

**T.C.
ISTANBUL GEDİK UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**EXPLORING THE ROLE OF DIGITAL MARKETING & ITS STRATEGIES
FOR CLOTHING INDUSTRY (A CASE OF TURKEY AND THE MIDDLE
EAST)**

MASTER'S THESIS

Heba Alsheikh SALEH

Business Administration Department

Business Administration Master in English Program

NOVEMBER 2021

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Thesis Supervisor: Assist. Prof. Dr. Ahmet ERKASAP

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İSTANBUL GEDİK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ MÜDÜRLÜĞÜ

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- 1) Tez Danışmanı:** Dr. Öğr Üyesi Ahmet ERKASAP
- 2) Jüri Üyesi:** Prof. Dr. Enver Alper GÜVEL
- 3) Jüri Üyesi:** Dr. Öğr Üyesi Ali ÖZCAN

DECLARATION

I, Heba Alsheikh SALEH, do hereby declare that this thesis titled as “Heba Alsheikh SALEH’ nin “Exploring The Role of Digital Marketing & Its Strategies For Clothing Industry (A Case of Turkey and the Middle East)” is original work done by me for the award of the masters degree in the faculty of Business Management. I also declare that this thesis or any part of it has not been submitted and presented for any other degree or research paper in any other university or institution. (26/11/2021)

Heba Alsheikh SALEH



PREFACE

First, I would like to thank almighty God for guiding me through all my way. And then I would like to forward my heartfelt thanks and appreciation for my advisor Assist. Prof. Dr. Ahmet ERKASAP for his suggestion, assistance, and invaluable advice. My great thanks and special gratitude are also addressed to all Marketing & Sales managers of real estate companies for their kind cooperation and providing me their precious time and valuable information about their company's experience during the analysis.

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November 2021

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EXPLORING THE ROLE OF DIGITAL MARKETING & ITS STRATEGIES FOR CLOTHING INDUSTRY (A CASE OF TURKEY AND THE MIDDLE EAST)

ABSTRACT

This study aimed to enrich the literature and fill the gap of prior associated studies which seek to analyze the digital marketing strategies that are usually implemented by the clothing or garments companies. This study analyzed the regional perspective adopted by the clothing companies for long period in term of digital marketing strategy when they come to handle the marketing of the companies. The study has guided and answered the research questions mentioned in the beginning chapter regarding the digital marketing strategy. Descriptive and causal research designs were used this study. The target population was of 772 staff in different managerial and non-managerial levels at the operational professions. This population was chosen since the people have day to day contact with one or more of the digital marketing strategic tools and can observe its impact on the performance and marketing effectiveness indicators identified. Stratified proportionate random sampling technique was used to select the sample. Stratification aimed to reduce standard error by providing some control over variance. Accordingly, respondents comprising of 264 were selected from the two stratum with 89 from managerial positions and 175 from non-managerial professionals. The researcher used primary data for this study and collected using questionnaires. The quantitative data in this research was analysed by descriptive statistics using statistical package for social sciences (SPSS) says Patil, S., & Mankar, A. (2016). Descriptive statistics includes mean, frequency, standard deviation and percentages to profile sample characteristics and major patterns emerging from the data. A multivariate regression model was applied to determine the relative importance of each of the four variables with respect to customer loyalty and satisfaction of the banks.

Keywords: *Marketing strategies, Digital marketing, Performance, Clothing industry*

GIYİM SEKTÖRÜNDE DİJİTAL PAZARLAMANIN ROLÜ VE STRATEJİLERİNİN İNCELENMESİ (TÜRKİYE VE ORTADOĞU ÖRNEĞİ)

ÖZET

Bu çalışma, literatürü zenginleştirmeyi ve genellikle giyim veya hazır giyim şirketleri tarafından uygulanan dijital pazarlama stratejilerini analiz etmeye çalışan önceki ilgili çalışmaların boşluğunu doldurmayı amaçlamıştır. Bu çalışma, giyim firmalarının uzun süredir benimsedikleri bölgesel bakış açısını, firmaların pazarlamasını üstlenirken dijital pazarlama stratejisi açısından analiz etmektedir. Çalışma, dijital pazarlama stratejisi ile ilgili başlangıç bölümünde belirtilen araştırma sorularına rehberlik etmiş ve cevaplamıştır. Bu çalışmada tanımlayıcı ve nedensel araştırma desenleri kullanılmıştır. Hedef nüfus, operasyonel mesleklerde farklı yönetsel ve yönetsel olmayan seviyelerde 772 personeldi. Bu popülasyon, insanların bir veya daha fazla dijital pazarlama stratejik aracıyla günlük olarak iletişim halinde oldukları ve belirlenen performans ve pazarlama etkinliği göstergeleri üzerindeki etkisini gözlemleyebildikleri için seçilmiştir. Örneklem seçiminde tabakalı orantılı rastgele örnekleme tekniği kullanılmıştır. Tabakalandırma, varyans üzerinde bir miktar kontrol sağlayarak standart hatayı azaltmayı amaçladı. Buna göre, 89'u yönetici pozisyonlarından ve 175'i yönetici olmayan profesyonellerden olmak üzere iki tabakadan 264'ü yanıtlayan kişiler seçilmiştir. Araştırmacı bu çalışma için birincil verileri kullanmış ve anketler aracılığıyla toplamıştır. Bu çalışmadaki nicel veriler, sosyal bilimler için istatistiksel paket (SPSS) kullanılarak tanımlayıcı istatistiklerle analiz edildi, diyor Patil, S., & Mankar, A. (2016). Tanımlayıcı istatistikler, ortalama, sıklık, standart sapma ve profil numunesi özelliklerine ve verilerden ortaya çıkan ana kalıplara ilişkin yüzdeleri içerir. Bankaların müşteri sadakati ve memnuniyeti açısından dört değişkenin her birinin göreceli önemini belirlemek için çok değişkenli bir regresyon modeli uygulanmıştır.

