



University of Wales Trinity Saint David
LONDON

REPORT

BAMB L6 T3G2

Moodle: DISSERTATION

(LCBB6000)

Topic: “Analyzing the role of digital marketing in influencing the psychology of ASDA’s customers living in London”

Prepared for:

Dr Anupam Mazumdar

Dr Tushara Balendran

Prepared by:

Student: Reneta Ivanova

Stud. Number: 1906323

Acknowledgement

Firstly, I would like to thank the lecturer of this module, Dr. Anupam Mazumdar, who gave me the guidance to choose the right topic in the area that I like and have passion to develop. Then special thanks for the supervisor, Dr. Tushara Balendran who supported me and helped me to complete the dissertation properly with academic search advice. I express my special thanks for the support during the course and to the other lecturers for their support, help and guidance over the last three years. With the imparted knowledge and experience that I have acquired has enriched me and will help me chart my life path and provide a good foundation to achieve career success based on good studies at Trinity Saint David University, in one of their campuses in London. One of the principles that I will apply learned with the support of the university, and the lecturers is about academic search, it is not important to know everything, but how and where to search, using the key words that lead us to the right information and direction.

Thankfully,

Reneta Ivanova

Abstract

The digital age has been widely adopting advanced technologies and incorporating them into different aspects of business operations. Digital marketing has become an essential part of business communication and carrying out the necessary procedures of marketing and sales. Social media, purchasing hubs and e-commerce platforms have become popular across the globe. Significant acceleration in the business operation is carried out by the proper alignment of digital marketing tools. Digital marketing has a significant influence on the customer's purchasing procedures and psychological state while interacting in the marketplace. Dissertations on the role of digital technology have found a strong correlation between the expansion of digital marketing procedures and customers' psychology. This paper has pointed out that proper alignment of business objectives can assess rigorous opportunities and the scope of marketing. Digital platforms enhanced the efficiency of marketing operations and ensured business growth in the digital age.

The first chapter of the dissertation research introduction will present the background of the research. Also, the research rationale of the study explains why the research was conducted in this way. Supported by a rationale of aims, objectives, and research questions, thesis outline, and chapter overview, highlighting the importance and importance of digital marketing and customer behavior towards it.

The second chapter presents about literature review from different authors' opinion and view for technology how has changed the way business is understood and influences customer behavior. With the advent of the digital age, the development of the marketing scene has been influenced by the interest in digital marketing. This direction of digitization in marketing has given many organizations a chance to advertise and promote their brands, greatly increasing their potential target audience.

The third chapter considers relevant models - Race and Honeycomb Model which are popular planning models that are for small and large businesses. They are suitable for implementing strategies and tactics to plan your ongoing and campaign social media marketing.

In the fourth chapter, explain research methodology about problem, purpose, research questions and brief description of the methodology. The research applied positivism philosophy as choose inductive approach and apply descriptive strategy. Through this research paper the research followed the quantitative research method. The research was developed as a precise research technique with appropriate tools for analyzing the collected data and information. Ethics have been maintained by the researchers throughout the study.

The fifth chapter is an analysis of the data, examining and analyzing in detail each of the questions about research findings according to the current impact of marketing and the impact of digital marketing at ASDA PLC.

The sixth chapter is illustrated as communication with stakeholders. This section introduced how digital marketing influences the psychology of the buyer, resulting in the generation of profit, the growth and development of the company's business.

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First chapter: Introduction

Research background

To accomplish the goals of higher education, research is considered one of the basic components. It helps to uncover the truth and reach a new meaning of the research issue. Hence, the research develops new knowledge and updates the existing knowledge of the learners. As a part of studying the marketing module, research will be proposed to investigate the strategy of digital marketing of ASDA, UK. This paper is the proposal for the research work to inform the scholars' aim and objectives, problems, and significance of the research project. Upon the approval of the teachers and the selected retail organization, the final research will be carried out.

Nowadays, companies have incredible opportunities to use the full potential of digital digital marketing by using various marketing channels to share their products and services online; to create relationships, track customer interest and behaviour (Abdel Fattah). Marketing today has evolved and been transformed with the help of digitalization, giving it the ability to offer new opportunities for companies to do business. Marketing activities today are carried out faster, accessible everywhere and efficiently, while being able to target the target group of the market according to the wishes and preferences of the customers.

The rationale of the study

The digital age has been adopting advanced technologies into a business operations like market analysis, managerial actions and more significantly marketing actions. A rigorous adaptation of digital measures in marketing procedures has been successful to assess the marketing objectives. Customers' purchasing behavior is significantly influenced by the recent trend of online marketing. Digital measures have become an essential part of marketing operations like communicating with the targeted customers, placing newsletters and promotional campaigns, purchase and payment procedures and delivery systems (Bala, and Verma, 2018). These have made a study on the digital transformation of marketing operations to influence the customers' psychological state so important.

Aims

The research intends to analyse the influence of digital measures of marketing procedures in ASDA PLC on the psychological state of the targeted audience.

Objectives

The research carries out the below objectives:

- To understand the utility values and operational benefits of digital measures in the marketing procedures of ASDA PLC;
- To evaluate the significance of digital marketing on customers' psychological state in the purchasing procedures;

- To identify the current stage of marketing measures undertaken by the business organization to communicate with the projected customers and carry out marketing operations;
- To develop strategic priorities for the digital marketing process based on rigorous analysis;
- To identify the challenges and remedies to align the projected marketing goals and objectives of ASDA PLC.

Research questions

To meet the aim and objectives of the research, it is better to formulate research questions to find answers step by step and simplify the processes of the current research.

The main question of the research: What is the role of digital marketing in influencing the customers of ASDA psychologically in London?

What is the role of digital marketing in influencing the customers of ASDA psychologically in London?

- What is referred by digital marketing to ASDA PLC?
- How is ASDA PLC correlating its digital marketing strategy in assessing business goals and objectives?
- What are the positive and negative aspects of digital marketing in the digital age?
- What are the major influential factors of digital marketing on the customers' purchasing behavior?
- What are the potential risks and opportunities carried out by adopting digital platforms for marketing and sales procedures?

Dissertation outline

Chapter one: Introduction - the introduction part consists of the title of the dissertation that includes the title, aims, objectives and research questions. The study adopts digital transformation of marketing procedures and the roles of digital marketing measures to influence the customers' psychology. Background research and rationale show the significance of the study and further implications in the proper business proposition. The aims and objectives indicate the key outcomes to be assessed throughout the dissertation. A set of questions are required to be answered to assess the projected objectives that are developed in the research question part.

Chapter two: Literature review - A literature review is to assess several theories and published reports on the projected issues given in the study. A literature review is to analyse a range of literary sources on the implications of digital marketing tools and techniques to influence customers' psychology. Furthermore, the essential utility value of digital transformation of marketing procedures is to be analysed in the literature review.

Chapter three: RACE and Honeycomb Model - two of the most popular models to help businesses make the right decision. The RACE framework is one of the digital marketing tools that helps businesses plan and manage activities using data and analytics to grow their business. The other important tool is the Honeycomb Model, which is a good way to communicate and build long-lasting and loyal relationships through social media.

Chapter four: Research methodology - Methodology depicts the techniques and systematic methods of carrying out the study. Different parts and stages of methodological choices will be assessed in the methodology part. The methodology supports an assessment of the relevant data systematically.

Chapter five: Analysis of data - This is the most crucial part of the dissertation that evaluates the data and analyse it according to the aims and objectives of the study. Several graphs and diagrams will be utilized to analyse and present the data in an academic format. The data will be communicated with the stakeholders (e.g.: customers and workforce) in the analysis part.

Chapter six: Communicating with the stakeholders - This chapter reflects who are the main stakeholders in this study of ASDA PLC. The results are based on the research conducted, which is evaluated based on their worldviews and the environment in which they worked.

Chapter seven: Conclusion and recommendation - This part of the dissertation evaluates conclusive findings from the outcomes. A set of recommendations is also evaluated in this part to overcome the pointed challenges.

Second chapter: Literature review

This section of the dissertation will present different opinions and views from different authors on the topic of the role of digital marketing in influencing customer psychology and at the same time will make a case for ASDA's customers living in London. Upon the principal research question, the research will try to find answers to the below questions.

What is referred by digital marketing to ASDA PLC?

The concepts of marketing have been changed by the influences of digital technologies. Digital marketing is web-based marketing that considers online marketing operations (Piñeiro-Otero and Martínez-Rolán, 2016). Nowadays marketing is expanding by rapidly adopting digital technologies into business operations. The digital age has widened the scope of marketing by including online platforms in carrying out distribution and sales procedures (Desai, 2019). Digital marketing has become more efficient by aligning an effective digital marketing plan with the business objectives. Advanced technologies have been widely adopted by business organizations to ease purchasing procedures across the globe. International marketing has become easier through a proper collaboration of digital marketing plans in the business (Kannan, 2017).

