

EFFECTIVENESS OF DIGITAL MARKETING: AS A NEW STRATEGY TOOL FOR VALUE OF CUSTOMER'S SERVICES PERSPECTIVE IN LIBYAN TELECOMMUNICATION INDUSTRY.

Fouad Omran Elgawash

Department of Marketing and Social Technical Information Systems,
University of Az-Zawiya- Libya.
Fuad11972_72@yahoo.com

Abstract

Digital marketing theories, practices, and models from other industries are adopted and applied to the local communication industry to lay the foundation for making it smart and sustainable. Digital Marketing is growth of online shopping and increase in technological changes business' future.

This paper focuses on Libyan Telecommunications companies-based, in technology changes. The greatest key in today's technologies is to achieve a balance on both offline and online stores and services, which is possible through customer loyalty and value in the digitalization era. It is not only providing useful insights as customer views and also possible areas of research which could have further value addition in terms of growing in this industry. A descriptive approach is adopted, using an online questionnaire tool to investigate the behavior of respondents on the current digital marketing practices and capabilities of Libyan Telecommunication companies.

Today, many Libyan telecom companies attempt to take advantage of digital marketing channels to provide suitable services for customers anywhere to improve their satisfaction level. The population consisted of experts in communications industry to identify most important of digital marketing.

In particular, in the era of digital marketing, customers have more media channels to choose from and traditional marketing models affected heavily by Internet- smartphones and social media-based marketing for developing new customer groups or new market segments.

key words: *Digital Marketing; Digital Marketing Components.*

1. Introduction

The technology revolution now is changing the business systems, and therefore the telecom' services as well as their customers views and values. Some important changes have been caused by the development and extreme usage of the internet, smart phones, twitter, linked, Instagram and other social media. These tools have transported connectivity, and makes consumers closer to the companies, and more valuable (Irfan, Jain et al. 2021).

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, phones, tablets and social media to display advertising, and promotion of services / product. For example, social media like Facebook, Instagram and Twitter and LinkedIn are used to increase the web traffic, target the right viewers, information exchange and brand awareness. However, it has the potential to reach customers and engage them with product or services. It is one of the most efficient and cost-effective ways to marketplace services when consumers are actually looking for it (Khanna 2018).

The term Digital Services refers to the electronic delivery of information including data and content across multiple platforms and devices like web or mobile. Information is presented in a way that is easy to use and understand and typically involves transactional services such as submitting forms for processing and receiving advantage such as applying for a job, renewing a passport or a driver's license, paying parking tickets, booking hotel room (Stephan 2015). For instance, Mobile marketing is a multi-channel of digital marketing strategy in reaching a target many viewers on their smartphones, tablets, and any kind of other mobile devices, via websites, email, SMS and MMS, social media, and apps, downloaded YouTube by using push notifications, through in-app or in-game marketing, through mobile websites, or by using a mobile device to scan QR.

The right blend of technology in marketing as communication tool helps businesses grow, vital, creates relationships, and strengthens the effectiveness of telecom system of businesses. Such as the Internet, smart phones, social media, and customer relationship management systems greatly affect the way telecom corporations communicate with potential customers (Star 2019, Irfan, Jain et al. 2021).

Currently, most business feeling that the need to spread the digital tools as one of the functions and it is most dramatically affected by emerging information technologies. For example, The Internet is providing companies to new channels of communication and interaction with customers everywhere and every time. It can create closer and more effective relationships with customers and customer support (Mandal and Joshi 2017).

The business communication with social networks and sites such as Facebook and Twitter LinkedIn and instream which are usually used as a valid business tool have created huge revolution in services and products marketing of Libyan telecom companies. The using of digital techniques including social media in marketing process of companies helps significantly their marketing conventionality. By using electronic tools, the product and service providers increasingly communicate with consumers and individual users, receive feedback, and provide custom solutions to their customers (Ghotbifar, Marjani et al. 2017).

Consistently, work environments are also changing, with more individuals having virtual offices, texting on their smart phones, or communicating through social media sites such as Facebook, LinkedIn, Pinterest, and Twitter. When the companies have developed products and services, they must communicate the values and benefits of the offerings to current and potential customers. For example, advertisements on Facebook are popular as businesses continue to utilize more social media such as the Internet, texting, mobile phones, social media, user-generated content such as blogs, and YouTube as well as out-of-home advertising such as announcements and mobile promotions (Irfan, Jain et al. 2021).

Businesses can use the internet to provide information, service quality, and support system. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases kind of services (Mandal and Joshi 2017). Internet marketing is therefore a subsystem of digital marketing, the most important component of it, so as a result, most of the digital marketing actions are placed in the content of internet marketing. For a business, a website is useful both as a starting point and as a destination. It is understood that marketers of the company carry out, for example, a digital marketing campaign to promote a website as starting point in order to get more views (Minculete and Olar 2018).

Digital marketing has become a vital component in organizations overall marketing strategy. It allows companies to adapt messages to reach a specific audience, making it possible to market directly to customers who are likely to be interested in their product or services. Digital marketing involves a wide variety of marketing tactics and technologies used to reach consumers online (Wei 2009).

Digital marketing channels becomes the most believed, communicating and essential. It can be termed as an approach, a strategy, or a branding and marketing exercise, by the use of digital platforms. Digital Marketing is the development of service online, so It is Ease of Use In terms of marketing company online to be success. For instance, the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs is called digital marketing and it is mainly created from the smartphones, Internet and search engine websites (Mandal and Joshi 2017).