Anahtar Kelimeler: *Pazarlama stratejileri, Dijital pazarlama, Performans, Giyim sektörü.*

1. INTRODUCTION

Nowadays, organizations everywhere on the globe should assess how they introduce themselves on the web and what systems they carry out to successfully utilize the different web-based media specialized apparatuses for their potential benefit. Procedures following diverse innovative strategies, for example, narrating or instructive inventive methodology are ways one can publicize or situate a brand on numerous online media stages. The fast change in data innovation improvement and the expanded utilization of the web has changed the buyer culture radically throughout the most recent decade. Particularly in this current period, sharing data on the web and admittance to online media stages are pivotal says Bryman and Bell (2015). The straightforward entry to the web everywhere on the world makes it an instrument utilized secretly and expertly also. This change is profoundly pertinent for organizations as they are moving from customary to internet promoting and media. Clothing industry is considered as a necessary wellspring of exchange in Turkey and in the Middle East area. Organizations begin contributing and zeroing in on computerized promoting mostly through by expanding the current agreement levels of the idea and in the end making appropriate digital marketing; presence via web-based media needs to increment to have a channel that clients can arrive at the organizations through; low speculations levels of advanced marketing need to change and higher venture and spotlight on computerized advertising is required; trainings and workshops for computerized marketing are practically non-existent Bryman & Bell (2015).

The firms which are exporting clothes need to market their product using the best possible technology like digital marketing to make global reach of their products or services. It is mandatory for a clothing firm in the current world to use and implement a comprehensive and thoroughly implement a digital marketing strategy if it wants to be successful. Finance from different nations is likewise an examination subject. The result is an image of an industry with two battles (what are these battles, please repeat here once more) and aspirations. Encircled by a thriving however

different and intense business climate. Turkey is a significant part in this worldwide area of clothing industry yet was never left without rivalry. As industry, materials are additionally ordinarily quickly changing when new conditions arise stated by Lu, S. (2013). To stay effective, it appears to be consistently imperative to collaborate over borders, along esteem chains, making both benefit and supportability stated by OECD (2017).

As stated by Siamagka, N. T (2015), the marketing techniques and principles propagated using electronic media, particularly web is called E-advertising or computerized promoting. For interfacing business with the concerned clients, it utilizes the mix of direct reactions just as aberrant advertising components and an assortment of current innovation. It incorporates a wide scope of exercises that organization perform utilizing overall web like pulling in new pursuits, new marketing, recognizable proof and making of relationship with clients, working the current business and brand advancement.

According to OECD (2017), under the setting of wild rivalry between the clothing organizations and import/export, the clothing companies in the Middle East district are needed to altogether change their marketing ideas from the first "item idea" or "advancement idea" to "advertising idea". To begin with, the mix of promoting technique and organization promotion is helpful to the site publicity and brand working of material area everywhere on the world; Secondly, the arrival of data by the organization can convey a lot of data to buyers. While on examining the effect of advanced promoting, it is accepted that it was conducive to the far-reaching improvement of the data administration of the material area when contrasted with the material area of the economy, the advertising effectiveness enhancement, breaking the geological limitations of marketing and the legitimization of purchasers' utilization.

1.1 Background of the Study

The literature reviewed for the endurance, financial addition, intensity and benefit of dress industry, advancement is an essential (Jenssen and Randoy, (2006). With development in computerized world, organizations can utilize online media like twitter, Facebook, Instagram and so forth. These sources are celebrated for absence of any limitations on them and for the right to speak freely of discourse;

consequently they can be adequately utilized by organizations to arrive at their clients and to get straightforwardly associated with them as there is no center man or third individual present between both the gatherings (Jenssen & Randoy, (2006).

Numerous associations are charmed to grow the usage of the substance marketing apparatus in their advertising approach, as they see the limitations of the ordinary promoting correspondence framework, and moreover the tremendous open doors brought by advanced showcasing" Loredana, (2015). Different companies are absolutely captivated by the advanced marketing as an elective device from the standard advertising anyway in regard to run wonderfully in the garment's companies in Turkey, digital marketing should be used as a piece of a particular circumstance Loredana, (2015).

1.1.1 Implement the marketing strategies

At the point when the idea of the objective client is chosen, the execution of the marketing systems becomes an integral factor. This progression makes it vital to utilize the 4Ps of market techniques and execution which are value, item, advancement, and spot. To convey and speak with the customer of garments it is basic that the firm incorporates all the 4ps together and devise a thorough marketing plan. At the point when the necessary cycles have been done the time has come to deal with the client connections in a viable way. It is better for the firm to direct research available rather than making an item with predominant client worth and giving them consumer loyalty through benefit. Exceptionally fulfilled customers can be created when a firm goes through such administration. These customers will remain steadfast and buy considerably more later, permitting the firm to have a promising productivity over the long term. This benefit can be utilized in the development of the organizations over the long term period says Jobber, (2001).