Through ongoing research, monitoring, analysis, and implementation, Asda successfully uses digital marketing. An illustration of this was their participation in the annual Northern Conference of the UK's Chartered Institute of Marketing, which was held at the University of Bradford. Asda's head of corporate communications and social media gave new insights into the company's digital strategy and explained how businesses can use online channels to improve customer experience and engagement and bring customers closer to the brand (Wise Marketer Staff, 2011)

According to the RACE model of marketing, there are 4 pillars of marketing, reach, act, convert and engage. So, according to the RACE framework, digital marketing is the use of digital tools and techniques to plan, reach, act, convert and engage customers in an organisation (Deilami and Ahmadi, 2021). Digital marketing through the application of the RACE framework can improve ASDA's efficiency. Besides, it will help ASDA to plan, control and analyse marketing strategies and objectives. But the application of the RACE framework requires proper collaboration and cooperation between the people and processes involved in the four phases of digital marketing of ASDA (Deilami and Ahmadi, 2021). So, in cases of digital marketing and goal achievement, ASDA should arrange resources and people properly while applying the RACE model.

How is ASDA PLC correlating its digital marketing strategy in assessing business goals and objectives?

Digital marketing is better than traditional marketing to target the audience specifically by following the segmentation and positioning strategies of ASDA PLC. Besides the local people, digital marketing can target people from other regions and countries at lower costs. Digital marketing also helps ASDA PLC to reach the target audience within minutes (Piñeiro-Otero and

Martínez-Rolán, 2016). Moreover, the effectiveness of digital marketing programmes is more visual than the outcomes of traditional marketing programmes of ASDA.

What are the positive and negative aspects of digital marketing in the digital age?

Digital transformation of marketing and sales procedures has been posing a potential impact on social trends and customers' purchasing behaviour. Dynamics in the marketing process have adopted advanced technologies and tools to establish effective business communication with targeted customers (Charlesworth, 2014). Social media marketing and affiliated marketing have been successfully assessing business goals and sales targets. Social media can easily communicate with the projected customer groups by utilizing the advanced algorithm of marketing. This has been an effective tool to place business newsletters and promotional campaigns to the appropriate segments of customers. According to Google data, around 98.4% of the population across the UK is directly using the internet (Kingsnorth, 2022). This is mostly covering the whole population and the number of internet users is increasing day by day.

What are the major influential factors of digital marketing on the customers' purchasing behavior?

Consumers are those who purchase goods or services for their own use. On the other hand, organisation buying focuses on the acquisition of goods and services for use in an organization's operations. A detailed examination of consumer decision-making is now possible thanks to technology, which has implications for marketing campaigns (Jobber, 2013). Customers should be studied in more depth than just through quantitative demand research. According to research, user profiling goes beyond utilising demographics to identify the key traits of target clients. The requirements, attitudes, experiences, and skills related to using digital technology and the Internet are also included (Chaffey, 2019).

Modifying the buying behavior of the customers is possible for organisations by marketing online. It is necessary to focus on the creation of customer-friendly digital marketing strategies (Chaffey and Ellis-Chadwick, 2012). The factors that are relevant to the digital marketing strategies of ASDA and influence the behaviour of the target audience are psychological, social, culture, economic and personal factors. Due to the advancement of IT and digital tools in every sphere of business and life, psychologically people are getting reliant on digital marketing and advertisements to choose the necessary products. Social factors are also changed due to digitalization. Digitalization has also influenced the culture and economy of the UK. These are impacting the personal buying behaviour of the target audience of ASDA (Chaffey and Ellis-Chadwick, 2012).

What are the potential risks and opportunities carried out by adopting digital platforms for marketing and sales procedures?

The online arena opens rigorous opportunities to business organisations across the globe. Small and medium entrepreneurial ventures are assessing their business objectives by properly aligning multimedia plans with their marketing strategy (Goldfarb, and Tucker, 2019). Marketing strategies have been accelerated by concluding digital platforms like Google Analytics and Adsense to place business ads to the appropriate customers. E-commerce has been rapidly rising across the globe in terms of operating marketing procedures with ease and more accuracy (Tiago, and Veríssimo, 2014). A wide number of customers can be reached by properly incorporating digital platforms with the business.

According to the findings of Orendorff, e-commerce is going to be the medium of commercial exchange within the next few decades (Chaffey, and Ellis-Chadwick, 2019). Mostly all businesses are adopting digital marketing plans to access the rigorous opportunities provided by online media.

The rise of e-commerce in the UK is the most important event in the development of digital marketing. Orendorff (2019) researched that, e-commerce will be the medium of exchanging products and services with customers within the next few decades (Orendorff, 2019). Although digital marketing can produce fake reviews and negative feedback concerning the organisation publicly, improving the processes, products and services this challenge can be overcome by ASDA PLC. So, ASDA should get prepared to grow and develop the organisation and expand the business to grab unlimited opportunities through digital marketing.

Third chapter: Relevant models - Race and Honeycomb Model

Race framework model:

The RACE model provides a structured marketing plan depicting a funnel that is proven to increase performance. Dr. Dave Chaffee developed the RACE framework in 2010, and this model has contributed to the effectiveness of many businesses that did not have a well-built digital marketing strategy and execution plan. This model can be successfully customized to all types of B2B and B2C businesses, starting from small growing enterprises and start-ups to larger organizations working on digital transformation. Nowadays, this model is increasingly popular as it provides practicality in its nature and flexibility that supports various business objectives and operations.



Figure 1: Funnel of RACE model, Source: (Chaffey, D., 2022)

The complete customer life cycle can be expressed and tracked with the marketing funnel of the RACE model.

(Plan) > Reach > Act > Convert > Engage

Planning for digital marketing entails placing marketing strategies in the context of an online business environment. Adapted for the digital media environment and combined with new digital marketing communication tactics, a successful digital marketing strategy is built on and integrates classic marketing disciplines and planning approaches (Chaffey, 2017). The planning

phase is vital and covers the development of a plan, and goals that define the realization of the big picture, through the implementation of digital strategies. This phase will ensure that digital communications are aligned with business and marketing strategies.

RACE is a framework that provides how to rationally plan and measure digital marketing. This framework is a classic marketing funnel that summarizes the 5 steps of marketing planning to achieve marketing effectiveness.

- **Plan** - The RACE framework's job is to plan by outlining the core actions and measurements that firms must master to survive and grow in today's marketing environment.
- **Reach** - The goal of outreach is to boost website traffic and raise brand recognition.
- **Act** - Act plays the function of website and social media interactions to generate leads. Digitization, for the customer to be active in the online space and make the desired purchase easier and more convenient. Google Analytics can track 'Product viewed', 'Added to cart', 'Registered as a member' or 'Signed up for newsletter', encouraging customer participation. This could be sharing content through social media or customer reviews.
- **Convert** - It is a transformational process for selling - online or offline. This part is one of the most essential for the business, where the target audience takes the step for the next step of this cycle, whether the payment is made through online e-commerce transactions or offline channels.
- **Engage** - This stage is long-term, which has the responsibility of committing to long-term relationships with first-time buyers with the idea of building customer loyalty such as repeat purchases, using customer communications on your site, social presence, email and face-to-face interactions to increased customer lifetime value.

According to the RACE model of marketing, there are 4 pillars of marketing, reach, act, convert and engage. So, according to the RACE framework, digital marketing is the use of digital tools and techniques to plan, reach, act, convert and engage customers in an organisation (Deilami and Ahmadi, 2021). Digital marketing through the application of the RACE framework can improve ASDA's efficiency. Besides, it will help ASDA to plan, control and analyse marketing strategies and objectives. But the application of the RACE framework requires proper collaboration and cooperation between the people and processes involved in the four phases of digital marketing of ASDA (Deilami and Ahmadi, 2021). So, in cases of digital marketing and goal achievement, ASDA should arrange resources and people properly while applying the RACE model.

- **Advantage of RACE model:**

The ASDA company has good marketing strategies and successfully implements the RACE model. Good planning to carry out the entire process from prospecting to engaging potential customers. They successfully apply appropriate prospecting methods by segmenting and targeting the at the right time, in the right place. ASDA provides customers with physical and virtual locations, engaging them through in-store social networks, Click & Collect services and digital

tills, a mobile app. Today, the company uses strategic approaches, one of which is communication in social networks.