There are several ways in which customers are captivated to a particular company, which accomplishes their needs or services accordingly. However, the factor that drives them to the purchase is through the channel of digital marketing and received their satisfaction and loyalty towards services (Irfan, Jain et al. 2021). Resulted of, digital channel used as marketing activities which put importance on customer knowledge and satisfaction to achieve success value and Marketing goals of providing goods and services that meets customer needs depends on customer database to maximize customer happiness, trust, satisfaction and loyalty (Kpahambang and Majeed 2019).

The desire is to develop new strategies as dynamic and understanding by their atmosphere of customer service, quality information and value which can be leads to a better customer experience. For instance, online shopping requires various services which help customers to have a better experience online with ease of using websites (Irfan, Jain et al. 2021).

Experiences in general refer to a customer's "internal and subjective responses" that can arise from any contact through marketing communications and value creation. For example, connecting customer data across multiple platforms, channels, or devices and by integrating interactions seamlessly into consumer's style, which facilitates the delivery of location-based push messages when a customer enters a specific geographic area. Thus, enhancing existing or creating new practical benefits along the stages of the consumer decision process can create value for customers. Such as using recognition systems to identify consumers, interactions and offerings their preferences (Reinartz, Wiegand et al. 2019).

Digital marketing can be used to enhance traditional interactions or to enable new ones along the entire consumer decision and use process, creating value beyond the services exchange and also, interaction primarily enables value creation through experiences and convenience. It refers to processes and activities that provide customers with superior information, education, and product use. Digital marketing simplifies customers' access to and retrieval of comprehensive product information from various electronic sources (Reinartz, Wiegand et al. 2019).

2. Literature Review

2.1. Digital marketing Concept

It has enabled companies from various industries to obtain real-time customer insights and create and communicate value to customers more effectively. digital marketing as a concept highlights a set of profile processes that embrace all the digital channels available to promote a product or service, or to build a digital brand.

In literature, it has been seen that 55.1% of the population in Asia access the internet daily, and 62% of residents in the Asia Pacific region purchase products online. For example, in Malaysian statistics show a significant growth of web users from 2.9 million to 5 million between the years 2004 and 2016. this rapid growth and increasing trend in web and internet usage, many industries are using the internet as an integral part of their traditional marketing, so it leads to increase in number of businesses that have adopted digital marketing strategy (Low, Ullah et al. 2020)

Digital marketing concept is all the activities that are designed and developed in a business via the Internet, smartphones and social media, in order to identify, attract, win and make loyal the customers (Minculete and Olar 2018). Digital marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product or service. Marketing techniques include choosing target segmentation through market analysis, as well as understanding consumer behaviors and online advertising a product's value (Irfan, Jain et al. 2021).

Digital Marketing Institute refers to digital marketing as the process of using digital technology for integrating, targeting, and measuring deep communication with customers to retain and acquire customers (Gachigo, Kahuthia et al. 2019). Digital marketing skills including knowledge, awareness, and capabilities are needed for using digital tools in product and services "Telecommunication services is a common name for all services offered by, or over, a telecommunication network" marketing process of companies (Ghotbifar, Marjani et al. 2017).

Digital Marketing is a serving of marketing that operates the internet and other online technologies and platform to promote a products and services. As the definition suggests, it might seem a straightforward way to do marketing and generate leads for services (Tyagi 2020). Through the use of the internet, consumers have increased access to multitudes of data from around the world data that is timeless, critical and verifiable. With just a click of a button consumers can gain meaningful insights about telecom companies and their products. They can compare products, find lower prices, read feedbacks and even communicate with other users about product quality and buyer satisfaction and sharing their expressions, transfers of information and knowledge (Jain and Yadav 2017).

Digital Marketing satisfies these needs and wants through exchange processes and building long-term relationships as result of the best achievement of taking in technology has been innovation such as the advantages of technology to bring a new customer, helps to automate follow up, helps in participating in online decision and save time. Digital marketing could be explained as a marketing that makes use of electronic devices such as personal computers, smartphones, and cell-phones, tablets, Television to engage with participants (Irfan, Jain et al. 2021).

However, digital marketing applies platforms such as websites, e-mail, apps and social networks, and also like TV, Radio, SMS, or through Internet channels like social media, E-mails advertised and promote services. Digital marketing is becoming more common with traders as it allows them to target and track many aspects including customers and return more accurately compared to other traditional marketing channels. Otherwise, Digital Marketing is the use of digital channels to promote or market products and services to consumers and other businesses (Jain and Yadav 2017).

In point of fact, services providers requirement to update their technique's skills in order to make the most of these fast-moving, and highly relevant operations through digital. They necessity to work closely with data specialists, web developers and social media professionals and creative skills with an understanding of real-time technology by connected with consumers (Jain and Yadav 2017).

2.2.Libyan Telecommunication Sector

This study defines the types of media channels and highlights the goals of digital marketing by using online media to influence audiences and customer segmentations. Therefore, it requires an integrated system and a strategic direction for these customers to work upon and move towards smarter and more supportable digital marketing. However, telecom Companies, require smart digital marketing strategies and models to guide them to guarantee appropriate accomplishment. It is used as a smart digital advertising tool for promoting products and services due to its ease of targeting customers, reliability, and ease of assessing

effectiveness. Thus, companies have formulated innovative digital marketing models and have worked on key capabilities to improve these models (Low, Ullah et al. 2020).