1.1.2 Evolution of digital marketing

The historical backdrop of digital marketing starts with the utilization of the Internet and even more explicitly the web indexes. The advertisers, with the ascent of these instruments were concocting the progressions and noticed the way web indexes positioned diverse site pages. Digital marketing is recognized as the utilization of various web associated gadgets like PCs, tablets and so forth to draw in purchasers

with online special instruments. Advanced marketing channels are various, and they have been shown in the Figure 1.1.

The timeline below will depict those changes:

1991: Gopher was one of the main organization or search apparatus utilized generally for certain years. Its utility declined with 100 Gopher workers currently listed.

1994: Jerry's manual for the World Wide Web was dispatched. The name has a place with one of its organizers Jerry Yang. Later it was named Yahoo. Yippee accomplished 1million clients in the principal year of its dispatch. Around the same time, the primary global standard body for the Internet called World Wide Web consortium (W3C) was arrangement. This body controls the numerous arrangements of design and coding norms which are utilized via web indexes when they rank a site a quality score. In a similar timeframe, the enterprises began to update their company's sites to accomplish a higher web search tool scoring (Smyth, 2016).

1995: Infoseek dispatch: A web index that was very well known in its time has been shut down. Inktomi was obtained by Yahoo. In 1995, AltaVista turned into the selective supplier of search data results to Yahoo. Notwithstanding, the circumstance switched with AltaVista being given data query items by Yahoo. At that point in 1995 Excite got the permit to two web indexes Magellan and Web crawler and this was additionally open.

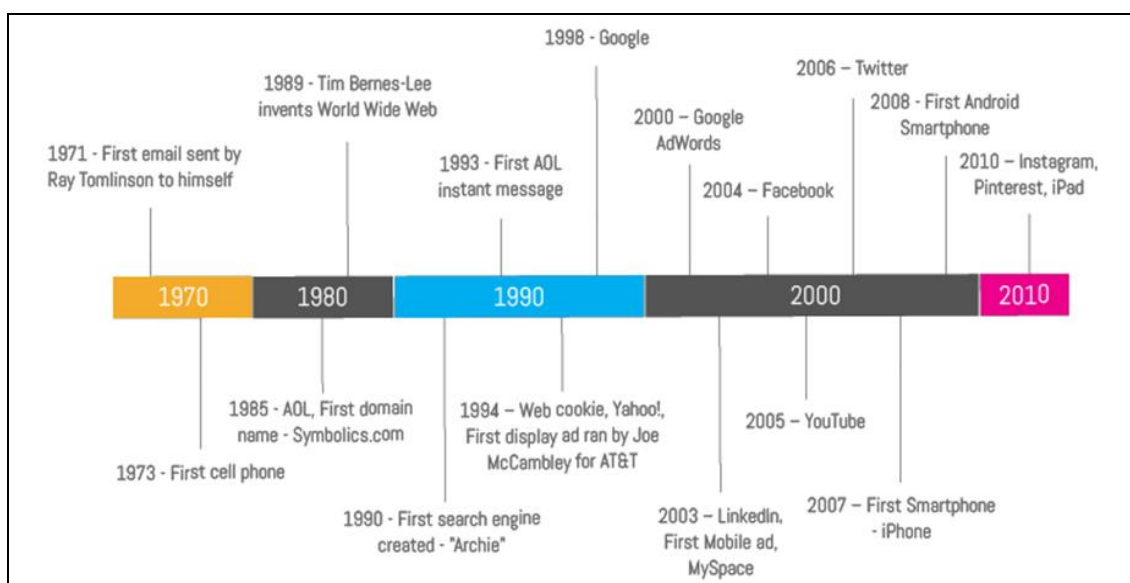


Figure 1.1: Evolution of digital marketing

Source: Media Ocean. (2015)

1996: *HoBot*, Look brilliant and Alexa web search tools were dispatched in this stream.

1998: The Google Corporation was dispatched by Larry Page and Segey Brin in September 1996. Around the same time numerous other new web indexes were likewise presented. At the point when Google opened to the world it was valued at right around 23 billion dollars. This was trailed by the Microsoft dispatching its web search tool as the MSN web search tool and yippee's web search tool was known as the Yahoo Web Search.

2001: Internet was acquainted with the overall population and this enormous passage was trailed by swiping off of the numerous little web crawlers. The present circumstance gave a chance to the large monsters like Google and Yahoo to make their stable situations on the lookout.

2004: The Web 2.0 meeting was held in which accentuation was set on having more client produced content on the Internet and furthermore provided a specific guidance to it. With this the Internet was detonating with Webpages and this additionally demonstrated that Google was having the list to around 8 billion website pages in 2004 (Gaitho, 2017).

2006: Traffic on the Internet developed to a challenging 6.4 billion inquiries just in the period of March. Live inquiry was dispatched by Microsoft which supplanted MSN search. This was additionally going to rival Google and Yahoo. DexterB.com was mixture site which connected the indexes just as the online articles. This was characteristic of the ascent of computerized marketing. The SEO history likewise encountered a kickback when Google restricted BMW Germany and Ricoh.de for multi week since they had utilized dark caps SEO strategy.

