy workers or give digital training to existing employees Each time a company has choose between bringing in new talent from the outside and nurturing its own, it conducts a thorough examination of historical data and prospective outcomes to make sure it makes the best choice possible (Key, 2017). Recruiting, training, retaining, and rewarding top performers are crucial to human resources. In order to keep a well-developed and engaged staff, digital marketing and HR should have to coordinate their strategies and prioritise goals. Human resources with the necessary digital skills, competences, and capacities are in short supply (Jamal, et al. 2011).

Attracting the necessary talent these days is not a simple task for the firm if it intends to obtain the talent from outside, as it entails a great deal of expense and work that may damage the marketing budget (Dwivedi, et al. 2021). Employees nowadays have access to a wealth of information about their career alternatives because to the proliferation of social media and job search websites; as a result, employers need to use enticing job descriptions to compete for the best candidates (Castillo-Abdul, Bonilla-Del-río, & Núñez-Barriopedro, 2021). In today's highly competitive market, it's essential that workers have opportunities to hone their existing abilities while also learning new ones (Rathnayaka, 2018). He feels he deserves competitive compensation for the talents he has (Dwivedi et al. 2021). Therefore, it is crucial for the organisation to have a robust learning and development programme for the staff if the company wants to cultivate the digital talent internally (Xu, 2020). Successful internal talent development requires organisations to build a well-structured, individually-tailored programme for teaching workers key functional, technical, statistical, and interpersonal abilities. Companies may utilise data to determine which departments and roles most benefit from training and development initiatives (Castillo-Abdul et al. 2021). Companies are investing in the recruitment and training of data scientists, statisticians, people with strong excel and analytical abilities, interpreters who can draw out conclusions from the

data produced after data mining, and media professionals to promote their products and services (Browne & Gonzalez-Feliu, 2017). In order to have a complete understanding of the many systems and procedures inside an organisation, it is imperative that all employees acquire digital skills. The ability to train personnel in digital skills depends on a company's infrastructure and procedures being both adaptable and transparent. Talent is a key differentiator, helps create a positive image for the company's brand, and boosts the business's market share (Abdel Wahed Ahmed & Abd El Monem, 2020). Companies need to realise that training and development initiatives are long-term endeavours. However, it calls for a consistent, long-term investment. A progressive business should consider factors like cost, competency, and compliance when introducing training and development initiatives. The training material should be interactive, interesting, useful, and easy to remember, and teach itself. Many businesses, in an effort to keep overhead down, use the barest minimum of software for a subset of their operations. Implementing the solution inefficiently due to cost concerns may result in mixed results for the company. Businesses need to understand that their updated systems must be flexible enough to adapt to changing market conditions and the introduction of new technology and applications (Chocholac et al. 2020).

Research Gap

When deciding to establish learning and development programmes, a progressive company should consider factors such as cost, competency, and compliance. Content for training should be created to be more interesting, useful, easily remembered, and teach itself. Most businesses aim to employ the bare minimum of software for certain of their operations in an effort to save money. Budget constraints shouldn't force a sloppy job of implementing the solution that may only have a modicum of success in the commercial world. Realizing the necessity for their updated programmes to be flexible and adapt over time to accommodate new technology and applications is a must for every company.

Objectives of the Study

- To examine the connections between HRM and digital marketing.
- To assess the impact of digital marketing on HRM.

Hypothesis of the study

H₀₁: There is no significant relationship among digital marketing and human resource management.

H_{a1}: There is significant relationship among digital marketing and human resource management.

RESEARCH METHODOLOGY

The research for this study relied on both secondary data (gathered via the examination of already published materials like relevant literature and articles) and primary data gleaned mostly through a survey. From a wide range of articles, journals, international papers, research papers, academic publications, and Google sites, this work derives its conclusions. In all, 150 people participated in the research. In this way, the reference section reveals that secondary credible sources were employed to arrive at the conclusion for the aforementioned aims.

RESULTS AND DISCUSSION

Table 1	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.801	6

Table 1, documented the estimated value of Cronbach’s Alpha as per reliability statistics and stated that the estimated value of Cronbach’s Alpha found to be .801 (N=6) which is greater than the acceptable threshold limit of .60. Therefore, internal consistency among the variables is present. Hence, further statistical tools can be applied.