With increased access to information encouraged by the use of mobile digital technologies as example, so consumers are no longer waiting for employees to reach out. Consumers interested in seeking additional quality information may reach out to a company, so the systems with which these consumers engage are all touch points. They provide valid sources of information that help companies create dynamic customer profiles. These can in-turn be used to develop custom-made messages and services, which companies can later market to these very customers (Jain and Yadav 2017).

Libyan Companies, such as LIBYANA and ALMADAR that have embraced this new digital marketing concept have lived to experience incredible success in this highly dynamic environment. Websites are now filled with blogs, through which dealers offer insights not necessarily about their products or services and understanding the perceived value that customers ascribe to personalized messages, as grantee quality customer relationships translated by service's reputation and an online feedback offered by customers. Because of digital technologies that allow for greater customers reach and specificity, offers greater, quantifiable returns, at cheaper costs. These technologies allow companies to quickly category, analyses and translate the variety of data and value they access from the increasing touch points with their customers (Jain and Yadav 2017).

This paper discloses useful information related to mainly targeting and the most used platforms, so the percentage of Libyan telecom companies that have built appropriate digital media promotion strategies, so the purpose of using social media by the respective companies is to facilities, allocated budgets, and the importance of social media in company-selling processes to create value and customer relationships management.

Study by Charles (2015) cited in study by (Irfan, Jain et al. 2021) explored that service quality areas, reliability, ease of use and access had an impact on customer perception on online shopping service quality and that there is a link between customer perception on online shopping service quality and online customer satisfaction and loyalty as well.

Study by Bultum (2014) showed that online shopping has been a vital part of our life and in conclusion with the busy schedule especially during Covid – 19 periods, so online shopping aids in faster, safer, easier, useful and with less costly shopping with the benefit of saving time and at the same time offering a vast range of services with numerous sales points. It is necessary to maintain loyal of customers for repeated purchases on services. The consumer makes while shopping on the internet or smart phones, it shows the significance of deals and preferences, factors such as layout, website, displays, products, and payment modes that can be recognized with the help of value perception and low prices in one category.

McQuitty, Wolf et al. (2019) established that views on customer service, trust, and reliability of online services presents connections with their customers' intention. Hence, business need to understand that the online environment affects the consumers' perception, so to have a value- addition in their spending experience it is necessary to have trust, which sums up of quilt.

The shopping experience as example has always been around the vital concept of service quality; at time it is difficult to understand the features of service quality, but it is an important challenge for business to have defined consistency in their quality of service. For example, social media, as it can increases customer experience and contribute to their ease of using internet, while searching for products online. This online product can consist of products which they have not yet explored and try experimenting with social media applications and connecting with the customers who would prefer such services (Wu 2018).

Digital marketing is influencing companies of different industries over the world. However, the Libyan telecommunication industry has never been explored in this context. This research

fills the research goals is introducing digital marketing theories and smart practices used by other industries to the telecommunication sector in Libya. It is expected that these will be valuable and will transform the traditional industry into a smart way with digital marketing strategies that can be applied locally to create more value for their customers, by improving the effectiveness of digital marketing on a company level to make it useful (Reinartz, Wiegand et al. 2019, Star 2019, Tyagi 2020).

3. Digital Marketing Components

Digital Marketing is business objectives and goals using the online channels to search engines, social media platforms, content creation & advertising in order to educate, engage product or service to potential consumers (Osmundsen, Lden et al. 2018, Obukhova, Merzlyakova et al. 2020).

Digital marketing has created and will lead to key changes not only in business, but also in customer pleasure. In order to be operational, this type of marketing provides a unique platform for telecom companies to identify and understand customer requirements, acquisitions and create opportunities for them based on time and place. The components are:

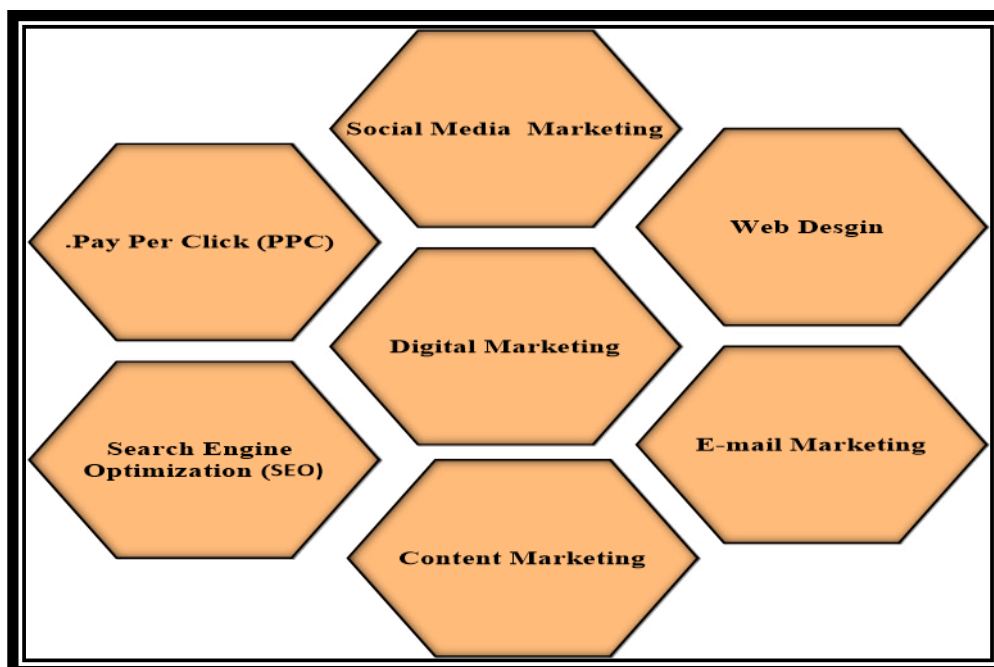


Fig 1: Digital Components.