The company has successfully implemented strategies by being competitive with Tesco and Sainsbury's, aiming to provide a greater number of products at lower prices in an easy and affordable way to satisfy customers. Diversifications enable ASDA to offer a product range that covers different customer needs, including: groceries, George clothing, George home, insurance, mobile products and services, optical products and services, baby and children's lines, pharmacy service, etc.

RACE is driven by big scale data, which is the best approach for business growth through digital marketing according (Chaffey, D, 2022). The advantage of the RACE model over the Honeycomb Model is that it is much better at planning, and this model has successfully helped marketers develop digital marketing plans that are focused on sales growth.

Honeycomb framework model

Digital marketing today is developing at a fast and speedy pace. Businesses strive to find and offer innovative approaches to reach their potential customers through digital channels. The private sector uses different marketing strategies and models in order to reach the target in the most effective way. One of the most popular digital marketing models and one of the most popular models in digital marketing is the honeycomb model. This model has seven section that can help companies plan their digital marketing strategy. Once identification is made, the following elements are also essential, such as presence, connections, reputation, groups, and conversation. This model goes through 4 phases: connect, engage, convert and measure.

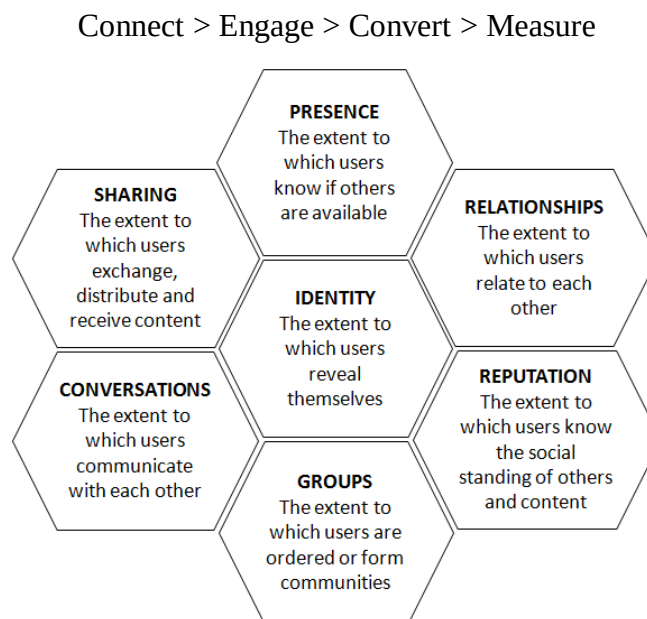


Figure 2: Honeycomb Model, Source: (Hanlon, An., 2022)

In the first phase of this model, connecting takes place, where companies identify and connect with their target audience. This phase can take place through various digital channels such as

emails, social media, and paid advertising. This method approach will provide information to companies to identify the target group in the online space. The second phase is engagement, holding the attention of the target audience and building lasting relationships. The third phase is the conversion, where companies should strive to transform their target audience into potential customers, through strategic approaches such as subscribing to a newsletter, registering a loyalty card, making a purchase, etc.

The final phase is measurement to determine if the applied digital marketing strategies have an effective impact and what needs to be improved. Measurement can be done by taking into account various metrics such as profit made, website traffic, lead generation.

- **Advantage of Honeycomb model:**

The advantage of the Honeycomb model over the RACE model is that there is a measurement phase, while the other model lacks, and this is a disadvantage of the RACE model because there is no ultimate evaluation of the strategic approaches whether they are successful or not. Another significant advantage of the Honeycomb model over the RACE model is that it is a framework for defining the use of social media by organizations, as a model of digital communication with customers and a model of digital marketing strategy.

Competitive critical analysis of RACE and Honeycomb models:

Both modules apply different marketing strategies but have one goal customer engagement, business growth, and development, and progressive application of innovative techniques for constant and stable success.

The Honeycomb model helps the company systematically analyze fast-moving consumer goods (FMCG) and information about customer needs. ASDA's database is huge, but they systematically access accurate information and customer identification using a registered profile on their site or a loyalty card they shop with. Thus, the company receives information about its potential customers and manages to analyze their activities, and what their wants and needs are, so that they are aware of what strategic decisions to make to satisfy and provide value to consumers.

The honeycomb model is a good strategic resource for companies interested in understanding how and in what way society works by applying different approaches to test their social strategy. Marketers today have an increasing interest in getting to know how social media works and have greater visibility and access to consumers and their engagement through the use of media. This interaction takes place through the social networks known as Facebook, Twitter, Youtube, Instagram, also through the websites and can be monitored with tools such as Google Analytics and Hotjar. Using the honeycomb does not completely solve the problem of planning and evaluation, but it provides an opportunity for successful implementation in engaging with a large target audience.

The RACE model consists of four sequential phases that are designed to help companies engage their potential customers. These steps are a reflection of the stages in the customer journey or lifecycle: starting with awareness to conversion and then engagement after purchase (an area

where digital marketing can really drive personalized success). The RACE model provides a simplified approach that can be applied at different levels within a digital marketing plan. This framework has the ability to help define objectives, strategy and tactics, and enable the organization to set appropriate KPIs at each stage. The framework of the RACE model is successfully applied to planning long-term strategies, while the Honeycomb model is for tracking and measuring daily results, as well as for fast-moving goods of ASDA companies.

The choice of model depends on the type of order and the type of buyer. It can be classified into two types of durable goods which are high investment purchases such as cars, branded watches, jewelry and smart phones and short durable goods which are low investment purchases such as clothes, food, insurance, vouchers etc. The ASDA company is categorized in both types, for example to track the supply and sales of smart phone processes, the RACE model will be used, as the framework provides planning of strategic approaches to reach the participants, for example to receive a monthly phone voucher. While for fast-moving goods, it is most appropriate to use the Honeycomb model of offering with tactical approaches, engaging the audience, and measuring its effectiveness with database analysis on a daily, weekly, and monthly basis. Internet users are evolving. If brands breach their word, they not only argue back but also retaliate by biting. Customers have long disregarded marketing's "brand control" and established their own brand conversations. They have discovered a new vitality driven by social media that enables them to fulfil their enduring urge to talk about what interests or worries them, even though they are still time-constrained and information-fatigued (Chaffey, 2017).

Fourth chapter: Research Methodology

The methodology defines the systematic structures of conducting the different procedures of research. An appropriate study can be carried out by properly placing the different stages and strategies of research to assess an effective outcome (Saunders, Lewis, and Thornhill, 2019). Sunder's research onion is a very effective tool to evaluate the research strategy.

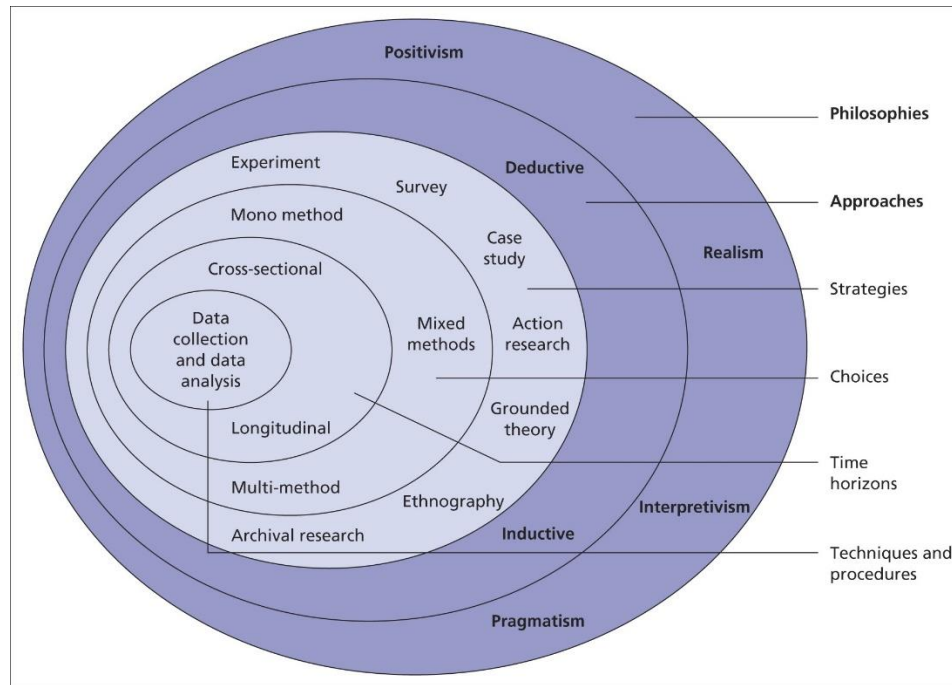


Figure 3: Sunder's research onion, Source: (Saunders, Lewis, and Thornhill, 2019)

Positivism philosophy

The research is to study the descriptive data from secondary and primary sources and evaluate appropriate outcomes by thoroughly analysing the data. Positivism philosophy will be effective to assess the descriptive data in an organized and presentable format to carry out the academic study (Schneider, and Eggert, 2014).

