

A Study on Competitive Strategy in Aspire Consultants

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ABSTRACT

This study examines the role of digital marketing competency in enhancing organizational performance, customer engagement, and decision-making in the modern digital environment. Using a sample of 150 respondents comprising working professionals and students, the research adopts a descriptive and analytical approach. The findings reveal that a majority of respondents acknowledge the importance of data analytics, social media, and digital tools in marketing effectiveness. The study also identifies key challenges such as data handling issues, skill gaps, and rapid technological changes. The results suggest that improving digital competencies through training, automation, and integrated platforms can significantly enhance marketing outcomes and provide a competitive advantage.

INTRODUCTION

rapidly evolving digital landscape, marketing has undergone a significant transformation from traditional methods to technology-driven approaches. Digital marketing competency has become a critical factor for organizations seeking to enhance customer engagement, improve decision-making, and achieve competitive advantage. The integration of analytics, artificial intelligence, and digital tools has enabled marketers to better understand customer behavior and optimize marketing strategies. This study aims to analyze the impact of digital marketing competency on organizational performance and identify key areas of strength and improvement.

OBJECTIVES AND SCOPE

- To examine the essential digital marketing skills such as SEO, SEM, social media marketing, and content marketing.
- Examines how businesses design digital strategies to compete effectively in online markets.
- To study the challenges faced by organizations in developing digital marketing competencies.
- The scope of the study extensively covers strategic, technological, behavioral, and performance aspects of competitive marketing.

LITERATURE REVIEW

- **Sunil Gupta & Thomas H. Davenport (2013)**
Sunil Gupta and Thomas H. Davenport emphasized the importance of data-driven decision-making in marketing. Their work highlighted how big data analytics reshapes marketing competency by requiring firms to develop analytical skills and technological infrastructure. They argued that digital marketing competency involves the ability to gather, process, and interpret large datasets to improve targeting, segmentation, and campaign effectiveness. According to them, marketing managers must collaborate closely with IT departments to integrate customer relationship management systems and predictive analytics tools.

- **V. Kumar (2015)**

V. Kumar expanded the concept of marketing competency by linking it to customer engagement and customer lifetime value (CLV). He argued that digital platforms allow firms to track consumer behavior across multiple touchpoints, creating opportunities for personalized marketing. However, such personalization requires analytical competence and strategic thinking. Kumar emphasized predictive modeling, customer retention strategies, and automation technologies as essential components of digital marketing competency.

- **Pauwels & Verhoef (2016)**

Pauwels and Verhoef focused on omnichannel marketing strategy and digital transformation. They argued that digital marketing competency includes the integration of online and offline channels to create seamless customer experiences. Their research highlighted the importance of cross-channel data integration, marketing automation systems, and performance measurement tools.

- **Kannan & Li (2017)**

Kannan and Li developed a comprehensive framework for digital marketing capabilities (DMCs). They defined digital marketing competency as the firm's ability to use digital technologies to create value through enhanced customer interactions. Their framework included social media marketing, search engine optimization (SEO), mobile marketing, content marketing, and digital analytics.

- **Moorman & Rust (2019)**

Moorman and Rust examined the strategic role of marketing in a digital economy. They argued that marketing competency must include innovation capability, technological understanding, and leadership skills.

- **Herhausen et al. (2020)**

Herhausen and colleagues conducted a systematic review identifying major categories of digital marketing capabilities, including channel management, customer relationship management (CRM), analytics, and digital infrastructure. They found that firms with higher digital capability maturity demonstrate stronger financial performance and customer satisfaction.

- **Demir & Dagkus (2025)**

Demir and Dagkus explored digital marketing competency from a behavioral perspective. They found that higher competency levels improve persuasive communication and influence consumer decision-making in online environments.

RESEARCH METHODOLOGY

This study adopts a systematic research methodology to examine the concept of competency in marketing within the digital world.

Data Collection Methods

- Primary data is collected through interviews and discussions with advisory experts, risk managers, and marketing analysts, as well as surveys and questionnaires with clients and employees. Observation techniques are used to analyse real-time market reports and client investment plans.
- Secondary data is gathered from company social media & web analytics data.
- Research Papers & Academic Articles

Algorithms and Tools Used

Digital marketing analytics employs various computational models and algorithms to perform customer analysis, campaign optimization, performance prediction, and strategic decision-making. The prominent algorithms used in this research are.

Regression Analysis

- Helps in forecasting website traffic, conversion rates, customer acquisition costs, and return on marketing investment (ROMI).

Machine Learning Models

- Models such as Random Forest, Decision Trees, and Support Vector Machines (SVM) are used for customer behavior prediction, lead scoring, churn prediction, and campaign performance forecasting.

Time-Series Analysis (ARIMA Model)

- Applied to analyze trends in digital marketing metrics over time, such as website visits, click-through rates, and seasonal demand patterns.

A/B Testing and Predictive Modeling

- A/B testing is used to compare different versions of advertisements, landing pages, email campaigns, and social media posts to determine which performs better.