3.1. Website Design

Website Design is the most critical component of digital marketing. Web design is central in terms of conversion rate optimizations. For example, kind of colour combination business are using, consistency in design, user flow, how easy customers can find information on website, and other factors play an essential role in online success. The reason for choosing web design as the first component of digital marketing is that its success defines whether other digital marketing components will succeed for business website. However, Pages with a load speed could offer a positive experience to customers and increase conversion rates (Carter 2019).

For example, websites must provide trustworthiness information to customers, research and provide simulated tours of services, and creates value to both business and customers, so the company due to low transaction costs and improved customer support. It resulted from that companies are motivation on the importance of smart and advantages digital marketing and customer interactions because most companies have a clear website, Facebook, and Twitter occurrence. However, social media marketing such as Facebook, Instagram, linked and

twitter have been satisfactory in communicating to customers, mainly due to the high-quality information provided (Shareefa, Baabdullah et al. 2018, Low, Ullah et al. 2020).

Website is the key to a successful digital marketing strategy because all other digital marketing elements direct viewers and businesses to website, which should effectively convert viewers. Elements of website design that generate conversions are using best SEO practices and tools, having a great user experience, and capitalizing on the wealth of analytics websites offer. A website without effective SEO will not organically appear in the top spots on a Search Engine Results Page “SERP”, and therefore won’t generate many clicks from Google, Bing, and other search engines. These clicks are critical to digital marketing efforts because business needs to drive as much traffic as possible to website to generate direct sales (Yogesh, Sharaha et al. 2019).

3.2.Content Marketing

Content Marketing is a strategy to win leads and profits using a content management system platform. It can be generated content like blog posts, comments and feedback to describe usefulness product or services. It means business will have to provide value-added services along with the content where describe it such as provides helpful information about solving problems. It is a technique of traditional marketing in which creating valuable and relevant content helps to attract the targeted viewers. It is basically, focuses on publishing and distributing content for the consumers online (Khanna 2018, Carter 2019, Tyagi 2020).

Content marketing uses story - telling and information sharing to increase brand awareness, so the goal is to have the reader take an action towards becoming a customer, such as requesting more information, signing up for an email list, or making a purchase. It should provide value to the consumer and it is about building trusting relationship with them that can potentially lead to many sales over time and more transaction (Carter 2019).

3.3.Search Engine Optimization (SEO)

SEO involves appropriate optimization techniques to obtain higher rankings through search engines, according to options for products, services, offers, suppliers, distributors, customers. Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid result (Khanna 2018, Low, Ullah et al. 2020).

The foundation of Digital Marketing is to deliver the value by message to as many customers as possible in a cost-effective manner. A search engine can play a crucial role in connecting a guest to web platform. It is a significant to involve several activities such technical website reviews, so it requires a lot of effort in various fields like finding useful keywords, getting backlinks to improve brand trust (Tyagi 2020; Carter 2019).

However, it means creating good place of a website in search engine result page on the basis of keywords and phrases, so it comes under Digital marketing category. SEO is the process of online visibility in no-paid search engine results. It basically depends on Keywords of Search engine like Google, Yahoo, Bing. For example, ALMADAR telecom company is offering best digital marketing services in Libya and it is one of the best telecommunication companies. It is the process of creation a website page easy to find and easy to categorize. It is about helping customers to find out a business from among thousand other companies. SEO is an integral part of any digital marketing strategy because its services SEO the most important part of digital marketing (Yogesh etc. al. 2019)(Stoop and Eaves 2020).

3.4. Pay Per Click (PPC)

Search engine marketing or Pay per click (PPC) campaigns is a place where customers go to find products or services which is needed. It can drive leads to business speedily. The general idea is to bid on cost-effective business keywords to collect leads and then close them by addressing customers’ pain points by reaching out to them via various channels (Tyagi 2020).

Pay Per Click (PPC) is the most popular tool that allows users to advertise on Google and the partner network. Pay-per-click refers to paid advertisements and promoted search engine

results. This is a short-term form of digital marketing, meaning that once business is no longer paying, the advertising no longer exists (Minculete and Olar 2018).

Pay-per-click can refer to the advertisements customer could see at the top and sides of a page of search results, this advertising while browsing the web before YouTube videos and in mobile apps. Customers will pay only when someone clicks on advertising in website. They can spend just about any amount of money on pay-per-click advertising. In set up a pay-per-click campaign, companies will be able to choose whether customers want or promoted results to be shown to users all over the world and sometimes only within a specific geographic area (Carter 2019) (Stoop and Eaves 2020).

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their advertise is clicked. Essentially, it's a way of buying visits to website, rather than attempting to earn those visits organically. PPC allows advertisers to bid for ad placement in a search engine's sponsored links when customer searches on a keyword that is related to their business offering (Yogesh.etc.al 2019). Pay per click (PPC) campaigns is a place where customers go to find products or services which is needed, so it can drive leads to business speedily. The general idea is to bid on cost-effective business keywords to collect leads and then close them by addressing customers' pain points by reaching out to them via various channels (Tyagi 2020). It is an online advertising which is used to direct traffic to websites, in which an advertiser pays a publisher when the advertise is clicked. It means that a way of buying visits to a company website (Khanna 2018; Carter 2019).

