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Investigate the Viability of Digital Marketing on Buying of Extravagance Brands from Customer Perception

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Abstract
Companies have looked for to adjust compelling advanced promoting strategies to urge a competitive advantage as the industry shifts away from brick-and-mortar to e-commerce. Within the retail segment, versatile gadgets are getting to be more noteworthy, and modern buyer merchandise with transportable Web associations are presently being created at a fast speed. Advanced gadgets may perform numerous of the same capacities as tablets, but they can have extra usefulness such as standardized identification skimming, position-based apps, and close stop communique. Such nuts and bolts shape the innovation can be accomplished and utilized into the modern promoting techniques and hones, the show ponder is an exertion to examine the affect of digitalization on the modern showcasing methodologies and hones. The ponder is taken after by a overview investigation, by collecting the essential information, and come about that a positive impact of digitalization and its utilize within the modern showcasing techniques and hones with a noteworthiness level below 5%. **Contribution:** The first extremely important behavioral trend is the expansion of the consumption of technology, related to Internet growth. The growth of e-commerce is an essential factor in the expansion of young purchasers' technology consumption. Digitalization is made feasible by the extensive use of contemporary cellphones that operate on GSM networks and have Internet connection. The present study will contribute to the body of literature related to the luxury brand consumption predicted by the usage of digitalization. The research will fill in the gaps by incorporating the specific population for this study. Because it entails researching business models utilizing digital technology in order to decrease costs and increase the company's worldwide reach, digitalization is becoming more essential in today's competitive market. Due to the fact that the store is not in a set place, it not only benefits consumers, but it also relieves the organization's stress by eliminating the possibility of wear and tear or theft of products. It also guarantees quality and helps to minimize fraud since there is transparency in the company and a highly competitive market where consumers have the freedom to make their own decisions about what to buy.
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1. Introduction

Coviello et al., (2001) argue that digitalization is among the foremost fundamental proceeding changes in cutting edge society, affecting a wide extend of trade and regular exercises. For the retail commerce, which both influences and is affected by this change, it is vital. Retailers give a wide extend of advanced things & offices that are altered to the custom of data instruments, but they're too affected by the modern utilization behavior that these developments have made. While digitization in deals features a solid convention, its impact is fair presently getting to be more clear (Vassileva, 2017). The state "adjustment technique" alludes to showcasing thoughts that put a premium on a customercentric procedure over a customary commerce technique. They are techniques that, when executed, allow more prominent bolster for their client base by permitting them to select from a determination of things based on the inclinations of their target advertise. They fair need what they crave instead of what the company needs. Item introduction is illustrated by items such as a wide extend of kitchen apparatuses with built-in disappointment components that draw clients back to them for more buys. This concept is considered to be backed by conventional promoting hypotheses as noted by Todevksi, (2018). It is certainly successful, in spite of the fact that it may be a small beguiling. Pulling in clients to their item line has developed more troublesome since buyers have gotten more innovatively taught and, as a result, are able to examine items some time recently making a buy (Chaffey & Ellis-Chadwick, 2019). This empowers them to create an educated choice to dodge companies that follow to this perfect. Companies have built their businesses on the traditional brick-and-mortar channel for decades. With the development of the Internet and the increasing popularity of online purchasing, ecommerce has experienced tremendous expansion, encapsulating the burgeoning click-andmortar or completely online business model. Companies have looked for to adjust compelling computerized promoting strategies to induce a competitive advantage over their competitors as the industry shifts absent from brick-and-mortar to e-commerce. Meanwhile, the widespread usage of usergenerated material has given

consumers unprecedented power over the performance of numerous products and services on the market. The IS literature has gained several new pages as a result of this shift.

The purpose of this research is to get insight into digitization and its impact on current marketing strategies and practices (Dumitriu *et al.*, 2019). Scholars have been fascinated by the implications of the Internet for retailing from its inception. Altering business chances, business mockups, forms of trade, obtaining processes, and the alteration of small stores into global marketplaces are among the consequences. Nonetheless, until now, digitalization has mostly been discussed in footings of e-commerce. . Though ecommerce is one aspect of digitization, its influence spreads well outside the e-commerce and include the conversion of bodily objects into internet platforms, shopper suggestions on common networks, including the use of electronic plans in the buying procedure, including such online material search queries that lead to offline purchases (de Jong *et al.*, 2021). The increased usage of portable devices that link to the Internet has begun to affect user activities, particularly purchasing behaviors in static shopping environments, and connected applications are a crucial facilitator of these bigger digitalization effects.