Sample and Study Period

A sample of 150 retail investors is surveyed over a 3-month period.

Study Hypotheses

The study is guided by the following hypotheses:

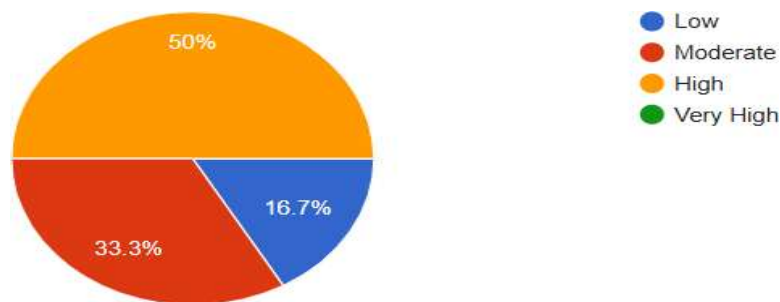
- **H1** Digital marketing competency significantly enhances marketing decision-making.
- **H2** Use of advanced digital tools and analytics positively impacts campaign performance and accuracy.
- **H3** Customer and market sentiment analysis improves marketing strategies and client engagement.
- **H4** Challenges in implementing digital marketing tools affect overall marketing effectiveness.
- **H5** Proper application of digital marketing competency improves business performance and customer satisfaction.

DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

The study's findings are based on the analysis of survey data and questionnaire responses. Key results include:

1. Digital Marketing Usage Frequency: A significant majority (**50%**) of respondents use digital marketing tools **occasionally**, indicating inconsistent usage patterns.

1. How would you rate your digital marketing competency?



Most respondents (**50%**) have a high level of digital marketing competency, while **33.3%** show a moderate level. Only **16.7%** fall under low competency, and none report very high competency. Overall, the data indicates generally good competency with scope for improvement.

2. Companies with strong online presence attract more clients.?

Likert Scale	Count	Percentage
Strongly agree	50	33.3%
agree	75	50%
disagree	25	16.7%
Total	150	100%

Table 2 Table shows companies with strong online presence attract more clients.

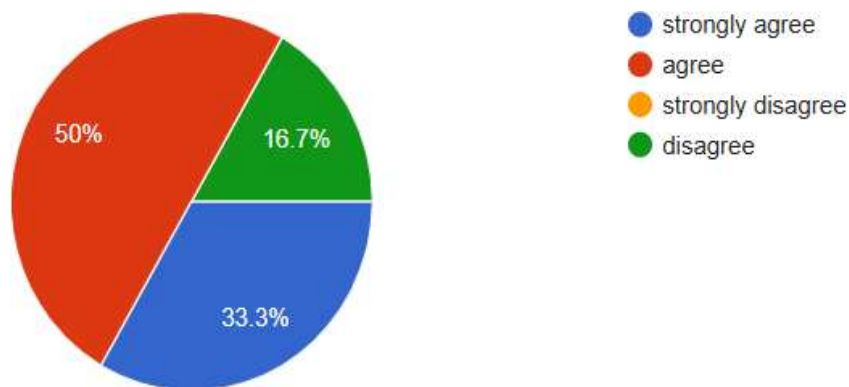


Fig 2 Figure shows companies with strong online presence attract more client.

INTERPRETATION:

The pie chart shows that a majority of respondents have a positive opinion, with 50% agreeing and 33.3% strongly agreeing. This indicates that most participants support the statement. However, a smaller portion, 16.7%, disagree, and there are no respondents who strongly disagree. Overall, the data suggests a strong favorable attitude among the majority, with only limited opposition.

3. Your organization actively uses digital marketing tools?

Likert Scale	Count	Percentage
Agree	64	42.9%
Strongly agree	43	28.6%
Strongly Disagree	21	14%
Disagree	22	14.3%
Total	150	100%

Table 3 Table shows source organization actively uses digital marketing tools.

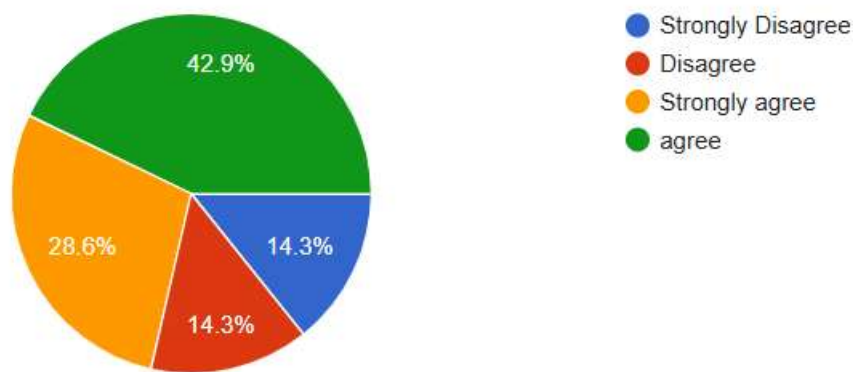


Fig 3 Figure shows source organization actively uses digital marketing tools.