Table 2					
DESCRIPTIVE STATISTICS					
	N	Minimum	Maximum	Mean	Std. Deviation
Focussed audience	150	1	1	2.53	0.000
Online marketing platform	150	1	5	4.16	0.795
Quality of content	150	1	5	4.35	0.768
Budget and expenditures	150	1	5	3.11	0.725
Information Management	150	1	5	4.00	0.843
Feedback	150	1	3	1.00	0.501
Valid N (listwise)	150				

Table 2 analysed the role of digital marketing in Human Resource Management and stated that quality of content (Mean=4.35 and standard deviation=.768) followed by online marketing platform (Mean=4.16 and standard deviation=.795). Feedback (Mean=1.00 and standard deviation=.501) is the least important factor in the study.

Table 3						
ANOVA						
ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Focussed audience	Between Groups	132.705	4	33.176	385.817	.000
	Within Groups	12.468	145	.086		
	Total	145.173	149			
Online marketing platform	Between Groups	234.918	4	58.729	513.553	.000
	Within Groups	16.582	145	.114		
	Total	251.500	149			
Online marketing platform	Between Groups	146.293	4	36.573	83.759	.000
	Within Groups	.000	145	.000		
	Total	146.293	149			
Budget and	Between Groups	234.834	4	58.708	250.378	.000
	Within Groups	33.999	145	.234		
	Total	268.833	149			

expenditures	Total	268.833	149			
Information Management	Between Groups	137.545	4	34.386	83.759	.000
	Within Groups	59.528	145	.411		
	Total	197.073	149			
Feedback	Between Groups	126.300	4	31.575	91.275	.000
	Within Groups	50.160	145	.346		
	Total	176.460	149			

Table 3 analysed the ANOVA analysis and stated that all the variable estimated value is .000 which is less than the acceptable threshold limit of .005. Therefore, findings of the study documented that there is significant relationship among Human resource management and digital marketing.

Hypothesis Testing

After applying descriptive statistics and ANOVA analysis the findings of the study stated that null hypothesis is rejected and alternative hypothesis is accepted.

CONCLUSION

Companies today are working to build a diverse digital marketing ecosystem that includes participants from all around the world. Companies may now differentiate themselves thanks to advancements in digital technology, which are enabling them to rapidly adapt to the evolving needs and preferences of their customers. The function of HR is evolving in the contemporary business due to the impact of technology developments, shifting customer preferences, and cutting-edge advertising and marketing techniques. Although digital marketing has its own set of benefits, such as the ability to reach more people for less money and in less time, traditional marketing still has its place. It also gives numerous measures to analyse the efficacy of digital marketing technology and aids in efficient consumer interaction. Human resources must provide recruiting, selection, training, development, and learning initiatives that effectively equip workers with the digital skills they need to do their jobs. Alternating periods of short- and long-term Different digital skills must be taught to workers at all levels of a business; therefore L&D courses are crucial. The organisation should prioritise expertise and compliance as implementation criteria for this Cost.

REFERENCES

- Abdel Wahed Ahmed, M. M., & Abd El Monem, N. (2020). Sustainable and green transportation for better quality of life case study greater Cairo – Egypt. *HBRC Journal*, 16(1), 17–37.
- Abraham, V., & Joseph, J. (2019). an Empirical Study on Direct Marketing As the Most Effective Form of Marketing in the Digitalized Marketing Environment. © *International Journal of Research Science & Management*, 18(1), 18–24.
- Alghizzawi, M. (2017). The role of digital marketing in consumer behavior: A survey. *International Journal of Information Technology and Language Studies (IJITLS)*, 3(1), 24–31. Retrieved from <http://journals.sfu.ca/ijitls>
- Browne, M., & Gonzalez-Feliu, J. (2017). Editorial: Sustainable efficiency and management issues in urban goods transport: new trends and applications. *Research in Transportation Business and Management*, 24, 1–3.
- Castillo-Abdul, B., Bonilla-Del-río, M., & Núñez-Barriopedro, E. (2021). Influence and relationship between branded content and the social media consumer interactions of the luxury fashion brand manolo blahnik. *Publications*, 9(1), 1–15.