Within the retail segment, versatile gadgets are getting to be more critical, and unused buyer products with transportable Web associations remain presently being created at a fast speed, regularly in concert with additional innovation. Versatile gadgets may perform numerous of the same capacities as tablets, but they can have extra usefulness such as standardized identification skimming, position-based apps, and close stop communique as noted by de Jong et al., (2021). Strom and colleagues (Strom et al., 2014). The Web is being transformed into a type of physical store thanks to these mobile devices. Thus, according Bodhani2012, this has resulted in the emergence of original retail arrangements such as popup goods. enabling data collection, testing, purchasing, money, and a variety of services in physical supplies Kim et al., 2010 and Colla & Lapoule, 2012, as well as allowing data collecting, testing, ordering, payment, and a variety of other services in physical stores. The widespread use of portable devices has aided the progress of transaction and worth comparison applications, as well as product information accessibility. As a result, digitalization will almost certainly have far-reaching implications for companies, consumers, employees, and society, necessitating a complete understanding of the phenomena (Bharadwaj *et al.*, 2013).

However, It is basic that data innovation proceeds to be coordinates into current showcasing hone and administration. The integration of digitalization into publicizing, additionally marketing-specific digital breakthroughs, ought to be explored and talked about. There's a awesome bargain of misconception and instability around the part and affect of digitalization on showcasing hones. The common corporate segment and the utilizing organization lauded and a while later demonised IT in publicizing, with most of their comments centred on a so dot.com time. The display consider centers on the impact of digitization on modern promoting and endeavors in this regard. Following objectives on a specific aspect are selected for the present study.

- To investigate the role of digitalization in the contemporary management strategies and practices.
- To investigate and measure the impact of the digitalization and its smart services on the contemporary management strategies and practices.
- To know the role of smart operate and management role and smart services and products.

2. Literature Review

Beginning with the introduction of database technology to marketing practice, the notion of "interactivity" has generated attention in the marketing industry in recent years (Sambamurthy & Zmud, 2000). Database technology permitted a two-way engagement, as per Blattberg and Deighton (1991), in which the customer could "speak" via their purchases and the seller could "answer" by employing database analysis e.g., in the form of steadiness platforms. Statistics technology has, on the other hand, advanced in complexity and application since 1991. By 1996, Gives had invented the word "interactive" to characterize an organization's capacity to use information technology to contact a person, collect and remember that person's answer, and then contact that person again in a way that reflects his or her unique answer. He also calls the

Internet the "ultimate interactive media," according to him (Wagner, 2005).The term "interactive marketing" (Deighton, 1996; Buttle, 1998; Webster, 1996) was created about this period, with Day characterising it by way of "the utilisation of consumer information rather than information about both the consumer."Since then, several new terms have started to emerge, including "real-time advertising" (McKenna, 1997), "each marketing" and "social media marketing which all emphasise the formation of electric dialogue to clients to enable in not only personalization but personalization, and thus augmented customer relationships. Furthermore, the core of each represents a commercial strategy facilitated and facilitated by the use of digital technologies, which goes beyond databases to allow interaction. This is referred to as IT-enabled interaction, with IT referring to any and all information and communications technologies employed in marketing (Brodie, Brady, Brodie*, et al.*, 2008; Wagner, 2005).

As is likely characteristic of a freshly developing area of investigation, the literature on issues nearby IT-

enabled interaction is dominated by theoretical attempts to explain then la- bel a developing spectacle. To enhance these efforts, anecdotal examples of company practises are regularly cited. There is little empirical study on the Net as a communications medium, and what there is prefers to emphasise the Internet's influence as a communications medium . Other exploratory studies examine at the Internet's opportunities and problems and also the Website's influence on marketing performance ((Brodie, Brady, Brodie*, et al.*, 2008).

We feel that now is a suitable moment to assess and combine the conceptual, experiential, and empirical studies that has emerged in the first year of IT-enabled interactive study and debate. This study accomplishes the following goals in response to the following research question: What effect does interaction provided technology have on conference advertising? We also look at the connected questions of: what other marketing methods are accessible to the company in current practise to assist them address this? What role does information technology production in the business, but how does this relate to current business practices? Two interconnected conceptual frameworks arise as a consequence of this process, which help in the cohesion of early writing. Both notions may be used to perform empirical research if they are operationalized correctly (N. E. Coviello *et al.*, 2002).