2007: The Web 2.0 meeting had anticipated that there would be a huge expansion in client created content. This turned into a reality with the presentation of web-based media. Web-based media changed the scene of the Internet. Client access was expanding by consistently due to cell phones permitting clients to obtain admittance to Internet anyplace whenever (Smyth, 2016).

Throughout the entire existence of advanced promoting, it very well may be obviously seen that change is rudimentary. The change Internet clients and computerized advertisers notice is quick and with a more extensive reach. This

chronicled instruction showed us how fruitful web search tools were dropped out of the race since they couldn't keep themselves refreshed to the new changes or they essentially went broken. The Web 2.0 channels and web-based media in a roundabout way impact the web search tools in positioning of the sites constantly. The computerized advertisers of today need to stay aware of the relative multitude of updates of the web crawler positioning and furthermore watch out for all forthcoming patterns on any advancements which can present more brilliant and productive calculations for shrewd motors. In this quick race nobody needs to be abandoned (Gaitho, 2017).

2009: Instant constant indexed lists were dispatched by Google in this year. AdWords are 3 line promotions which typically show up on the highest point of your internet searcher results and AdSense, an expense for each snap commercial strategy were dispatched by Google. Google immediately turned into a pivotal part in the domain of computerized promoting and business since then it began to target advertisements dependent on client's inclinations.

2010: Google Buzz and WhatsApp are dispatched.

2011: Google panda and Google+ were presented which outperformed the TV viewership. Individuals began investing increasingly more energy in these web crawlers and they turned into the excellent mediums (Smyth, 2016).

2012: The time of web-based media had begun. Organization began spending a huge lump of their financial plan via online media (64%). The Google information chart was additionally dispatched. In 2012 Myspace and Facebook were the mainstream web-based media sites in the general population. Enterprise began utilizing web-based media as intends to advance their business. Online media was likewise used to use organizations.

2013: Yahoo gained Tumblr.

2014: Smartphone and cell phone clients expanded in a quick manner and it outperformed the clients of PC. Custom-made advertisements on LinkedIn, Facebook courier and IWatch were presented. Around the same time Facebook gained WhatsApp.

2015: Snap visit with its finding highlight likewise turned out to be rapidly mainstream. Numerous innovative examinations were presented just as wearable tech

alongside content promoting. Facebook delivered their moment articles too (Media Ocean, 2015). In the field of promoting the treat additionally served to be a significant component. The treat was presented fully intent on recording client propensities. Yet, after some time its utilization has been changed. Presently the treats are coded for offering advertisers various approaches to gather exacting client information.

2017: Facebook, YouTube, Instagram, Twitter, Reddit and so on are as of now the most mainstream online media organizing locales. As per the record on June 30th, 2017, Facebook has a 2.01 billion client base.

The extension for computerized advertising is expanding dramatically. The organization proprietors and the clients are presented to an ever-increasing number of chances. Any individual who wishes to set up their business solidly then they should utilize the computerized promoting in a reliable manner.

1.2 Research Problem

Despite our best efforts, there seems to be relatively few research which have depicted the Turkish clothing industry's pertinence for its economy. This research intends to find how the investigation of advanced marketing strategies can assist with improving the round of tasks among Turkey's and Middle East locale and can tell and propose as far as enhancements for these three levels: firm, industry, and country. This present study intends to contribute on these areas, in clothing companies. Companies all over the world are bringing their brands into the digital space whether they are local or export companies. Both entire industries and brands are increasingly being present online. Companies are increasingly becoming active with the rise of information exchange in pictorial form Saura, Palos-Sánchez, Cerdá Suárez, (2017). Nowadays, many companies use digital marketing as a communication outlet, making it possible for companies to target their audience precisely. As stated by Ryan and Jones (2009), there is a need to differentiate communication campaigns according to the various target audiences. Advertising is most effective by providing tailored content on social media that attracts the audience towards the brand and the content created.

According to Tauten & Solomon (2013), the area of emphasis for a social media campaign should be a single business objective. It can be for any social a media platform like Facebook or Instagram. To ensure an effective and successful social media marketing strategy, several factors can be implemented, and key metrics can help measure its effectiveness. Such factors under the agenda of digital marketing are mentioned below:

- Getting the required feedback from users.
- Creating email marketing lists
- Enhancing websites traffic
- Making the general brand engagement better.
- Driving of sales directly.

Academic literature has been researching on the topic of creative digital marketing strategies, rational or emotional appeals, for many years Lu (2013) conducted research for traditional media and new online mediums Kotler, Kartajaya, & Setiawan (2016). Which leads to the question: Can these findings for effective creative strategies be translated to the social media network? Therefore, the key research problem of this dissertation is:

To evaluate whether digital marketing tactics for textile industry between Turkey and the Middle East export intends to be effective or non-effective.

1.3 Purpose and Research Questions

The object was essentially to discover how significant the clothing industry in Turkey trade with Middle east under the digital marketing strategies, centering around channel correspondence of import/export. Turkey do have some national advantages, and not least its beneficial geographical position. Purpose of this thesis is consequently to map and investigate certain apparel manufacturers to understand their importance, impact and possibly the future of this industry between Turkey and the Middle East. With examples from Istanbul the main objective is to portray these firms' development and contribution to the Turkish economy. Market, communication, investments, and government targets are the core measures. Empirical information is analyzed with the strength, weakness, opportunities, and threat (SWOT) framework, by the respondents' picture of firm, industry, and

country. To some extent also as individual companies. Economy and industry development are compared with the respondents' stories, over time and with the countries of Middle East OECD (2017). Below are the questions to be answered by analysis, discussion, and conclusion. They are formulated wide enough to possibly catch up on side topics, beside the interview guide. Fields that the respondents might point out as important.