- Cheng, X., Dale, C., & Liu, J. (2008). Statistics and social network of YouTube videos. *IEEE International Workshop on Quality of Service, IWQoS*, 229–238.
- Chocholac, J., Sommerauerova, D., Hysrlova, J., Kucera, T., Hruska, R., & MacHalik, S. (2020). Service quality of the urban public transport companies and sustainable city logistics. *Open Engineering*, 10(1), 86–97.
- Dahiya, R., & Gayatri, G. (2018). A Research Paper on Digital Marketing Communication and Consumer Buying Decision Process: An Empirical Study in the Indian Passenger Car Market. *Journal of Global Marketing*, 31(2), 73–95.
- Deekshith, D., & Kinslin, D. (2016). A study on digital marketing and its impact. *Journal of Chemical and Pharmaceutical Sciences*, 9(4), 2059–2062.
- Digital, M., Channels, M., & Strategies, M.M. (2021). Digital Marketing in China : Channels and Strategies, (April).
- Dwivedi, Y.K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59(June), 102168.
- Dwivedi, Y. K., Ismagilova, E., Rana, N. P., & Raman, R. (2021). Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review. *Information Systems Frontiers*, 1(2), 2–23.
- Ghazie, D. A., & Dolah, J. (2018). How Digital Marketing Affects Consumer Behavior. In 3rd International Conference on Creative Media, Design and Technology (REKA 2018) (Vol. 207, pp. 214–217).
- Jaakkola, E. (2007). Purchase decision-making within professional consumer services: Organizational or consumer buying behaviour? *Marketing Theory*, 7(1), 93–108.
- Jamal, S., Maqbool, D. A., & Misra, S. (2011). Influences of Fashion Marketing on Consumer Demand: A Study of NCr. *Indian Journal of Applied Research*, 4(5), 323–327.
- Kannan, P.K., & Li, H. “Alice.” (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45.
- Key, T. M. (2017). Domains of Digital Marketing Channels in the Sharing Economy. *Journal of Marketing Channels*, 24(1–2), 27–38.
- Kiradoo, G. (2017). Digital Marketing in India it’s Scope, Growth and Development. *International Journal of Management, IT & Engineering*, 7(5), 289–296.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96.
- Mihaela, O. O. E. (2015). The Influence of the Integrated Marketing Communication on the Consumer Buying Behaviour. *Procedia Economics and Finance*, 23(October 2014), 1446–1450.
- Ramya, N., & Ali, M. (2016). Factors affecting consumer buying behavior September 2016. *International Journal of Applied Research*, 2(10), 76–80.
- Rathnayaka, U. (2018). Role of Digital Marketing in Retail Fashion Industry: A Synthesis of the Theory and the Practice. *Journal of Accounting & Marketing*, 07(02).
- Ririn, A. (2014). Young Consumer–Brand Relationship Building Potential using Digital Marketing. *Indian Journal of Marketing*, 7(2), 2–41.
- Sivasankaran, S. (2017). Digital Marketing and Its Impact on Buying Behaviour of Youth (Special Reference to Kanyakumari District). *International Journal of Research in Management & Business Studies*, 4(3), 35–39.
- Xu, Q. (2020). A Study of the Marketing Strategies of High-End Luxury Brands: The Case of Hermes. *Proceedings of the 2020 2nd International Conference on Economic Management and Cultural Industry (ICEMCI 2020)*, 155(ICEMCI), 462–467.
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *The International Journal of Management Science and Business Administration*, 1(5), 69–80.

Received: 21-Feb-2023, Manuscript No. AMSJ-23-13242; **Editor assigned:** 22-Feb-2023, PreQC No. AMSJ-23-13242(PQ); **Reviewed:** 18-Mar-2023, QC No. AMSJ-23-13242; **Revised:** 23-Mar-2023, Manuscript No. AMSJ-23-13242(R); **Published:** 25-Mar-2023