Inductive approach

The inductive approach thoroughly analyses the organized data by adopting different analytical tools and tends to reach a conclusive finding. This paper is to analyse the data from different sources including secondary and primary data sources to evaluate a hypothesis. The inductive approach is effective to reach the research objectives properly (Pyper, Doherty, Gounaris, and Wilson, 2019).

Descriptive strategy

The research adopts a descriptive strategy to carry out the dissertation where a range of data is analysed by applying different analytical tools. The descriptive strategy assesses a range of

quantifiable data from the primary research to assess research objectives (Sahay, 2016). The data is interpreted through descriptive strategy to reach an appropriate finding.

Quantitative method

The paper adopts a quantitative research method for the dissertation. The quantity of responses in terms of different questionnaires is assessed in an organized format to carry out an academic analysis. The quantitative responses from the given observation are analysed to format quantitative findings. This supports the assessment of effective and accurate data and reaches the research objectives (Sahay, 2016).

Research techniques

The research is to carry out a primary data collection technique to assess the first-hand data for the study. Primary research applies the questionnaire method of primary research to collect the primary data (Schneider, and Eggert, 2014). A set of questionnaires is evaluated to assess the findings. The questionnaire is to be placed on the respondents to assess the primary data.

Sampling

The research applies a simple random sampling method to select respondents from the whole population. 15 respondents from the employees in ASDA PLC and 10 respondents from the customers are assessed for conducting primary research.

Data collection and analysis

Data collection is the most important part of a research design that evaluates the proper findings in terms of the appropriate selection and organization of data. The adaptation of appropriate data collection tools is essential for conducting a proper data collection process and seeking the right data (Jankowicz, 2013). A range of data is found on a certain topic through secondary sources amongst which the most relevant data should be collected. This research is undertaken on the effective projection of digital marketing for efficient organizational performance and transformation of the business. There have been several pieces of information and writer's opinion on this certain context. The research data collection process selects the most suitable writings for evaluating appropriate data and an effective conclusive finding.

This research project is properly designed according to the research objectives and desired outcomes. The first step of the research was the identification of the research problem and key questions. The objectives and aims are followed properly while selecting the methods and integrating them with the research design. The research questions are concerned with the effectiveness of digital marketing in the transformation of overall business efficiency (Sinha, Clarke, and Farquharson, 2018). This research project has emphasized the sales and distribution process and digital marketing measures throughout the procedures at ASDA PLC. The research data are designed to be collected through primary and secondary sources to evaluate an appropriate finding. The various sources also enhance the validity and reliability of the research data. The secondary sources often justify the study and primary research. The secondary research also supports the primary research to focus on the current situation by comparing it with the

previous findings and sorting out the gaps and carrying out required studies. The secondary research can support the identification of the study gaps and change initiatives over time. The efficiencies can also be assessed through the proper inclusion of relevant data and effective analysis of the data (Bell, Bryman, and Harley, 2018). These are essential steps for projecting the research objectives and sorting out the most relevant and fruitful data amongst the enormous amount of data.

Data collection: Primary research method

The research findings rely on effective data collection from primary sources. Primary data in the research are collected through a set of questionnaires under the questionnaire method. The primary data are collected from a selected set of questionnaires that are given to the respondents. The respondents in the questionnaire are selected by adopting the simple random sampling method. All the stakeholders were informed about the questionnaire for understanding the actual situation of marketing procedures and the role of digital measures to influence customers' psychological state (Pelsmacker, Tilburg, and Holthof, 2018). The population were informed about the study's contexts, goals, and objective to oblige the ethical considerations. 100 volunteer respondents were called for conducting the sampling and 25 respondents were selected from both staff and customers as part of the primary data collection process. A simple random sampling is carried out to adopt the samples for primary research. A set of questionnaires is evaluated for conducting the primary research.

Questionnaire for primary research

Questions	Very Good	Good	No comment	Poor	Very Poor
1. To what extent the consumers are influenced by the digital transformation in the marketing and sales procedures?					
2. Justify the effectiveness of digital payment gateways and delivery options to motivate the customers' purchasing procedure.					
3. Justify the effectiveness of social media to communicate the marketing plan with the audience and stakeholders.					

4. What is the impact of current digital measures on the marketing procedures of ASDA PLC?					
5. How inclusion of digital marketing influences the organizational transformations of ASDA PLC?					
6. How offline marketing can attain a greater opportunity to communicate with customers?					
7. Justify the impacts of digital transformation in marketing procedures on customers purchasing procedures?					

Table 1: Questionnaires for conducting the Questionnaire

Secondary research

Secondary research digs out the secondary sources of data in this context of digital marketing and its impacts on customer behaviour. Several books, journals, recent publications and previous research findings are included in the secondary research. The literature review in the project proposal has been adopted from the most relevant secondary sources. The secondary research also supports identifying the research gaps and new contemporary situations in digital marketing and the utility of digital platforms to influence customers' purchasing procedures. The impacts of digital transformation in marketing procedures are found to be correlated to organizational transformation as highlighted by the secondary research (Purwanti, 2021). Secondary sources are also applicable for the validation of the research findings. The secondary research leaves an opportunity to develop the gaps in previous works of literature and integration them with the contemporary contexts. The authors have relied on the most significant topics and their implications on an effective business proposition. The impacts of effective alignment of digital measures in the marketing procedures and its impacts on the psychological state of the customers as well are carried out throughout the previous findings. The secondary sources validate the primary findings and justify their efficiencies in attributing the resolutions to the study gaps (Hair, Page, and Brunsveld, 2019).

Ethical concerns

The data are collected abiding by the current ethical considerations and legal values of GDPR 2010 and other data regulations. The ethical concerns also ensure the effective utilization of the data, and efficient interpretation of the data and presentation within an understandable format and in terms of academic guidance (Long, 2014). The research analysis will not be contaminated with personal visions, or biases to avoid the inefficiency of the study. Ethical concerns also deal with the further utility of the research data and the findings from this research will be made available to the researchers in future. The data will help them to access effective data in future and cover the contemporary issues related to the study. The plagiarism issues are avoided through the acknowledgement of the scholars in the project. The secondary sources are appropriately credited to avoid plagiarism. The College Acts are properly incorporated throughout the research project (Wilson, 2014).

Fifth chapter: Analysis of the Data

Research findings are mainly concentrated on the primary findings through primary research. The questionnaire method has been applied to form appropriate primary data on the effectiveness and impacts of digital marketing on influencing customers' psychological attitudes to the purchasing process and business transformation of ASDA PLC. The primary data have been collected through the questionnaire provided to the respondents under the questionnaire. The primary research findings generate the most adequate form of data in the current situation of marketing procedure and the impacts of digital transformation of marketing at ASDA PLC.

Questions	Very Good	Good	No comment	Poor	Very Poor
1. To what extent the consumers are influenced by the digital transformation in the marketing and sales procedures?	5	10	8	2	0
2. Justify the effectiveness of digital payment gateways and delivery options to motivate the customers' purchasing procedure.	2	8	8	5	2
3. Justify the effectiveness of social media to communicate the marketing plan with the audience and stakeholders.	1	9	5	7	3
4. What is the impact of current digital measures on the marketing procedures of ASDA PLC?	2	12	5	3	3
5. How inclusion of digital marketing influence the organizational transformations of ASDA PLC?	2	8	7	5	3
6. How online marketing can attain a greater opportunity to communicate	3	8	6	5	3

with customers?					
7. Justify the impacts of digital transformation in marketing procedures on customers purchasing procedures?	7	8	3	4	3

Table 2: Frequency table of the Questionnaire

The frequency table is formed in terms of the pre-set questionnaires that are focused on structured qualitative observations. The questions are set to observe the responses under different criteria to assess the qualitative measurements. The questions can be expressed under five categories of responses that are highlighting the intensity of the responses according to the questions. The responses under the questionnaire have included, “Very Good”, “Good”, “No Comment”, “Poor”, and “Very Poor”. The various expressions are effective to understand the qualitative observations under the primary research. The primary findings are showing that most of the responses are placed under the ‘Good’ criteria which is the expression of a moderate agreement with the proposed questions.

The aggregated outcome of the primary research is indicating the sum of responses within the given questionnaire. The sum of responses correlates the whole research with the stakeholders and the research objectives.