2.1 The many faces of marketing

While the economic theory started to address the function and influence of relational databases in the 1990s, it wasn't until the mid-1990s that attempts were made to understand how interaction provided by more advanced technologies such as internet may affect marketing practise (N. E. Coviello *et al.*, 2002). The opportunities created by interconnectivity and the Internet, as summarised by Honeycutt, Flaherty, and Recent regulations (1998) and Jones and King (1999), include providing access to sales data but instead competitive intelligence, the responsibility to sustain as well as service customers or business partners, and using the World wide web and other communication tools as channel for analysis or as a sales channel, among others. Given this possibility, one of the most important study questions is: how can IT-enabled interaction affect modern marketing? To begin, we examine the emerging literature in the topic and find four somewhat diverse philosophies on the subject. Venkataraman (2000, p. 15) summarises one school of view by stating that “the Internet alters everything.” Hoffmann and Novak (1997), for example, argue that the development of world Public Internet as a corporate media and target market has resulted in the development of an entirely new model or paradigm for marketing activity. Furthermore, they suggested that marketing operations in an information-intensive environment, such as the one provided by the Web, must be rebuilt since the Web alters the marketing function itself. Thus, Hoffman appear to argue that via IT-enabled interactivity, there is an entirely new “level” in marketing available—that is, where conventional marketing approaches are altered by technologies and become a component of a wider e-business model. This appears to be reflected in Webster's (2011) statement that "concepts as simple as that of the four Ps of product, price, publicity, and place, as well as the conventional distinction between strategic plan and the organisational structure used for designing strategies, must be seriously reconsidered, modified, or abandoned entirely." Interactivity, according to Rust and Varki (1996, p. 176), poses a danger to established marketing practises, claiming that interactive media including the Internet would “functionally substitute conventional mass media and modify the way marketers offer their products.” In the context of company marketplaces, Samli, Wills, and Herbig share similar perspectives on the influence of interactivity on communicating strategies and techniques. Following up on the last debate, there are basically two sorts of marketing: conventional vs. new/interactive. We have, however, found a number of much more complicated models that aim to characterise how information technology-enabled marketing methods relate to, or integrate with, more conventional market approaches. Each one will now be summarised, followed by a discussion and comparison (N. E. Coviello *et al.*, 2002; Domegan, 2008). Coviello, Brodie, proposed the first categorization framework, which outlines four main approaches to marketing practise: transactional, database, interaction, and affiliate marketers. Transaction marketing, according to this classification scheme, entails a company attracting and satisfying potential buyers by managing the elements of the marketing mix, in which the seller actively manages communication “to” buyers throughout the mass market in order to create discrete, arms-length transactions. Database marketing entails the use of data-base technology to establish a connection, enabling businesses to compete in a way that is distinct from mass marketing. Although marketing is still done “to” the customer instead of “with the customer,” the goal is to keep identifiable consumers. Relationships are facilitated and personalised via the use of technology, yet they are neither intimate or interpersonal in nature. Interaction marketing, on the other hand, refers to face-to-face interactions between people. Since a result, it is genuinely “with” the consumer, as both partners in the dyad put time and resources into cultivating a mutually beneficial and intimate connection. Finally, network marketing takes place across businesses, with managers devoting resources to strengthening their company's position in a network of diverse firm-level ties (Domegan, 2008). Day (1998) proposes a second categorization system, in which he explains and analyses three alternative strategy/structure combinations that a company may use: conventional, augmented, as well as fully interactive. The traditional technique, according to him, is a broadcast marketing plan that uses mass media and

intermediaries to reach vast sectors of the public. Functional organisational design with product and brand managers to offer coordination is the structure that is suited for this strategy. Augmented tactics, on the other hand, include putting current content on a website and employing interactive media to provide consistency and retention activities. A grafted structure, with segment managers, technological peer support, and ad hoc multipurpose teams, is required for this strategy. It's possible to outsource specialised expertise as well. Mass customisation, virtual storefronts, customer and channel linkage via technology, and IT-facilitated collaborative learning are all examples of fully interactive techniques. Day (1998) believes that the organisational structure has to be rebuilt or modified in this instance (Brodie, Brady, Fellenz*, et al.*, 2008). Finally, Hagel (1999) distinguishes between three forms of marketing: mass, direct, and collaborative marketing. Mass marketing is sending out more communications in order to sell more products, and it is characterised by monologue messages dominate the communication process. Direct marketing is founded on the premise of "know more, sell more" (Hagel, 1999, p. 62), in which information is gained via the creation of transaction-based profiles. Collaboration marketing is the use of Internet technology to assist customers be more efficient in their purchase decisions. Customers are connected to a variety of persons and organisations to form a network of conversation-based interactions. For the company and its clients, this culminates in the creation of engaging virtual communities. Finally, in the framework of varied market interactions, describe three forms of marketing. The Business-to-Consumer strategy entails a company's contact with its consumers being facilitated through technology. This is accomplished via a number of approaches, including direct, data, one-to-one, and product promotion, as detailed by Iacobucci and Hibbard . Developing Interpersonal Commercial Relationships, on the other hand, include person-to-person encounters that link customers to customers, service providers to customers, and salespeople to customers. Businesses functioning together as services of goods/services, which need coordination and contact, are referred to as business marketing.