3.5.Social Media Marketing (SMM)

It is another functional part of online marketing that has become quite important in recent years. It's about 2.3 billion people use social media as making it a valuable digital marketing component, so social media represents a group of Internet-based applications that are based on technological foundations of web and allow the creation and exchange of value. Social media marketing actions are opportunities that include text, images, video and networks for all business; partners; designed and developed according to online marketing methods (Minculete and Olar 2018, Carter 2019).

Business is using social media such as Facebook as excellent and high-quality for sharing products & services with potential customers. Additionally, its technology will encourage businesses to create useful content for social media in depth on blog as it is close to heart on different social media channels and engage with the viewers. Also, most businesses at the present time can focus on digital marketing growth as it is reducing cost-effective, so they can enhancement their content marketing strategies and drive potential customers by reach and build active websites (Tyagi 2020).

According to study by Yogesh etc. al. (2019), the six Best Social Networks for marketing Advertising includes Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat. Social media marketing involves the use of Social Networks, Consumer's online brand-related activities and electronic word of mouth to successfully advertise online. For example, social networks such as Facebook and Twitter provide advertisers with information about the likes and dislikes of their consumers. This technique is central, as it provides the businesses with a target viewer. Social Media Marketing (SMM) is the process of promoting brands using social media channels like Facebook, Twitter and LinkedIn and go on. It is a great platform to reach the audience and there are so many opportunities in value creating (Carter 2019)(Khalufi, Shah et al. 2019).

3.6. E-Mail Marketing

Email is still one of the most effective marketing techniques because, it can be part of a content marketing strategy, providing value to consumers and over time convert an audience into customers. It understands optimal audience and skilled at analysing customer interactions

and data, then making active strategic decisions based on information received (Khalufi, Shah et al. 2019).

Email marketing is used electronic mail as a way of promoting products / services and targeting consumers by active message that helps to establish and maintain customer loyalty, trust, and value in services salutation. It is sending promotional e-mail to new customers whiles considerable the existing ones to make immediate obtaining, enhance customers' relationships and adding value to them. E-mail marketing accomplish, generate and produce an email list to reach prospective and existing customers. This list is usually supported by a database that permits data mining, modification and accurate targeting (Kpahambang and Majeed 2019).

Telecom companies use email marketing to maximize their effort in promoting brand awareness. Email marketing is a good way to connect, build a relationship by sending out introductory emails whenever they have a new product to prospects within your database. Actually, promoting products and services online is a good marketing strategy to create brand awareness and drive the attention of customers (Ghotbifar, Marjani et al. 2017, Jain and Yadav 2017, Mandal and Joshi 2017).

We believe that digital marketing helps business in development of customer relationship management is believed to be the future trend in digital marketing. To make this relation long-lasting, supportable, at the same time, and be competitive in the market place, companies must focus on up data smart digital marketing strategies.

4. Study Model and Hypothesis:

Based on the literature, hypotheses are planned that have their basis in the Digital Marketing Acceptance and extension TAM Model (Ullah etc.al. 2020). Through the analysis five factors were extracted as using digital marketing to increases customer value by information quality, accessibility, saving cost and perceived ease of use and perceived usefulness.

4.1.Information Quality

As Consumers always look at value for services, whether it is the quality, service, or the information they get about the provide it online. the information quality and service are light spot for customers. As a result, customer would still be willing to obtaining the product even if the price increased when the quality of information provided in online stores and it would match their level of understanding and expectations. However, Digital marketing is always upgrading recently and requires companies to be up to date at all times, as repeated purchases from the same brand is important. It is maintaining the customers through various offers provides an insight as to keeping their loyal customers (Irfan, Jain et al. 2021).

4.2.Accessibility

It is the growing trend of keeping up to date systems of digital marketing. Also serves as an advantage in the online market as individuals have to have access to the brand's application system. Hence making it easier to access for customers to take their decision quickly and Flexibility, regardless of the location (no borders) and time (24/7) of deal (Mandal and Joshi 2017).

Otherwise, digital marketing not only reaches a broader audience than traditional marketing but also carries a lower cost. Overhead costs for other traditional marketing opportunities can be high. For example, digital marketing, can produce vital content piece that draws audiences to blog as long as it's active or create an email marketing campaign that delivers messages to targeted customer lists on a schedule in same time. However, digital marketing is more flexibility and reach online services.

4.3. Perceived usefulness (PU)

PU is one of the independent constructs in the Technology Acceptance TAM model. It is “the degree to which a person believes that using a particular system would be enhanced performance. It means whether or not customer perceives that technology applications to be useful for what they want to do. Usefulness is the subjective probability that using those kinds of technology to improve the way a user of digital marketing system, so it is making sure everything on the system works, quickly and easily for visitors of the site.(Hamida, Razakb et al. 2015).

4.4. Perceived Ease of Use (PEOU)

It refers to how a person feels in using the technology that will be available such as ease with which visitors are able to use a Web site, internet, systems, social media and smart phones. Ease of use is a basic concept that describes how easily users can use a product, services and system (Chillea, Shayob et al. 2021). Perceived ease of use impact attitude towards use, which impacts behavioural intentions, which in turn impacts actual usage. Additionally, perceived ease of use impacts usefulness to the extent that a system or application must be easy to use for people to use it and thus realize its’ usefulness (McCloskey 2006, Jahangir and Begum 2008).