- What is the managerial view of Turkey's textile industry – textile exporting sector, how is it going, how can it be developed and how does it contribute to the country?
- How can Turkey's textile export sector improve in the future, based on results of the case study? What is the impact of competition, state, FDI and customer relations?
- How the digital marketing tactics are important for development for export, in firms, industry and nationally? And how do the respondents compare Turkey with Middle East?
- Make a comparison between the social media messages of Turkish clothing companies and the Middle East, whichever is more influenced by sites in English, Arabic or Turkish?

The purpose of this study is to figure out some appropriate way to examine the digital marketing strategy and digital planning associated with the textile sector of the Middle East region by analyzing its marketing situation, to propose targeted strategies to help it improve the marketing level based on this.

1.4 Limitations of the Thesis

The chosen research subject could have been interpreted by many different resource possibilities. Knowing that the research was done based on an academic approach with limited resources and budget, some compromises had to be made to keep going with the research and manage to get the best results out of it. The survey was conducted in different cities with various social, education and demographical levels that vary from a city to another. One of the limitations, as we know export/import is a huge field so collecting data of all the manufacturers or exporters might be difficult, so some of the exporter or companies might be missing in the thesis.

1.5 Significance of the Thesis

This study will extend digital marketing literature and companies' perspective to use it in the future strategic planning. This study is important because it will provide the manufacturers and importer/exporter point of view with a thorough understanding of the digital marketing and strategic tools and give them more awareness so they can decide appropriately. This study aims to discover internet marketing effects on the regional companies and suggest in terms of improvements on these three levels: import/export, industry, and country.

Practically this study will mainly analyze the strategies and digital planning of each sector significantly the advertising under the foundation of the new era and proposes the focused on answers for certain issues in marketing by examining the current advertising circumstance of Middle East, to give a reference to the change and enhancement of promoting program, which has certain functional importance says Jussila, Kärkkäinen & Aramo-Immonen, (2014).

1.6 Overview of the Chapters

The dissertation is divided into four main chapters including the literature review, methodology, results and lastly the conclusion.

- The first chapter focuses on study topic relevant review such as introduction, research questions, purpose, and the research problem.
- The second chapter focuses on secondary research, in which the literature review is derived from academic literature on the research topic. An overview of digital marketing and integrated marketing strategies are given, followed by definitions of storytelling and informational creative strategies. Along the literature review, social media and the social media platform are described. Moreover, best practices for export textile operation between Turkey and the Middle East are described.
- The third chapter focuses on the methodology of this research dissertation and the steps followed throughout the research process, to examine which creative strategy is the most effective on social media for

companies/manufacturers. Furthermore, the method to collect relevant primary data is described.

- The fourth chapter of this dissertation includes primary data collection and a thorough analysis. The results will clarify the research questions.
- Lastly, the conclusion, practical implications, and limitations of the study as well as future research will be stated.



2. LITERATURE REVIEW

This chapter deals with literature & empirical reviews and contains concepts regarding the textile industry and digital marketing to provide relevant practice in the field and to come up with a suitable conceptual framework. The literature & empirical reviews of this study focus on the concept and the role of digital marketing & its strategies for clothing industry in the Turkish and Middle East market. Based on literature review and the relationship between research variables, conceptual framework and model developed at the last part of literature review.

2.1 Digital Marketing

Currently, it is noticeable that marketing is rather about building relationships with the customers Buzzard, (2011). This type of marketing is basically relationship marketing. It looks to make long haul and commonly gainful organizations to hold these clients. This goes with offering unique arrangements for faithful clients and setting up certain gatherings or clubs to cause these elaborate customers to feel exceptional and get grand medicines, this can be seen in the greater part of the grocery stores yet additionally in web stores in reference structure says Buzzard, C. (2011). It works by the way that a new customer gets an advantage or a discount, and the person who has brought a new customer gets a credit to his account for which he can buy something. The significant operations are finished by protocols that give the site pages, messaging, texting, media transmission, documents sharing and numerous others. The digital marketing is spreading quick and turned out to be amazingly alluring for promoting items and brands because of expanding quantities of clients. The fundamental benefit is the quick completion of substance and reaction; this is basically known as digital marketing according to Kotler, P.; Kartajaya, H.; Setiawan, I (2016).

The things change over time and marketing is one of them. Marketing requires more and more attention over time. New programs, applications, and everything around the customers have us an impact on what direction will marketing take. This world

brings new needs and innovations that customers require and are increasingly demanding. And just to address and meet the needs of the customers is the main objective according to Jussila, J. J., (2014).

Digital marketing has enhanced and change the way of advertising as stated by Kotler, P (2016). Customer now have more data about the items, likewise they can contrast the cost of the item and another store just with a single tick. These cost comparators assist clients with tracking down their ideal item at a superior cost or inside better conditions, store nearer to them or free transportation and so forth on the Internet, there are among different locales where clients can impart their insights, assess the items, and get them. Digital marketing is in certain territories considerably more significant than traditional marketing Kotler, P (2016). In any case, an advertiser ought not take them independently, on the grounds that the disconnected correspondence is especially important too according to Sułkowski, Ł.; Kaczorowska-Spychalska, D, (2016).