2.2 Evolving an integrative conceptual framework

In our study model smart supply chain, smart services, smart products, and smart operate and management are independent variables, making up the dimensions for the digitalization variable, while the dependent variables are contemporary marketing strategies, and practices.

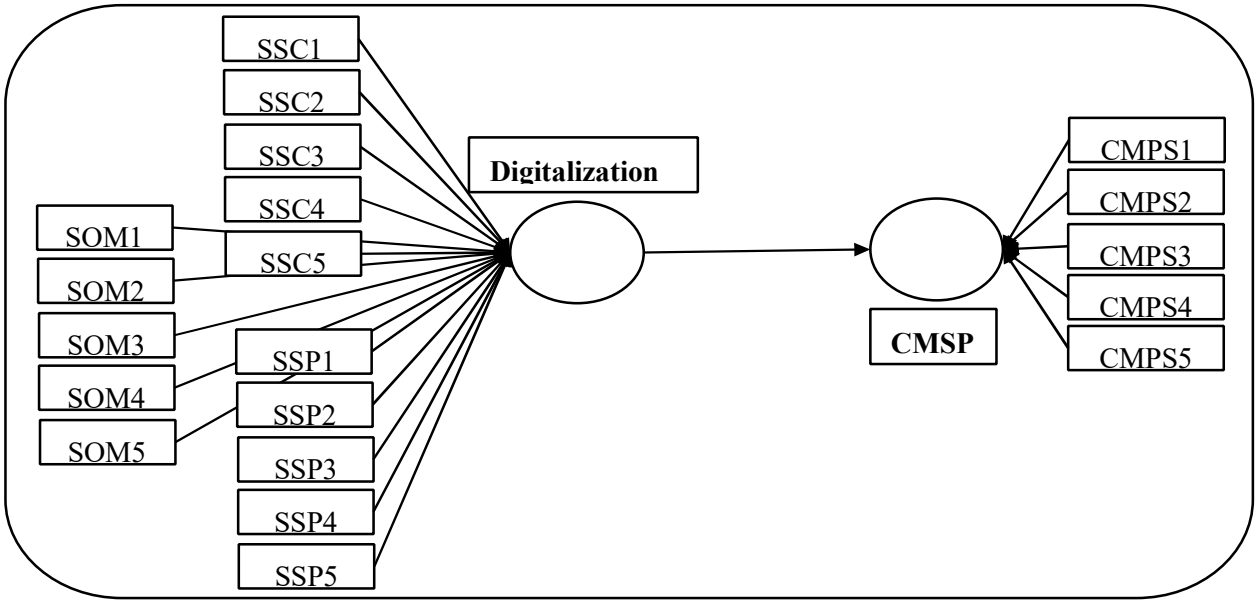

Figure 1. Conceptual Framework

Hypothesis formulation

Depending upon the above literature review, study variables, and problem statement following hypothesis are made.

H0: There is no impact or relationship exists between the digitalization and contemporary strategies and practices.

H1: There is a positive influence of using smart supply chain on the contemporary strategies and practices.

H2: There is a positive influence of using smart services on the contemporary strategies and practices.

H3: There is a positive influence of using smart products on the contemporary strategies and practices.

H4: There is a positive influence of utilizing smart operations, and management on the contemporary strategies and practices.

3.0 METHODOLOGY

Examination may be characterized exceptionally broadly as the orderly collecting and assessment of information and information on any subject. Investigate looks for to seek after arrangements through thorough strategies to supernatural and down to earth questions. There are numerous strategies of think about depending on the approach and setting, a few of which incorporate (a) Clear examination centers on gathering prove that decide the presence of what happens. (b) examination of the pertinence of the hypothesis based on consider of accumulated prove is included, (c) connected examination is attempted to supply arrangements to commonsense questions to be settled and to assist make choices in differing areas like item plan, handle plan and approach making, (d) fundamental science is conducted to fulfill logical interest instead of to utilize investigate prove for prompt reasonable utilize. Subjective inquire about (e) analyzes components that are not quantifiable and in this way not subject to estimation and quantitative translation for the consider subject. In contrast, quantitative research (f) requires impressive utilize of rebellious and strategies in quantitative investigation. A quantitative cross-sectional study was conducted to gather the essential information comprising on the characterized factors. The most information was utilized to conduct this quantitative examination. Information was collected from 140 study members in a test measure of 100, and survey overview were used as a information collection apparatus. Examination method could be a implies of making a difference analyst reliably address investigate issues. The inquire about approach ordinarily clarifies how the investigate is methodicallly carried out by the analyst. Positivism and Interpretivism are two main theories in research widely used by scholars. After identifying the research dilemma, designing the research, i.e. research design, is the most critical method. The study design allows researchers to take action with regard to research projects on research topics such as what, when, where, by what means, and how much and so on. Two types of research designs are commonly available, such as exploratory research designs and definitive research designs. Here, exploratory research designs are typically qualitative in nature, and definitive research designs are typically quantitative in nature at the same time. Conclusive research designs, such as descriptive research designs and casual research designs, can be further categorized into two major groups. We used descriptive analysis methodology in this study. This investigate makes utilize of graphic inquire about plan. Expressive examination plan is utilized to characterize modern data around people, occasions or behaviors, conditions, or the event of such occasions or circumstances (Gliner et al., 2000). Graphic examination is in some cases alluded to as expressive investigate and may characterize the comes about and highlights of any consider.