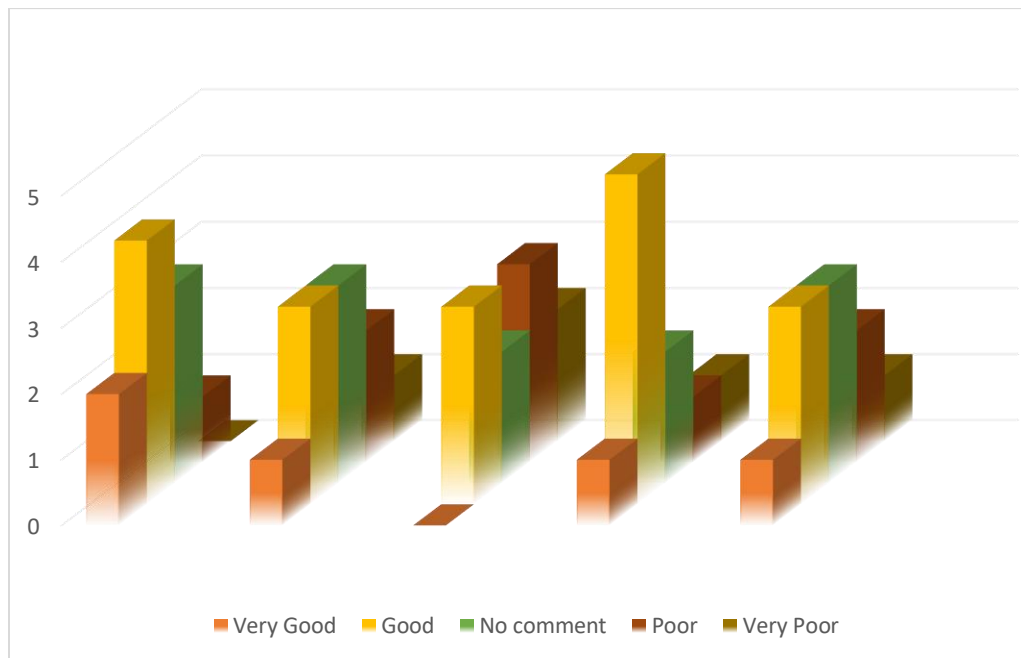


Figure 4: Clustered bar diagram on the aggregated findings of primary research, Source: (Questionnaire)

The data are presented in a clustered bar diagram that is generated in MS Excel. The clustered bar includes each of the qualitative observations under the key criteria. All the questions under the

qualitative observations are undertaken in the research to generate the bar diagram. It provides an overview of the primary findings. The overall performance of digital marketing and its impacts on customers' purchasing procedures and organizational performance is observed to have been just above average. Some grave drawbacks are identified in the qualitative observations carried out by the primary research. Especially, the assessment of feasible payment methods in the digital purchasing process in ASDA PLC has been poorly performed. The majority of the respondents have identified the digital payment mechanism and on-time delivery have been poor in terms of performance and a significant portion of respondents have posed no comments on the issue. This is certainly a major gap in ASDA PLC. The other criteria are shown to be normal and some are excellently performing under effective digital marketing measures.

Q1: To what extent the consumers are influenced by the digital transformation in the marketing and sales procedures?

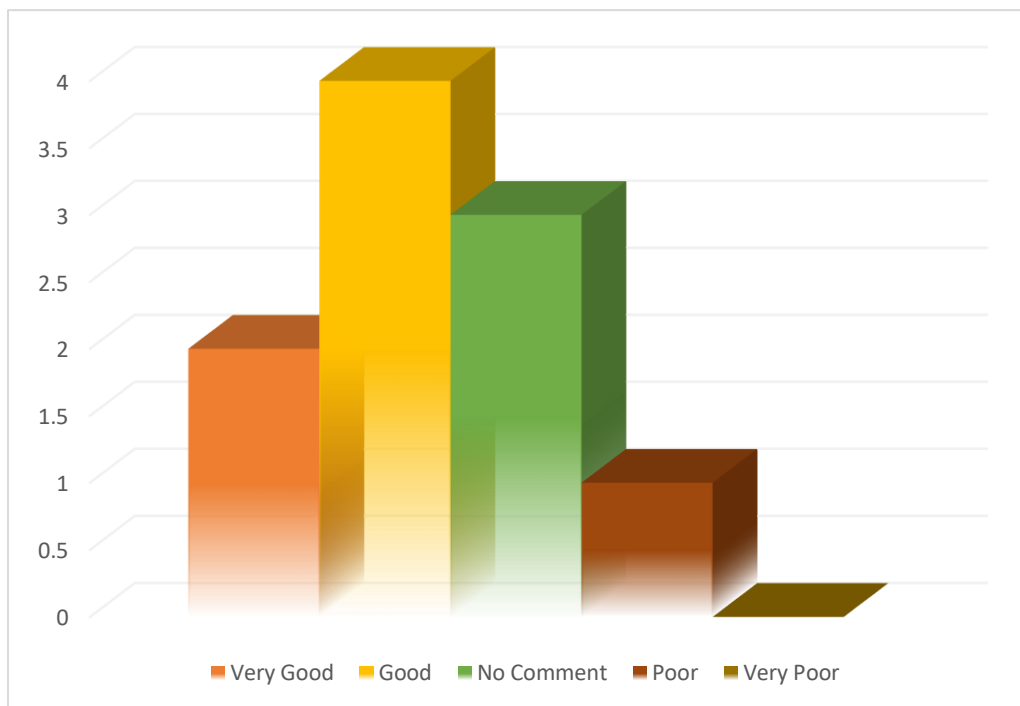


Figure 5: Observational analysis: To what extent the consumers are influenced by the digital transformation in the marketing and sales procedures? Source: (Questionnaire)

The marketing and sales process begins with adjusting the action plan in marketing in terms of customers' tendencies and expectations throughout the process. Effective management of the marketing model always follows the regulations and acts associated with marketing and sales. The marketing process in ASDA PLC is observed as good in practice. 40% of the respondents have placed their opinion under the "Good" criterion and another 20% have opined that the digital transformation in the marketing and sales process is very good in ASDA PLC. This is an indicator that ASDA PLC tends to set appropriate digital alignment for the proposed market and customers' preferences. 10% of the respondents have responded that the digital transformation in marketing and sales has been poor in ASDA PLC and the rest of the 30% of stakeholders have

posed no comments. This is a balanced response from all the respondents that evaluates that digital transformation in the marketing and sales of ASDA PLC has been overall good.

Q2: Justify the effectiveness of digital payment gateways and delivery options to motivate the customers' purchasing procedure

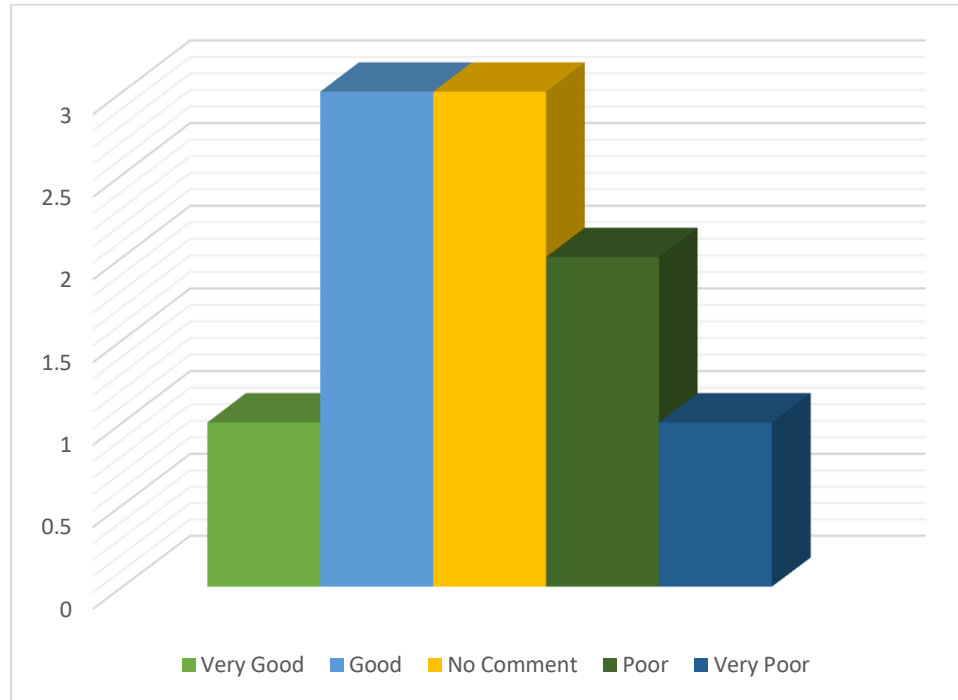


Figure 6: Observational analysis: 2. Justify the effectiveness of digital payment gateways and delivery options to motivate the customers' purchasing procedure. Source: (Questionnaire)