The advertising specialized apparatuses through the web brings a few benefits, which can make promoting more exact and viable. With the assistance of STP (Segmentation, Targeting, Positioning) advertisers can make a mission zeroed in on the correct kind of crowd. These missions are effectively quantifiable due to the measure of information gathered. Promoting programs ordinarily check the quantity of perspectives, taps on the notice, time spent on the site and part of others valuable information. The ads on the Internet can be immediately dispatched and effectively editable, this makes them compelling and generally modest considering the quantity of clients tended to. If the advertisement does not work it can be immediately stopped, this means that the company is not losing any additional money says Saura, J.R.; Palos-Sánchez, P.; Cerdá Suárez, L.M, (2017) in their study.

There are numerous factors which regulates the digital marketing communication in the companies are depicted from the Figure 2.1 below:



Figure 2.1: Important regulators of digital marketing

Source: Saura, J.R (2017)

i. Achieving goals through digital marketing:

Digital marketing is another way to accomplish desired marketing goals via the Internet. It contains same factors as classical marketing, many activities that are used for communication with customers. Kotler, (2016) says in his study that by the communications, it is meant influencing, persuading, and maintaining customer relationship. Kotler, (2016) highlight the fact that marketing must be complex, all activities must be done together, when they are done separately it loses the meaning and effect. According to Kotler, (2016) digital marketing implies a greater number of interchanges and individual way to deal with each client. Care about the clients should be consistent activity because of the conditions changes continually. With the assistance of innovation, marketing quickly changed, and organizations had to discover new ways how to draw in new clients. Advertising correspondence extended and clients got a totally unexpected situation in comparison to it was previously. Digital marketing is consequently portrayed correctly according to them.

ii. Time and effort saving marketing communication:

According to Kotler, P.; Kartajaya, H.; Setiawan, I (2016), the fundamental changes are inside correspondence, the position, speed and reachability of the client and support. Correspondence on the web through computerized promoting is super-quick

now in contrast with typical mail. Presently with the innovation that is accessible, individuals can visit about everything and the message can be effectively spread. The correspondence among maker and client likewise changed. Prior to the web and internet shopping, the greater part of the exchanges occurred by and by eye to eye. Presently it is very surprising, mysterious. To remain alive in the market organizations, should discover the best approach to connect with the clients once more. Correspondence with clients is still a lot formal, it ought to be closer to home, kept on the specific level yet don't seem like a robot. Digital marketing has given associations that each client has are broad and with the speed of the present correspondence the organization can be wrecked or brought into the main market players. There is no respect on the social network, this means that company should adapt to the market wherever across the globe.

iii. Higher rate of customer engagement

Digital marketing communication has lasting advantage of more customer participation and engagement from the company. Participation during the time spent advertising intends to give individuals more data from individuals who comprehend their concern. Interface them with the perfect individuals from the organization. A large portion of the advertisers have no clue about the creation of the items and for this situation, some specialist or maker could give more definite data. Additionally, tuning in to clients is one of the significant things the organization can do. Offer to include their clients during the time spent creating or adjusting item. This will guarantee their dependability and cause them to feel associated with the organization and brand says Kingsnorth (2015).

iv. Instant feedback and electronic transaction

Gaitho, M. (2017) says that this two-way communication offers instant feedback and response to the customer and it also offers to be able to purchase something the user must use computer, tablet, or mobile phone with internet access. All purchased goods can be paid by electronic payment transactions of several kinds. Credit card, bank transfers, cash on delivery and for a small amount of money even SMS payments and other ways of payment can be used to pay for the products and services.

Gaitho, M. (2017), stated that with purchasing and selling products on the Internet, it is common that most of the e-shops provide many of shipments methods, depending

on the selected way of payment, quantity, and weight of the purchased goods. For customers, it has many *advantages* such as comfort during the shopping, fast response and comparison with other products and online stores. The *disadvantages* are that the customer cannot touch and try the goods, mostly must pay the postage, and must wait for the package to come.

2.2 Digital Marketing Strategies

The marketers adopted the online platform to grow their business and go to the digital marketing strategies for sake of unlimited benefits from it. Some of the useful strategies that clothing businesses and companies dealing with imports/exports can deal are shown below in Figure 2.2:



Figure 2.2: Useful digital marketing strategies for clothing businesses

Source: (Self-made)

- i. **PPC (Pay-Per Click)-:** This is the fastest way to bring traffic to your website. But it will also cost you money, unlike other common digital marketing strategies. You can look at its name to understand how this model of advertising works. You will post an ad and for every click, you will need to pay. Your cost will be different for different ads based on the keywords you target or the network you are advertising in. A lot of advertising networks that can run your PPC ads. Google *AdWords* is the biggest of those networks. But the cost of PPC ads is cheaper in Bing. Popular social networks like Facebook and Twitter also provide this facility. To succeed with this strategy, you will need to target the right keywords. The keywords must be affordable and relevant to your business says Kingsnorth (2015).