3.1 Deductive approach

The deductive approach starts with the idea of the subject matter hypothesis being accepted and refined into more concrete, testable hypotheses. When findings have been made, more filtering can be done to resolve the theories. Eventually, this would result in the researcher being able to check the data and validate the original research hypotheses. Saunders *et al.* (2009) indicated that an existing theory should be used to construct an adopted method when beginning work from a deductive position. The main data was used to conduct this quantitative investigation. Data was collected from 140 survey participants in a sample size of 100, and questionnaire survey were used as a data collection tool.

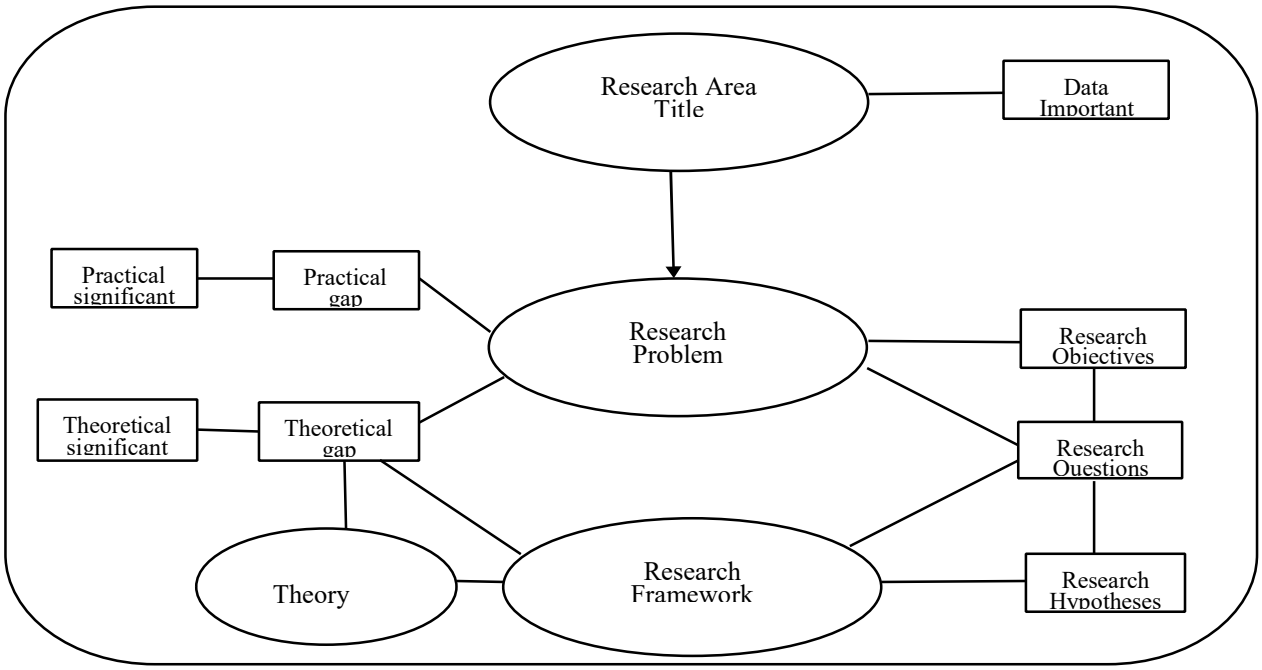

Figure 2: Research Framework

For the survey execution, we have followed the custom design approach (Dillman, 2000). This approach shows that surveys will achieve strong answer rates. The first communication is an e-mail until notification. The pre-notice is constructive and timely to inform the respondent that he or she is being asked to contribute by taking part in the inquiry. Sending an advance average increases the answer rate by about 5 percentage points (Dillman, 2000). The advance note was sent by the company manager and says shortly that the interviewees would obtain a survey, what the survey is all about, how helpful it is and finish with a brief thank you letter.