The motivation and development programs are essential for orienting the marketing staff with the organizational values, visions and objectives within the organization. The research data shows that ASDA PLC has been troubled in managing suitable payment methods in the purchasing procedure through digital platforms. Several payment methods are developing in online purchases besides a range of employee development have been effective in resolving the deficiency issues that most of the leisure and retail industries have been experiencing in recent times. ASDA PLC has been also struggling with staff deficiencies according to their recent annual financial reports. This also posed impediments to the on-time delivery of online orders. However, the research findings are posing a mixed trend towards digital payment and on-time delivery of orders at ASDA PLC. 40% of the respondents have opined that the motivational and developmental programs have been effective in terms of employee orientation and skill development of the employees working in the delivery section. Another 30% have marked the poor and very poor performance of the Payment and delivery system in ASDA PLC. This is a significant portion of staff and consumers that are not happy with the payment and delivery mechanism. The rest of the respondents have left no comments about the development programs and motivational forces that can enhance the performance at ASDA PLC. The findings suggest that ASDA PLC should improve its payment and delivery system to push the organizational

values among the workforce and assess the business vision and objectives. The monitoring system of ASDA PLC should be developed delivery management should be replaced by more efficient and skilled personnel.

Q3: Justify the effectiveness of social media to communicate the marketing plan with the audience and stakeholders.

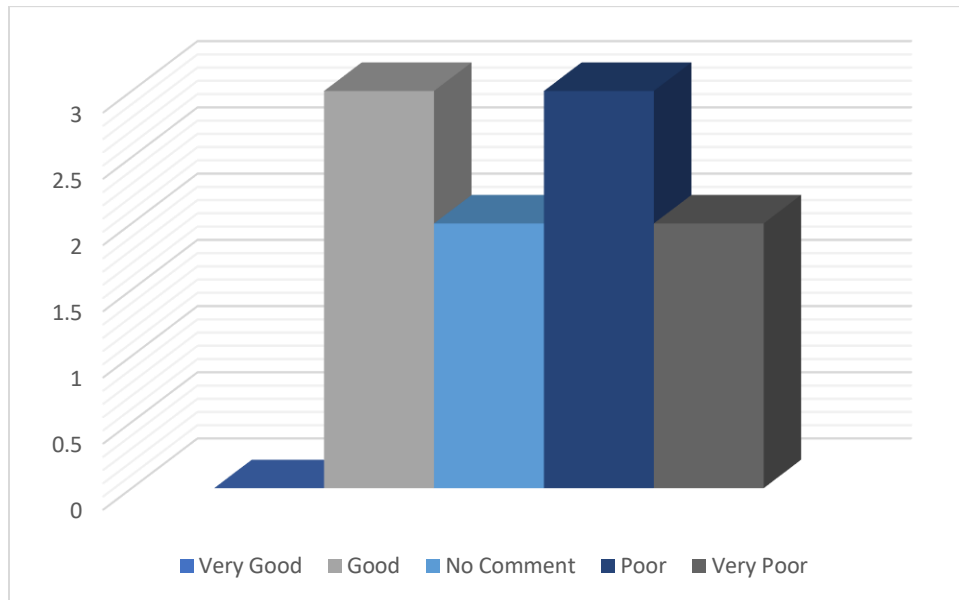


Figure 7: Justify the effectiveness of social media to communicate the marketing plan with the audience and stakeholders. Source: (Questionnaire)

This is the most poorly performing area in ASDA PLC according to the questionnaire. Only 30% have opined that the alignment of crucial business communication criteria in ASDA PLC has failed to connect through social media. Poor performances are more frequent in observation 3 that is implying the business requires improvement in its social media campaigns. The observation is set to justify the overall state of public communication through social media including Facebook, Instagram, Twitter, WhatsApp, E-Mail and YouTube. ASDA PLC should post regular updates, news of sales and discounts, new arrival of stocks and further updates related to business growth and expansions. 50% of the respondents have opined that public communication through social media in ASDA PLC has been either poor or very poor. On the contrary, 30% have opined that the utilization of social media in the business has been good, and another 20% have left no comments on the issue. The qualitative observation shows the poor performance of ASDA PLC to utilize social media and assess benefits from the marketing operations. This is a valid reason that has influenced the poor performance in the marketing and digital transformation of the business. Recent annual reports have been highlighting that ASDA PLC have a huge workforce and a significant portion of the workforce is ineffective to carry out projected organizational goals. Their poor skills in social media campaigns and promotions may have a major impact on this marketing success and organisational performance. This study suggests that ASDA PLC develop an effective team with social media experts to leverage sales and marketing procedures for consolidating the sustainable development of the organization.

Q4: What is the impact of current digital measures on the marketing procedures of ASDA PLC?

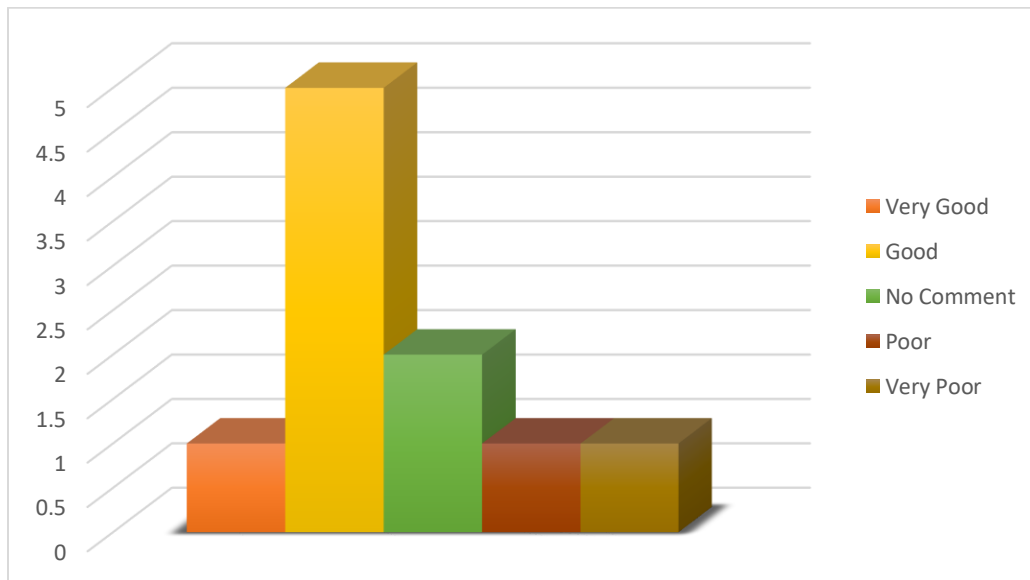


Figure 8: Observational analysis: What is the impact of current digital measures on the marketing procedures of ASDA PLC? Source: (Questionnaire)

Current digital marketing procedure poses considerable deficiency in the public communication, distribution, purchasing process and order delivery system of ASDA PLC. The impacts of these activities indicate the overall deficiencies of the technical team and the workforce in the delivery section. Effective digital marketing measures like payment process, order and delivery mechanisms and social media communication have direct positive impacts on the manipulation of the customers' purchasing process and psychological states. 40% of the respondents have identified the performance under this observation as poor, very poor or silent about their opinions. 10% have stressed that the impact of present digital measures in marketing has been very poor and another 10% have relied upon that this was just poor. 20% of the respondents have posed no comments on the issue. 50% of the respondents have been satisfied with technological alignment and digital marketing measures and opined that the impact has been good on their performance at ASDA PLC. And rest of the 10% of respondents have been very satisfied as they expressed that the impacts of digital marketing measures on business performance have been very good. This signifies that the overall performance of digital marketing measures in ASDA PLC is just average. Still, the impact of digital measures has several scopes to be more effective in enhancing marketing and distribution procedures. ASDA PLC should focus on the effective measures of effective business communication and campaigns. This would help them to assess the marketing success and business growth.

Q5: How inclusion of digital marketing influences the organizational transformations of ASDA PLC?