4.5. Perceived Cost (PC).

The perceived cost arises from information irregularity with specific asset investment which may obstruct consumers to engage in relational exchanges. For example, Transaction costs include the evaluative effort required to search information before repurchase, the effort required to prevent from being deceived when a repurchase proceeds, and specific asset investment such as procedural knowledge to fulfil the transaction and loyalty programs to maintain the ongoing relationship with business. Information searching cost refers to the degree of awareness about an online store. Consumers spend long time and effort to integrate the available information to form judgments, so If consumers do not receive enough information or do not recognize a product brand or online store, they will not form a basis to trust the web store. Also, Trust in a website reduce cost, thus increasing consumers’ willingness to purchase includes physical and monetary assets, knowledge, rewards, company specific routines (Benazic 2015).

H 1: Perceived Cost (PC) has a positive effect on attitude to use digital marketing platform.

H2: Accessibility (AC) has a positive effect on attitude to use digital marketing platform.

H3: Perceived Ease of Use (PEOU) has a positive effect on attitude to use digital marketing platform.

H4: Perceived Usefulness (PU) has a positive effect on attitude to use digital marketing platform.

H5: Perceived information Quality (IQ) has a positive effect on attitude to use digital marketing platform.

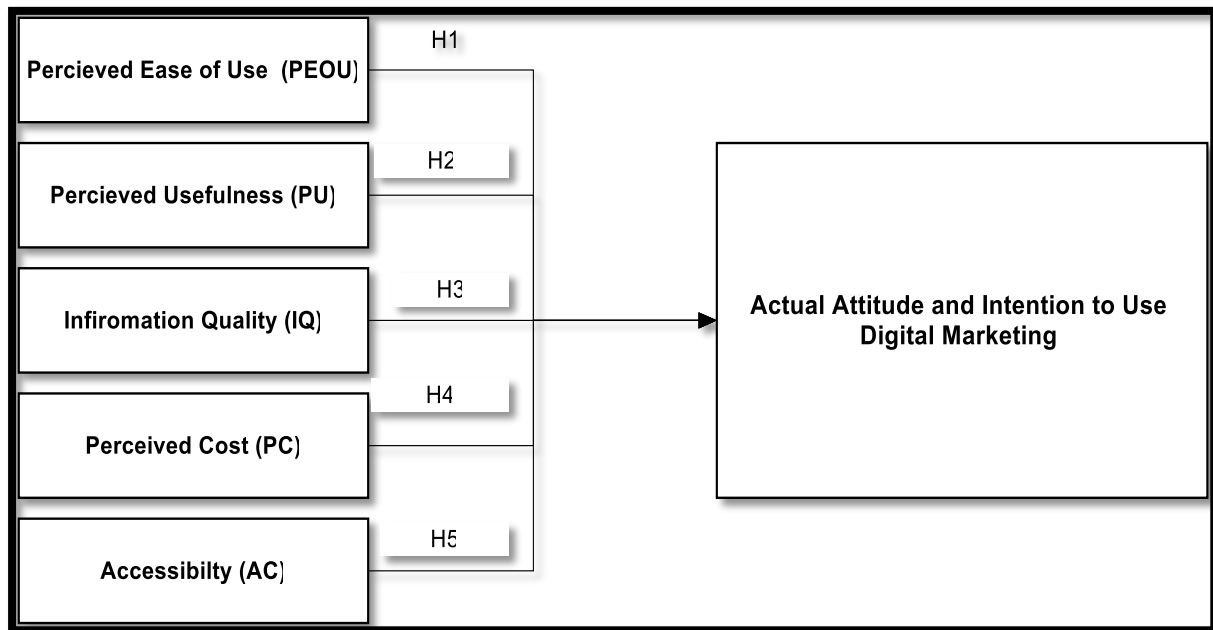


Fig 2: Study Model and Hypothesis

Study Question

Does digital marketing technology is a contributor to products / services sales growth and support purchase intention to reach out the customers' value as digital platform than traditional marketing?

5. Methodology

The sources of data collection are namely primary. It is a source from where we collect actual information or original data regards with digital marketing. It forms the basic and original material for providing researcher's raw evidence of data. This study collects data through questionnaire by conducting online survey method. A comprehensive questionnaire survey is developed with targeting to validate or reject these hypotheses (Mandal and Joshi 2017) (Ullah etc.al. 2020). It collected from a population of 5562 of customers who are active online shoppers. The sample are 279 respondents from existing customers who using the digital marketing services of Libyan local communication companies (Libyana and Almadar) only who is living in Zawiya city.

A sample size is a statistical determine as an appropriate group to gather data from which it can be generalized to represent a target population as a whole. To obtain the population size for this study, the researcher used the Charles (2015) in Kenny and Prastiwi's formula (2020).

$$N = (1+Ze)$$

Where: N is the sample size; Z is the size of the population; e is the error which is 5 percentage points (0.05). It means, this formula uses a confidence level of 95% and takes to account an error of 5%. Communication companies (Almadar & Libyana) in Zawiya city - Libya have population about 5562 of customers as regular using digital marketing services, so the sample size was 279 customers who active in shopping online.

$$N = (1 + 5562 * 0.05)$$

Correspondingly, Likert-Scale (1=Strongly Agree, 2=Agree, 3= Neutral, 4= Disagree, and 5= Strongly Disagree), statements have been majorly mentioned in the questionnaire to gain insights of what customers feel about digital marketing communication, services and customer value towards Libyan telecom service (Prastiwi and Rohimat 2020).