4.0 RESULTS

Demographics of the respondents are given in the table 1. Table shows the percentage distribution of the respondents by gender, marital status, age groups, qualification and experience. Male and female respondents are seen 71% and 29% respectively, while 56.1% and 43.9% of the total populated response are single and married caressingly, which illustrates that most of the respondents are not married. Rest of the categorical distribution can be seen in the table.

Table 1: Percentage Distribution

		Table N %
Gender of the respondents	Male	71.0%
	Female	29.0%
Marital status of the respondents	Single	56.1%
	Married	43.9%
Age of the respondents	18-25 years	29.8%
	25-35 years	53.4%
	35-50 years	16.8%
	Above 50	0.0%
Qualification of the respondents	Graduation	40.2%
	Master	39.9%
	PhD	1.5%
	Other	18.4%
Experience of the respondents	Less than 1 year	4.2%
	1-5 years	59.6%
	6-10 years	31.4%
	Above 10 years	4.9%

Descriptive statistics

Descriptive statistics for Usage of Smart Supply Chain is given below showing a minimum score of 2 and highest score of 5 while mean values can be seen between the decimals of 4.

Table 2. Descriptive Statistics of Smart Supply Chain

Items	N	Minimum	Maximum	Mean	Std. Deviation
SSC1	100	2.00	5.00	4.3262	.67745
SSC2	100	2.00	5.00	4.2888	.71867
SSC3	100	3.00	5.00	4.4797	.57531
SSC4	100	3.00	5.00	4.5280	.51237
SSC5	100	2.00	5.00	4.3090	.62607

Smart Services and products to shows a mean value of 4.4, 4.2, and even 4.5 suggesting strongly agreed throughout the responding.

Table 3: Descriptive Statistics Smart Service and products (SS)

Descriptive Statistics					
Items	N	Minimum	Maximum	Mean	Std. Deviation
SSp1	100	1.00	5.00	4.4456	.67088
SSp2	100	2.00	5.00	4.2328	.70318
SSp3	100	2.00	5.00	4.2771	.72094
SSp4	100	2.00	5.00	4.5076	.57925
SSp5	100	3.00	5.00	4.4014	.57534

Descriptive statistics for the Smart operate and management can be seen in the table 4, which also suggests a positive agreed response throughout the study.

Table 4 Smart Products Descriptive Statistics (SP)

Descriptive Statistics					
Items	**N**	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
SoM1	100	2.00	5.00	4.6137	.53916
SOM2	100	3.00	5.00	4.5293	.51387
SOM3	100	3.00	5.00	4.4650	.52563
SOM4	100	2.00	5.00	4.4143	.62929

In the end the descriptive statistics for the Contemporary Marketing Strategies, and Practices is given in the table 5, which shows a minimum response of 2 and maximum response of 5 on a Likert scale investigation.

Table 5. Contemporary Marketing Strategies and Practices Descriptive Statistics (BFF)

Descriptive Statistics					
Items	**N**	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
CMSP5	100	2.00	5.00	4.4014	.62249
CMSP1	100	3.00	5.00	4.5082	.54331
CMSP2	100	4.00	5.00	4.7966	.40289
CMSP3	100	4.00	5.00	4.6608	.47383
CMSP4	100	3.00	5.00	4.5354	.52560

4.1 Reliability and Validity Analysis

Reliability and validity of the scale data is measured using Cronbach's alpha and KMO factor analysis of the data. The Cronbach's alpha values 0.77 which suggests the data is reliable to make further analysis such as correlations, and can either be used investigate regression model. Likewise, the KMO factor analysis shows a significant value of 0.87 which is highly suggestable that data is normal and valid for further analysis.

Table 6. Reliability and Factor Analysis

Reliability Statistics	
Cronbach's Alpha	N of Items
.770	19

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.879**
Bartlett's Test of Sphericity	Approx. Chi-Square	195.31 5
	df	28
	Sig.	.000

4.2 Factor Analysis

Factor analysis of the components is given below, which suggests surprisingly better loadings to support the variables.

Communalities	
	Extraction
SSC1	.972
SSC2	.987
SSC3	.994
SSC4	.979
SSC5	.977
Smart Supply Chain	0.973
SSP1	.944
SSP2	.920
SSP3	.954
SSP4	.954
SSP5	.973
Smart Services and Products	0.956
SOM1	.979
SOM2	.972
SOM3	.987
SOM4	.994
SOM5	.781
Smart Product	0.881
CMSP1	.902
CMSP2	.977
CMSP3	.987
CMSP4	.915
Contemporary Marketing Strategies and Practices	0.942
Extraction Method: Principal Comp	nent Analysis.