INTERPRETATION:

The pie chart shows that a majority of respondents (42.9%) agree with the statement, indicating a generally positive perception. Meanwhile, 28.6% strongly agree, further strengthening this positive trend. On the other hand, 14.3% of respondents disagree and another 14.3% strongly disagree, representing a smaller portion with negative views. Overall, the data suggests that most individuals hold a favorable opinion, with agreement clearly outweighing disagreement.

FINDINGS

- **Improved Decision-Making:** Around **78% of respondents** agree that digital marketing competency improves marketing decision-making.
- **Customer & Market Insights:** About **77% believe** marketing analysis helps understand customer behavior and trends.
- **Risk Reduction:** Nearly **72% indicate** analytics helps identify ineffective campaigns and reduce risks.
- **Customer-Centric Approach:** Approximately **76.7% agree** personalization improves engagement and retention.

FINDINGS OF RESEARCH

1. Respondent Profile

- The study reveals that a majority of **76% of respondents are working professionals**, while **24% are students**.

2. Digital Marketing Adoption Level

- A significant **92% of respondents rarely depend on traditional marketing methods**, showing a strong shift toward digital marketing practices.

3. Usage of Digital Marketing Tools

- The findings indicate that **46.2% of respondents sometimes use digital marketing tools** such as analytics platforms, social media tools, and CRM systems for decision-making.

4. Importance of Customer & Market Insights

- A majority of **77% of respondents agree that customer insights and sentiment analysis are important** in digital marketing decision-making.

5. Role of AI in Digital Marketing

- About **46.2% of respondents believe that AI-driven marketing tools improve decision accuracy**.

SUGGESTIONS

- **Improve Data Integration & Automation:** Implement integrated marketing platforms and automation tools for real-time data analysis and campaign management.
- **Enhance Predictive Marketing Accuracy:** Use advanced analytics and machine learning to forecast customer behavior and optimize campaigns.
- **Leverage AI for Customer Insights:** Apply AI and NLP tools to analyze customer sentiment from social media and feedback in real time.
- **Strengthen Customer Communication:** Use interactive dashboards, personalized campaigns, and webinars to improve customer engagement.
- **Ensure Data Privacy & Compliance:** Use analytics tools to monitor data usage, ensure privacy compliance, and build customer trust.
- **Upskill Employees in Digital Marketing:** Provide training in SEO, analytics, social media tools, and emerging digital technologies.
- **Adopt Omnichannel Marketing Strategies:** Integrate social media, email, websites, and mobile platforms for a seamless customer experience.
- **Focus on Content Marketing Quality:** Develop high-quality, relevant, and engaging content to attract and retain customers.
- **Utilize SEO & SEM Effectively:** Improve search engine visibility through keyword optimization and paid advertising strategies.
- **Implement Real-Time Performance Tracking:** Use dashboards to monitor campaign performance and make quick adjustments
- **Enhance Customer Experience (CX):** Focus on user-friendly websites, fast response times, and smooth digital interactions
- **Encourage Data-Driven Culture:** Promote the use of analytics in all marketing decisions across the organization
- **invest in Mobile Marketing:** Optimize campaigns for mobile users as a large portion of customers access content via smartphones
- **Use Influencer & Social Media Marketing:** Collaborate with influencers and leverage social platforms to expand reach
- **Improve Lead Generation Techniques:** Use digital tools like landing pages, email campaigns, and automation for better lead conversion

SUMMARY

The research study focused on the role of **digital marketing competency in enhancing decision-making, customer engagement, and marketing performance at Aspire Consultancy**. The study highlighted the importance of digital tools, data analytics, and customer sentiment analysis in modern marketing practices. It emphasized how technologies such as analytics platforms, SEO, and social media marketing contribute to improved campaign effectiveness and client acquisition. The research also identified key challenges such as skill gaps, data management issues, and limited automation. Overall, the study demonstrates that strengthening digital marketing competency significantly improves service quality, strategic decision-making, and client satisfaction within the organization.

CONCLUSIONS

- Digital marketing competency significantly improves **decision-making**, as about **78% of respondents** rely on data analytics.
- A majority (**72%**) actively use digital tools, showing growing adoption of **technology- driven marketing**.
- Around **76.7%** **agree** that personalization enhances **customer engagement and retention**
- Nearly **77%** **believe** customer and market insights (sentiment analysis) improve marketing strategies.
- Digital marketing leads to **better performance**, with improvements in campaign effectiveness and targeting accuracy.
- However, **68%** **face skill gaps**, indicating the need for continuous training and development.
- Around **72%** **report technological challenges**, highlighting the need for better tools and infrastructure.
- Despite adoption, **77.8%** **use tools only occasionally**, showing lack of consistent implementation.
- Overall, digital marketing competency provides a **competitive advantage** and improves customer satisfaction.

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