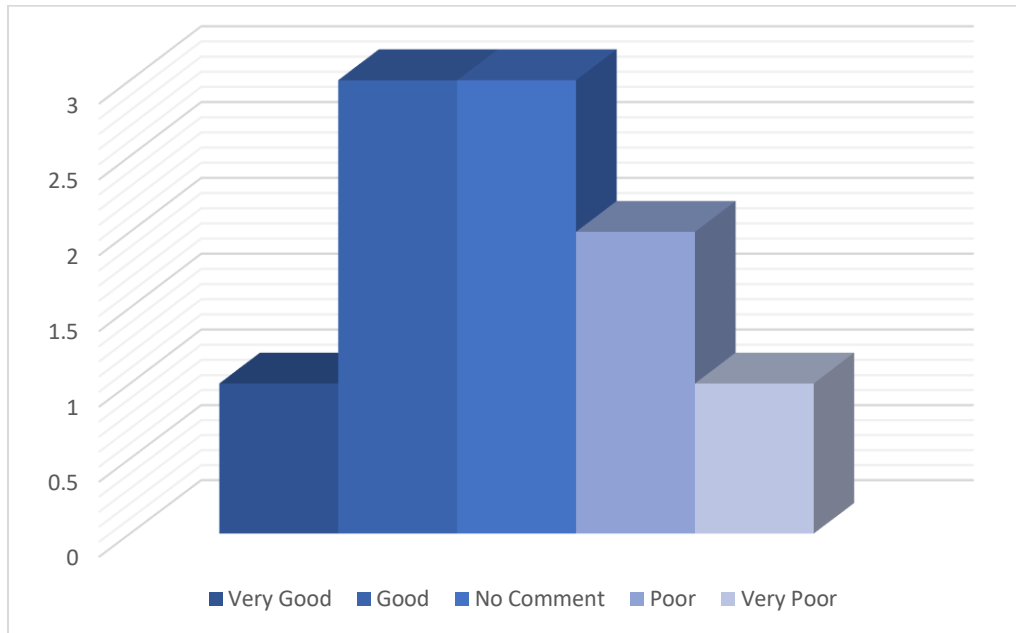


Figure 9: Observational analysis: How inclusion of digital marketing influences the organizational transformations of ASDA PLC? Source: (Questionnaire)

Digital transformation in the marketing procedure has been one of the most crucial factors to carry out organizational transformations. Especially, the retail industry is solely dependent on social trends in marketing communication and customers' preferred purchasing procedures in the digital age. This industry requires an effective measure of the digital marketing process, employee development and proposition of the key performance indicators in marketing and distribution systems. 40% of the respondents have opined that the transformation of ASDA PLC has been positively influenced by adopting advanced technologies. Amongst the data, 10% have placed the opinion that the influence has been very good and another 30% have expressed that it was just good. The majority have been either silent or marked on the deficiencies of social media communication, payment complexities and defective delivery management at ASDA PLC. 30% of the respondents have expressed no opinion on the influence of digital marketing in organizational transformation. But the rest of the 30% have focused on the declines in effective digital marketing of ASDA PLC and deviation in assessing the organizational objectives. The majority of the responses are indicating a poor influence of digital marketing and communication in the transformation of the organization.

Q6: How online marketing can attain a greater opportunity to communicate with customers?

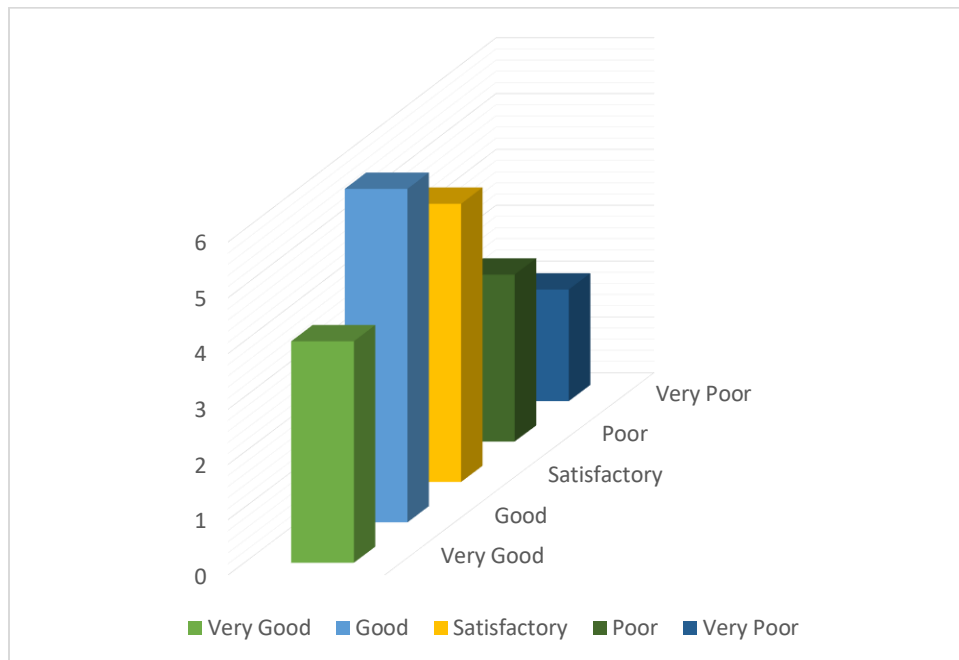


Figure 10: Observational analysis: How online marketing can attain a greater opportunity to communicate with customers? Source: (Questionnaire)

Online marketing has been an essential factor in attaining marketing success in the age of information and technology. Business communication has received additional pace by aligning marketing procedures with digital plans. The digital multimedia plan has included digital technologies like social media, emails and other communication media for communicating with the projected audience. The respondents under the observation about communication opportunities in digital marketing tools have opined in favour of its utility value. 12% of the respondents have opined that digital the impact of digital technology has been very good in accelerating the communication mechanism in the digital age. And 33% of the respondents responded that the communication mechanism has been good in the digital age. 45% of the respondents have positively referred to digital marketing tools for accessing a wide range of marketing opportunities. 25% of the respondents have been neutral in their responses. And other 30% have negatively reacted to the question. They think that digital technology has barely any influence in accessing opportunities through business communication. However, the aggregated data on this observation signifies that digital technology has brought a radical improvement in business communication and opened a wide scope and opportunity to assess marketing success.

Q7: Justify the impacts of digital transformation in marketing procedures on customers purchasing procedures.

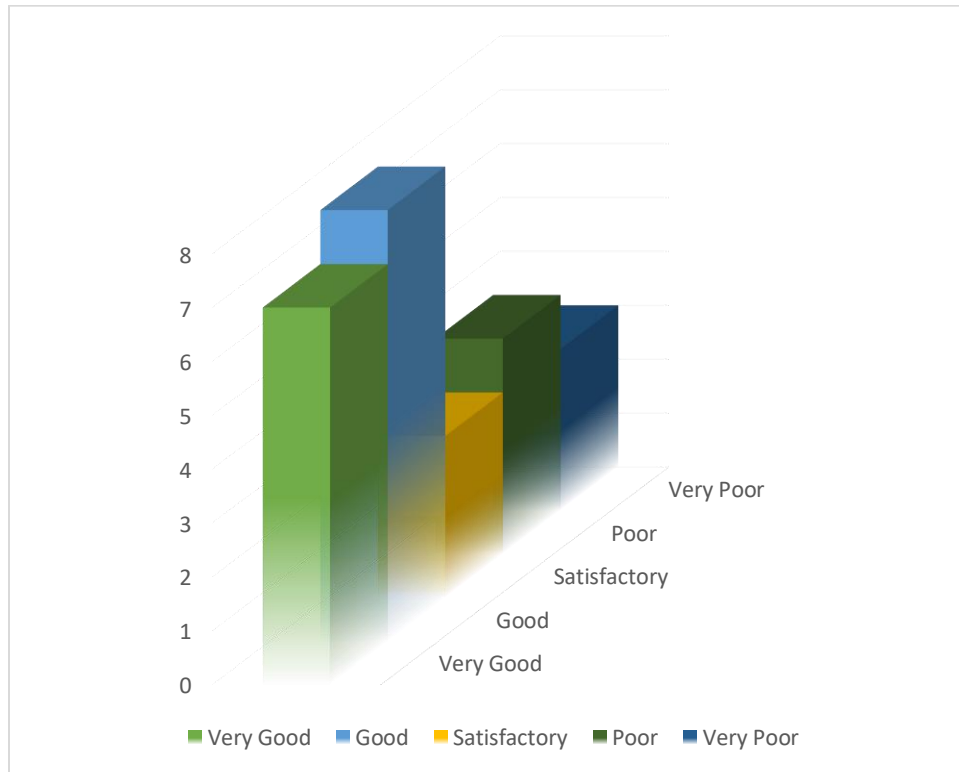


Figure 11: Observational analysis: Justify the impacts of digital transformation in marketing procedures on customers purchasing procedures. Source: (Questionnaire)

Digital marketing procedures in the digital age have transformed the purchasing procedure as data presented by many scholars. Digital technologies have shifted the business upwards by excluding the maintenance cost of physical locations and managerial costs. Furthermore, digital marketing has often incorporated the marketing procedure with several payment getaways. This has crucial impacts on purchasing procedures and marketing trends in the digital age. Digital technologies have transformed the payment system as well as the purchasing procedures. 28% of the respondents have expressed that the impact of digital technologies has been very good and another 32% have marked the impact as good. A total of 65% of the respondents have expressed that the impacts of digital technologies in purchasing procedures have been positive. 12% of responses have been neutral those placed no comments. Another 28% of the responses relied on the negative impacts of digital technologies in the purchasing procedure through digital marketing. Overall, most of the responses have been emphasising the positive impacts of digital marketing on purchasing procedures.