4.3 Correlation and regression analysis

Pearson's correlation analysis is done to investigate the significant relationships between the variables, the results of the analysis has shown that the Contemporary Management Practices, and Strategies are pretty related positive with all of the investigated variables. Smart Supply, and Smart operate and management shows a highest positive relationship with the CM Strategies and Practices with a significance level below 5% ($p<0.05$).

Table 7. Pearson Correlation Analysis

Correlations					
		CM Strategies and Practices	Smart operate and management	Smart Services and Products	Smart Supply Chain
CM Strategies and Practices	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	100			
Smart operate and management	Pearson Correlation	.547**	1		
	Sig. (2-tailed)	.000			
	N	100	100		
Smart Services and Products	Pearson Correlation	.890**	.519**	1	
	Sig. (2-tailed)	.030	.000		
	N	100	100	100	
Smart Supply Chain	Pearson Correlation	.394**	.400**	.351**	1
	Sig. (2-tailed)	.001	.020	.000	0.02
	N	100	100	100	100

4.4 Regression Results

Regression analysis is investigated based on the study model, which illustrates the size of effect independent variables puts on the dependent variable. The study model can be interpreted as:

$$\Delta CM\ strategies\ and\ practices = \alpha_0 + \alpha_{SSC} + \alpha_{SSP} + \alpha_{SOM} + \in_R$$

α_{SSC} = Smart Supply Chain

α_{SSP} = Smart services and products.

α_{SOM} = Smart operate and management.

$\in_R$ = Regression coefficient

α_0 = Regression constant

In the following equation CM strategies and Practices, which is regressed over Smart Supply Chain, Smart Services and Products, and Smart operate and management in order to investigate the study objectives.

The table below shows the model summary for regression analysis, which gives .80 values of adjusted R square demonstrating 80% impact of independent variables on the dependent variables.

Table.8 Regression model summary

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	**.898[a]**	**.807**	**.806**	**.22464**

The below Table.9 and 10 shows the ANOVA results and coefficient table which elaborates the individual effect of the independent variable.

Table.9 ANOVA Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.819	3	43.273	857.488	.000[b]
	Residual	31.127	97	.050		
	Total	160.945	100			

Table 10. Individual Effects

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.047	.123		-.381	.703
	SSC	.138	.031	.097	4.487	.000
	SOM	.827	.021	.816	38.747	.000
	SSP	.081	.023	.068	3.477	.001

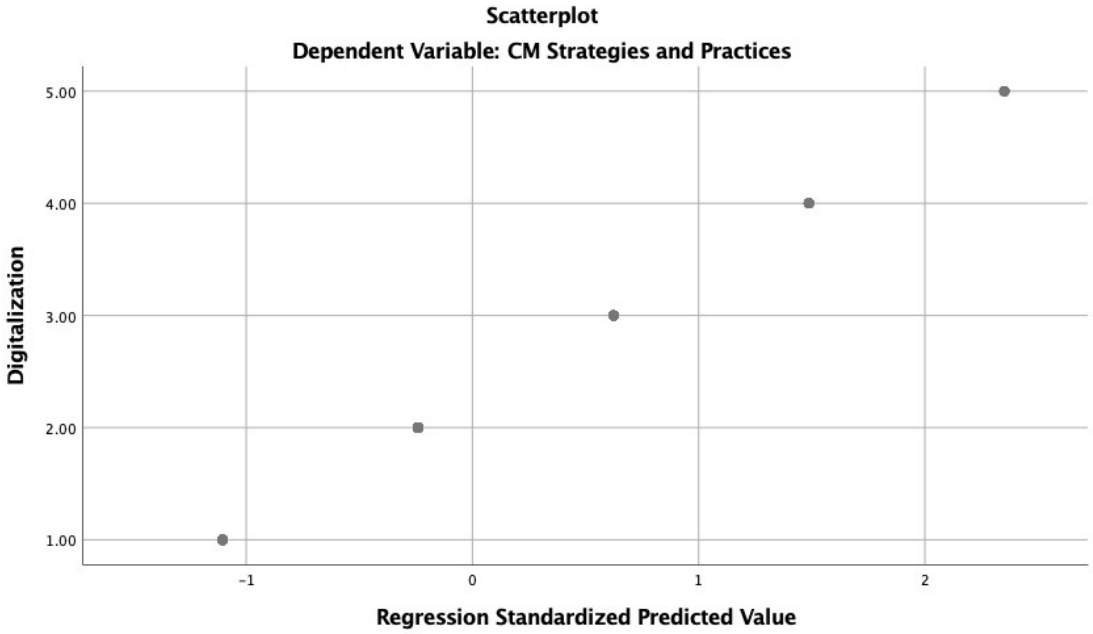

Figure 3 Regression Standardized Predicted Value

It can be seen through the table 10. That the smart operate and management effects the most which values 82% with a significance below 5%. The other variables such as smart services and products, and smart supply chain of digitalization effects positive too.