6. Discussion and Data Analysis.

Statistical analyses have been used to validate the results of the study based on the received responses, and conclusions are drawn accordingly. A smart digital marketing strategy has been proposed at the end of the paper to help the Libyan telecom sector develop, when adopt the digital marketing practice to be best suited to the local industry and customer targeting by it. The data were analysed by using Statistics (SPSS) launched version (25) to describe demographic information, evaluate normal distribution of sample, and determine the average of variables. (Ullah etc.al. 2020).

Table 1 below shows that the coefficient of determination R square is .472 this translates to 47.2%. This finding indicates that only 47.2% of structural performance is influenced by change in exploration innovative strategy, indicating that there are other factors that affect administrative performance of the Telecommunication Industry in Libya.

Table 1: Model Summary

Model	R	R-Square	Adjusted R-Square	Std
1	0.637	0.472	0.394	1.63160

This study is a practical descriptive analysis and correlation tests. It has populations were asking to identify skills in digital marketing and determine most important value effecting customers' value, creation and attitude, intention of using digital marketing. (Gachigo, Kahuthia et al. 2019).

In Table 2, the sample (n=279) included 151 men (54 %) and 128 women (46%). The gender-based selection of participants to stimulate Libyan's actual situation was based on the fact that men conduct higher digital marketing activities compared to women. Also, most of the participants were in age range 20 to 30 years. The distribution of the questionnaire to various age groups was based on age-related statistics of smart phones and Internet users in Libya specifically in Zawiya city. The young generation nowadays are taken majority of their decisions online through social networking sites and social media, because of its nature of simple steps to log-in and purchasing system (Elgahwash and Freeman 2013). Actually (26%) who have diploma and who have bachelor degree is (32%), customers were normal employed in different Libyan industry.

Table 2: Demographic sample analysis.

	Frequency	Percentage
Gender		
Male	151	54
Female	128	46
Age		
20-30	96	34
31-40	75	26
41-50	62	22
51 and above	46	16
Education Level		
Diploma	75	26
Bachelor Degree	90	32
Master	35	12.5
Doctoral	31	11
Student	48	17

6.1. Reliability Test

The Alpha Cronbach was used to determine the reliability of questionnaire. The reliability of variables is represented and considering the coefficients higher than 0.7 for all variables, this indicates acceptable reliability of data collection tool. The reliability of Cronbach's alpha test was therefore chosen as the best way to assess the suitability and consistency of the collected data. The alpha value increases as the test variable correlations improved, and the reliable alpha value is above 0.70.

Table 3: Summary of Reliability and Validity of Data collected.

	Cronbach's Alpha	Mean	Standard Deviation	KMO	Comments
IQ	0.922	3.688	0.926	0.915	Supported
PC	0.852	4.040	0.994	0.918	Supported
AC	0.873	3.593	0.922	0.857	Supported
PEOU	0.936	3.399	0.917	0.901	Supported
PU	0.905	3.637	0.994	0.899	Supported

Cronbach's alpha was used to measure the internal consistency of the research instruments. The results on the reliability on Cronbach's alpha ranged from 0.852 to 0.936. Since all the values were above 0.7 which is the cut-off point, that indicated that the questionnaire used was reliable in measuring the studied constructs. In order to assess if items measured the same construct, exploratory factor analysis was done. In testing the adequacy of the sample, Kaiser Mayer Olkin (KMO) and results of KMO value is to indicate that the data were suitable for factor analysis. factor loading had value above 0.8 which is the cut-off point that indicated that items were reliable for the studied phenomenon and analysis (Chillea, Shayob et al. 2021).

6.2. Correlation Matrix

Based on correlation coefficient and multiple regression equations, the relationships between variables were measured. Then, the findings were analysed according to results of testing research hypotheses by Regression method and their outputs including fitness indices and regression coefficients of framework.

Table 4: Pearson Correlation among variables (N=279).

Variable	TQ	PC	TE	PEOU	PU
IQ	1				
PC	0.467**	1			
AC	0.568**	0.580**	1		
PEOU	0.534**	0.468**	0.496**	1	
PU	0.459**	0.519**	0.618**	0.425**	1

* $p < .05$; ** $p < .01$; *** $p < .001$

The questioners included statements describing general information about digital marketing communication and customer value when they will be on online stores. In addition to which appropriate factors related to digital marketing communication and customer loyalty were also analysed.

6.3. Hypothesis testing

The hypothesis testing can be accomplished through partial Test and simultaneous test to know the impact of respective Variable and dimension. The result of hypothesis testing can be shown in below Table.

Table 5: Multiple Regression Analysis

	Coefficient	Standard Deviation	T-test	P-value	Results
PC	0.839	0.926	0.915	0.000	Supported
AC	0.789	0.994	0.918	0.006	Supported
PEOU	0.637	0.922	0.857	0.000	Supported
PU	0.754	0.917	0.901	0.008	Supported
IQ	0.653	0.994	0.899	0.000	Supported

Table (5) shows that within the degree of confidence of 95% ($\alpha=0.05$), where $T > 1.96$ and p-value 0.000, there is supportive in digital marketing. The direct effect test shows that the relationship between digital marketing value and cost savings has a path coefficient score of 0.839 with t-statistics .915 and p-value = 0.000. This means that H1 is accepted while H0 is rejected. There is also no significant impact of relationship between digital marketing intention and value and it has a path coefficient score of 0.789 with t-statistics .994 and p-value = 0.006. This means that H0 is rejected and H2 is accepted. The direct effect test shows that the facilitating role of digital market intention with ease-of-use technologies and it has a path coefficient score 0.637 with t-statistics .922 and p-value = 0.000. This means that H0 is rejected and H3 is accepted. This proves that digital marketing has supportive as role on relationship with Perceived useful and information quality. While, both have a path coefficient score of 0.754; 0.653 with t-statistics 0.901; 0.899 and p-value 0.008; 0.000, so This means that is accepted H4 and H5 respectively (Mihardjo and Rukmana 2018, KIM, KIM et al. 2020).