Sixth chapter: Communicating with the stakeholders

The primary stakeholder under this study are including the workforce and targeted customers of ASDA PLC. The research outcomes are assessed based on their opinions and the environment they have been working in. The study recommendations will formulate a set of activities to develop their status and provide the stakeholders with a good working environment, training and development programs for the digital transformation of marketing procedures in ASDA PLC. The frequency table shows that there is the majority of the responses are laid under the good categories of responses. 36% of the total responses are covering the section. The initial findings from the questionnaire have found that most of the respondents have stressed the undeniable impacts of digital marketing to motivate the customers purchasing psychology and business growth. On the other hand, the findings have remarked the drawbacks of aligning the most advanced technologies like automated payment methods, delivery process and door-stop delivery of the orders in ASDA PLC. The research findings have selected ten observations to properly assess the context of the questionnaire. The questions have been observed under the given qualitative criteria containing the different expressions in terms of their extent in the digital transformation of marketing procedures in ASDA PLC. The intensity is positive and the highest in response to “very good” and the contexts are gradually lower and at the lowest positivity, the response is “very poor”. The further decays in the performances and overall organizational operations are found in the annual journals and other secondary data sources.

The secondary sources have been covering the drawbacks of the ASDA PLC that can be adopted as justification for the undertaken study. The primary data also assessed the findings and reports from the secondary sources that are highlighting the loss of revenues, drawbacks in proper business communication, and failure in social media communication, payment automation and effective delivery system. The lack of efficiency among the employees and skill gaps in delivery processing, improper automation and inefficient technological resources in the primary questionnaire as the main reason for these drawbacks (Hanlon, 2019). The gaps published by several secondary sources have also added the inefficiencies in the acquisition of business opportunities through digital marketing and this primary research has properly justified the previous findings and reasons behind the ineffective business operation. The research also identified that the stakeholders are not properly accessing the benefits of digital transformation in terms of development and motivational programs. The programs are found to be ineffective in orienting the workforce according to the organizational values and objectives. Besides, the impacts of the overall digitalization of marketing procedures in ASDA PLC have been ineffective. The business has been less focused on the customers’ changing purchasing behaviour and social trends of marketing. The customers are observed to be barely influenced by the digital transformation marketing procedures of ASDA PLC. The continuous development programs, inclusion of advanced technologies and incorporation of customer preference in the marketing and distribution procedure will be effective to assess projected business objectives (Collis, and Hussey, 2013).

Seventh chapter: Aggregated outcome analysis

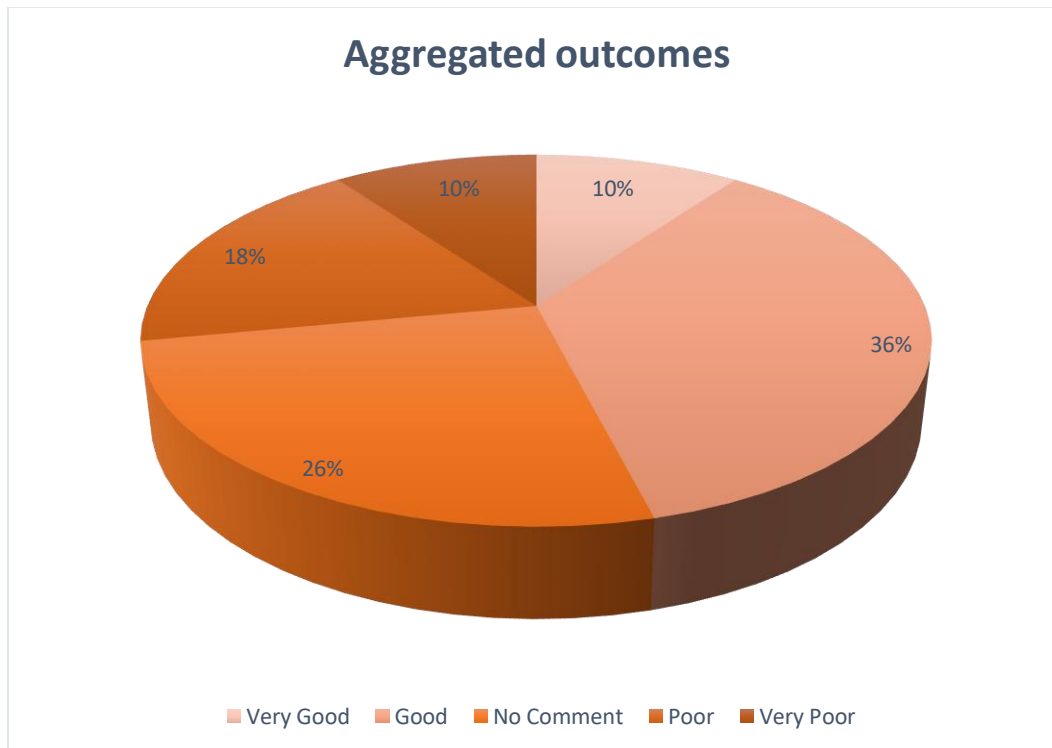


Figure 12: Aggregated outcome analysis, Source: (Questionnaire)

Overall, 41% of the responses from the Questionnaire analysis are emphasizing the positive impacts of digital marketing on the customers' psychology in ASDA PLC. The marketing procedures are properly managed and the impacts of digital transformation of marketing procedures have been effective in enhancing business growth, and sales objectives and influencing customers' psychology with positive responses. But are another significant portion of responses those are highlighting the inefficiencies and inconsistent order of digital marketing measures and management in ASDA PLC. 28% of the responses rely upon the poor and very poor performance of the digital transformation of marketing procedures at ASDA PLC. The deficiencies in social media communication, insufficient payment methods and complexities in the on-time delivery of orders have been negatively influencing the psychology of projected customers. This also highlights the organizational transformation in terms of the negative responses. Furthermore, another 26% of the responses have been null which can be assessed under the indication of neutral marketing performance. No comments are posted on the issues those are having several opportunities to be developed. ASDA PLC should become more efficient by projecting on the issues.

Eighth chapter: Conclusion and recommendation

The research project has found a correlation between effective digital marketing and its' impacts on organizational transformation. The qualitative observation has been concerned with effective digital transformation of marketing and its procedures. ASDA PLC has several drawbacks in the delivery system, payment and purchasing procedure online. These had led to deficiencies in the marketing operation as pointed out by the questionnaires. A properly aligned digital marketing plan in ASDA PLC should be developed and managed properly to access rigorous marketing opportunities and ensure organizational transformation.

Recommendations

The qualitative study suggests that ASDA PLC formulate an effective multimedia plan aligned with crucial digital measures in the management of digital marketing and sales procedures.

- ❑ ASDA PLC should attribute the most effective communication measure to place an effective business communication with the projected customers.
- ❑ Marketing objectives should be acquired by adopting the most effective models of digital transformation in the marketing and sales procedure.
- ❑ Skilled managers should be deployed to assess the expected marketing remarks and formulate an effective standard of the skill development program to enhance the efficiency of marketing teams.
- ❑ The employees should be onboarded and proposed with proper feedback according to their performances.
- ❑ A proper marketing plan should be developed and aligned with the designated marketing goals and objectives.
- ❑ Digital platforms including communication and social media and marketing and sales platforms should be incorporated into the marketing procedures of ASDA PLC.

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Appendix:

Questionnaire for primary research

Questions	Very Good	Good	No comment	Poor	Very Poor
1. To what extent the consumers are influenced by the digital transformation in the marketing and sales procedures?					
2. Justify the effectiveness of digital payment gateways and delivery options to motivate the customers' purchasing procedure.					
3. Justify the effectiveness of social media to communicate the marketing plan with the audience and stakeholders.					
4. What is the impact of current digital measures on the marketing procedures of ASDA PLC?					
5. How inclusion of digital marketing influences the organizational transformations of ASDA PLC?					
6. How offline marketing can attain a greater opportunity to communicate with customers?					
7. Justify the impacts of digital transformation in marketing procedures on customers purchasing procedures?					