5.0 Discussions

One conference paper (Hund *et al.*, 2019) focuses on the research of modern project management that is a simplified online project management method. It begins with the idea and concludes with the completion of the whole project within the given budget and uses specific resources. Project managers as well as other industry professionals believe that digital technologies are becoming more and more crucial for manufacturing operations in the future. That is why it is fairly natural to assume that over time, these processes are increasingly technological and capital-intensive global. This growing intensity will have an influence on worldwide product competitiveness (Gobble, 2018). Because digitization has a solid footing in business, several firms have already implemented ERP cloud solutions. Reducing ERP expenses, improving and upgrading the system more efficiently, and improving system speed and performance, provide a new opportunity for large enterprises. At the same time, however, companies faced additional obstacles, such as lack of transparency and data protection, information security, integration hurdles and corporate problems. Problems such as the absence of top management support, poor internal communication, insufficient management of change and the redesign of business processes remain (Yoo *et al.*, 2012). Various managerial software and information systems, such ERPS, are a result of digital progress, and a real illustration of how firms may use digitization options on a daily basis. With respect to ERP systems, firms should determine best practices for them, since all options have their advantages and disadvantages. Granlund and Malmi (2004) claim that contextual elements such as organizational structure, industry, size and expenses of adopting the planning system of the business decide which is the best approach for each firm (Yoo *et al.*, 2012).

There also seems to be some major problems. A particular difficulty may be caused by a lack of transparency and data privacy since consumers cannot regulate data systems and worry about where their private

information is maintained (Yoo *et al.*, 2012). Even data security issues make people ponder whether their information is appropriately maintained and monitored (Steiber *et al.*, 2020). Therefore, transferring to a new cloud service provider cannot be done correctly, since it may be expensive and time-consuming to migrate all the data from one location to the other (Nambisan *et al.*, 2017; Smith, 2018). There might also be major discrepancies in the level of service given. Modification of present Cloud ERP may also include modifications to other operational, organizational and management problems. This is why the consumer might quickly become a "prisoner" of the cloud provider. Peng et al. (2014) further emphasize that cloud services might provide obstacles and hurdles for integration at the organizational level (Gobble, 2018). There is very little research on the installation of cloud ERP systems and it is thus difficult to determine whether the findings are generalizable. However, the use of ERP cloud systems seems to have additional factors to be taken into consideration by enterprises. Peng et al. (2014) argue that both CEOs and IT managers must thoroughly assess the entire technical, organizational and strategy consequences before making any decisions to pick any sort of cloud ERP (Gobble, 2018; van Riel *et al.*, 2013).

6.0 Conclusions

Continuous digital integration into current marketing and management is vital. There is plenty of ignorance and misconceptions in respect to digitalization's function and influence on marketing practice. Research strives to provide answers to philosophical and practical problems using rigorous methodologies. Descriptive analysis must be utilized for the definition of new information about individuals, events or behaviors, situations or occurrences. The major data were utilized for this quantitative study. Data from 140 sample size participants were obtained and questionnaire surveys were employed as a data collecting strategy. Descriptive research design is used in the investigation (Hartmann & Halecker, 2015). The study is based on the respondents which shows that the majority of respondents are not married. Smart services and products had a mean value of 4.4, 4.2 and even 4.5 which indicates that the answer was highly agreed upon. Table 4 presents descriptive data for the smart operation and management, which likewise show a favorable and agreed reaction throughout the investigation. Last but not least, the descriptive statistics for contemporary management strategies and practices are reported. A correspondence analysis was conducted by Pearson to examine the important correlations between the variables, the findings of the study showed that modern management practices and strategies are very positively linked to all the variables evaluated. Smart Supply, and intelligent operations and management have a very favorable association with CM Strategy and Practices, meaning below 5% ($p<0.05$). Adjusted R square values that have an influence of 80 percent of the independent factors on the dependent variables. The most effective impact of smart operation and management is 82 percent, significance level for which is less than 5 percent. Other elements, such as smart services and products and the smart supply chain, also have a favorable influence which is being concluded in the above experimental study (Huesig & Endres, 2019; Yoo, 2012).

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