After interpreting the data multi regression analysis with various figures, it can now sum up to certain factors that play a vital role in the area of digital marketing services and customer loyalty with respect to Libyan telecom industry, from which they can take insights and further

In general, the study of communication industry companies in terms of using digital marketing mechanisms in goods and services selling process showed that the companies had failures in different areas and this led to skill in goods and services digital marketing. Some of the skills gap in companies such their employees include lack of communication skills in project management, low level of staff awareness about the business which lead to lack of strong relationships with customers, low level of customer interaction skills in company, lack of proper structure and necessary knowledge of customer relationship and proper interaction with customers services, value and management (Ghotbifar, Marjani et al. 2017).

7. Conclusion

In digital marketing has no boundaries. Company can use any devices such as smart phones, tablets, laptops, televisions, game consoles, digital billboards, and social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company image itself and its products and services (Mandal and Joshi 2017). Digital marketing is a major factor and tool for the telecom companies to reach the common customers and the target viewers (Jain and Yadav 2017).

The current practices of digital marketing make customers have a lot of options, influence and real power over the Internet, phones, and social media, because they are promoted by means appropriate to electronic transactions in potential markets. Telecom companies as example have had to adapt their new practices and expand their digital marketing operations.

Thus, the most important mission for marketers in the digital environment is to promote and trade brands as well as build customer loyalty (Minculete and Olar 2018).

Therefore, Libyan companies urgently need to enhance digital marketing capabilities, implementing new media marketing concepts and new retail models, paying attention to the role of smart digital technologies in the manufacturing product marketing models, and developing a digital marketing strategy to make long lasting relationships with customers.

The digital marketing facilitates as meet the requirements of new ways of value creation because it allows for the accomplishment of longstanding consumer needs in unique ways. As sources of value creation, automation, individualization, interaction, and transparency and control combine a plethora of activities and processes. The basic premise is that customers will likely prefer to interact with players that best accomplish value creation on these dimensions. The availability of comprehensive digital data such as internet, social-media activities, and smartphones may provide appropriate information and can be combined with other customer data stored in a central server (Werner etc.al. 2019).

The sources of value creation give rise to perceived benefits on the customer-level along the entire decision process. Significantly, value creation often occurs through combinations of activities originating from different sources of digital marketing activity (Wahid and Mustamil 2017).

Digital marketing supported the business' strategic goals by systematic of marketing strategies in the online environment. Digital marketers strive to be a voice for the customer and to interact with a brand digitally. Business needs strong communication skills and a strong basis in marketing principles and prepare Employers with soft skills and with the technology-related customers services skills and requirements. Digital marketing is a rapidly changing business atmosphere and it is imperative for companies to stay up to date on new and emerging strategies (Ghotbifar, Marjani et al. 2017, Gachigo, Kahuthia et al. 2019).

The study is aimed at arranging the foundation for the adoption of smart digital technologies for telecommunication industry. The Libyan telecom industry is currently in the early stages of a promising growth that is attracting considerable foreign investment in its development sectors. Smart digital marketing used to increase brand image through attractive web pages and increased online presence such as Strong customer interactions, better management through customer monitoring, and better information sharing.

Digital marketing is an effective way of reaching out to consumers through any devices such as, computers, Smartphone, tablets. regardless of what channel they use – email, voice, social media, and the web is to deliver message to target viewers. For example, smartphones companies such as telemarketing or appointment setting to reach out and look for potential customers before calling or meeting them in person (Jain and Yadav 2017).

Most businesses layers in digital marketing programs, setting the main objectives of marketing activities, attempt to achieve objectives with maximum efficiency, considering the current and future benefits of advertising costs in digital marketing, so It is playing an important role in reducing the skill in digital marketing and lead to company's success in products and services digital marketing (Ghotbifar, Marjani et al. 2017).

8. Limitation

Each and every research conducted has its own limitation and backdrops. Similarly, this study has few limitations that occurred, which can be further improvised. Time constraint due to this research is being for an academic purpose. Geographically limited; the research was conducted in Libya limiting the sample size to the area; hence generalizing the study cannot be done. Its accuracy of the research is limited to the responses of the questionnaire only.

Otherwise, social media such as Facebook, Twitter, and Linked in are the most commonly used social media which attract new customers and create new relationships. The environmental factors are effective factors in creation of digital marketing skills in communication companies.

However, there is no comprehensive study on identifying the most important factors affecting skills in digital marketing of telecommunication industry. Therefore, this maybe needs further studies.

9. Future research

Digital tools and marketing have been widely adopted in various industries throughout the world. These tools have enabled companies to obtain real-time customer insights and create and communicate value to customers more effectively. Therefore, it is suggested that future researchers provide a comprehensive model for needed skills in digital marketing of communications industry companies using qualitative approaches.

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