This kind of promoting comes in the class of logical notices and furthermore incorporates web indexes like Google. The installment is finished by the sponsor to the ad distributor for getting a tick on their notice. These PPC ads can be seen either on the highest point of the website page or the base.

The Google Ad words publicizing stage is liable for Google's PPC search advertisements. This permits the promoters to put offers on various watchwords and setting various financial plans. A Google Ad-words account is vital for any publicist to distribute a promotion on Google. Most associations can't stand to only rely upon PPC advancing. It's exorbitantly expensive, and offered totals unavoidably climb.

- ii. **SEO & SEM-:** This is the most important Digital Marketing Strategy. In this, you need to make your website search engine friendly so that your site can rank higher up in the search engine results according to a study Word stream, (2015).

SEO puts the act of amplifying a site for getting a higher position on the web indexes results page Word stream, (2015). This includes working with a bunch of standard boundaries which are put by the web search tool list. This empowers the web index to show clients the pertinent item available to be purchased. This likewise assumes an immense part in procurement. This is on the grounds that it ensures the special mission which shows up in the query output permitting the firm to focus on its set client crowd. A straightforward and very much planned. Site is enhanced for the web index results. This infers that SEO assumes a vital part in holding of clients as the two factors above guarantee a decent client experience Word stream, (2015). This is

the main Digital Marketing Strategy. In this, you need to make your site web search tool amicable so your website can rank higher up in the web crawler results. The other key part of SEO is the utilization of keywords and expressions for Maximizing outcomes. The watchwords go about as labels which go about as something discernable from the substance of different sites. The deliberately right utilization of such expressions will empower the query items to be further developed and exact says Palos-Sanchez, (2019).

In order for SEO (*Search Engine Optimization*) to be successful you need to use the right keywords in your site content, use SEO optimized images, write nice titles and meta description, choose the length of your content correctly and write your content in a correct format. Use Videos for Advertising-: Video can be used in telling stories in such a way that no other forms of advertising can. This makes it easier to connect with your audience. In today's competitive online world, you need to stand out from others to attract an audience. And video can help you do that. There are a lot of possibilities of using your creativity while making a video.

SEM (*Search Engine Marketing*) is another technique on how to build consciousness of an item or brand among individuals. The primary distinction from SEO is the last letter - the M that represents Marketing. As a result of it, the perceivability of the page is accomplished through paid promoting frameworks. To act as an illustration of these can serve PPC (Pay-per-click) frameworks like AdWords, Sklik) or enlistment in record or rundown of firms says Portent. (2015).

- iii. **Branding-:** Loredana, P. B. (2015) says that Good name and a good logo alongside a creative motto can help your company a lot. Assets of your brand must be used in each content that you put out. For example, if you are making an Instagram post make sure to put your logo somewhere in it. The main goal of this is to make your brand prevalent in the mind of consumers so that they think of your company first when they require related products. Good branding can create "brand evangelists". They can help you with marketing by trying to persuade others to use your product.

Blogging and Microblogging:

Loredana, P. B. (2015) states that "Blogging content to a blog can be utilized as a path how to tell clients about the organization or item". The primary weakness is the

time expected to make a fascinating substance. A blog can be essential for content management framework (CMF) of the organization, this permits anybody to post short articles without any problem. Microblogging is amazingly like writing for a blog except for the posts can contain just certain number of characters. The run of the mill illustration of microblogging is twitter. Twitter updates can contain just 140 characters however can contain emoticon, hashtags and joins which are appeared under the post. The posts ought to be straight and intriguing. Even though it tends to be utilized for promoting purposes it ought not resemble a common ad, the posts ought to be more educational to get individuals inspired by the item or brand. These little advances increment the off-page rating of the site that is unimaginably sure for expanding the significance of organization locales says Loredana, P. B. (2015).

Viral Marketing:

Viral marketing can help put a startup on the limelight. Going viral on the internet will give your brand enough buzz and attention. If the content you create goes viral, it can make your business successful immediately.

Affiliate Marketing:

According to Marrs, A. (2014), Just like influencer mark You should consider making it a part of your marketing campaign. However, you should always combine affiliate marketing with other marketing strategies to make it more effective.

Social Media Marketing: Social media marketing is king in any marketing strategy. Write content that can impress both the reader and the search engine. Your content should satisfy your audience, not just attract them says Smyth, G. (2016) in the study. You can attract an audience by making clickbait contents, but you cannot make them your products. It is a good idea to hire professionals to create your content. Do not just use social media to advertise your products. Also, use them to connect with your potential customers on a personal level. Use social media for marketing because it is a cheap way to show ads to your customers and best tool to increase your products awareness in the marker because almost everyone active on social media everyday sharing their personal life experiences and you can easily track them and target them according to Smyth, G. (2016).

Back in the 90's, the customer gained insight about a company only through interaction with a salesperson. The development of media led to the creation of

media adverts, direct mails, and other events. These are now the basic tools for customer engagement. Along with these many important factors, social media marketing also plays a vital role says Smyth, G. (2016).

Everybody has an alternate insight about web-based media. In the domain of web-based media, we need to consider three unique things which are social, media and network. The social viewpoint is about how advanced locals carries on with their public activity. It's a serious open culture which supports investment and standards of vote-based system, opportunity and open cooperation among the clients permitting admittance to a wide range of data which are a blend of various evaluations, surveys, remarks and different pictures and shared stories. It tends to be said that being a piece of the web-based media network one is associated with various limitless people, firms and different elements which can share thoughts, can communicate, work and do composed examination and exercises on the online stages. Online media is involved Facebook, Instagram, LinkedIn, and other such applications. These applications permit web-based media clients to share and communicate their thoughts on such stages (Sigala, Christou, & Gretzel, 2012).

Different foundation of web-based media permits the joined clients to distribute and show their publication works, recordings, and other substance. The instances of such stages can be YouTube, Pinterest, and Flickr. Business advancements can be effectively done on such web-based media stages as it permits the buyers to associate with the firm straightforwardly and permitting a solid circulation of substance (Buzzard, C. 2011).

Other web-based media locales like LinkedIn, YouTube, Instagram, Google+ and numerous others offer their clients a wide range of sorts of cooperation with clients which are looking for administrations, items or other kind of data identified with a firm. These stages are generally utilized for illuminating the purchaser about unique limits, deals seasons. These stages are likewise significant apparatuses for guiding the traffic of watchers to the principal structure site (Lexicon, 2013). Online media can give the firm an understanding into their customer mind. When they understand what the preferences are and the aversions of the client and what is their insight on specific things it is simpler for them to decide.

Roles of social media for developing business firms: Jarvinen, J.; Karjaluoto, H. (2015) says that web-based media crusade infers the web-based media crusade includes the utilization of one of the online media applications to work with the business objective in an exceptionally organized marketing technique. Focusing on and quantifiability influence the various missions which can be made and in this manner is the thing that makes them novel from the ordinary online media projects.

Laying out web-based media crusade objectives: The space of accentuation for an online media mission ought to be a solitary business objective. It very well may be for any friendly a media stage like Facebook or Instagram. As indicated by Jarvinen, J.; Karjaluoto, H. (2015), following are a portion of the shared objectives for web-based media crusades.

- Getting the necessary reviews from clients.
- Creating email marketing records lists
- Enhancing online sites traffic
- Making the overall brand commitment better.
- Driving of sales straightforwardly.

The objectives of a mission should be straightforward and unmistakable. A pattern metric of the objectives one needs to be accomplished is needed as it is essential to follow the progressions just as the kind of execution saw during the mission. Three variables are answerable for molding the objectives. They are the methods, message, and the objective buyer. The diverse sort of friendly crowds has various preferences with regards to picking the correct web-based media stage for the assigned audience says Jarvinen, J.; Karjaluoto, H. (2015).

Social networking sites: The reason for the person-to-person communication site is to give clients a stage through which they can interface with others. The informal communication locales, for example, Facebook, LinkedIn, and Twitter will in general be the essential methods for most current advertisers. These destinations could put the advertisers one on one with the customer and the possible client and can be the best with regards to driving the path in management. The users are inspired by the following assumptions:

- Responding to one another's substance by posting and sharing it. Practically any sort of substance can be shared among one another.
- Direct contact with the reaches one has. The advertisers can utilize the companions or fan base of anybody since it shows how captivating it very well may be.
- The conversation and imparting of insight on significant and current news and occasions inside a local area Tuten & Solomon, (2013).

Instagram:

Instagram is the predominant long range informal communication site where individuals associate with their companions, make gatherings, visit with one another, or even mess around. A great many individuals invest their energy on interpersonal organizations, that makes it an interesting issue for marketers. Instagram falls under the Facebook company; it is a photo and story sharing website and application that connect users. It allows posting advertisements that look like a typical post of users. This eliminates the effect of so-called banner blindness, which occurs when people automatically overlook the advertisements.

Instagram is an online media stage where advertisers can utilize the capability of visual substance to look for their items. This is on the grounds that the majority of the posts on Instagram are normally delivered to VIPs and individual pictures of clients (65%). Instagram is maybe the most famous stage for improving the client produced content, subsequently making a relationship with the customers Tauten & Solomon, (2013).

Facebook:

The day by day dynamic clients' base of Facebook is 1.2 billion individuals. The possibility of Facebook was set on the guide by Mark Zuckerberg. The socioeconomics of Facebook itself cover each area, age, and sexual orientation. This makes the site a critical spot for individual and expert associations and contacts. This has prompted the production of Facebook advertisements which are significant for advertisers in light of the fact that each sort of crowd is occupied with utilizing the platform Treadway & Smith, (2010).

Facebook permits organizations to make a record which appears to be similar and has similar highlights as a typical client's profile. A business record can be overseen by a few typical clients' record, the setting relies upon the overseer. Clients can become aficionados of an organization's page a follow the news and channels. These pages can have public informing dividers, share photographs, make occasions, or set custom applications. For an organization, it is a great idea to have Facebook profile so clients can associate with it and it is a decent web-based media advertising apparatus says Treadway & Smith, (2010).

Facebook offers commercials called Facebook Ads. Since Facebook gathers such a lot of data about its client, the focusing on and situating on the correct clients is incredibly simple. By choosing the areas, interests, age, and part more standards. It gives a few configurations how to introduce the item or organization like plain content, video, photographs, merry go round, slideshow, and others. The way toward making an ad relies upon the reason it very well may be deals on your site, downloads of an application or expanded brand mindfulness Treadway & Smith, (2010).

LinkedIn:

LinkedIn is a go-to interpersonal interaction stage for people who need to interface with mechanical specialists and different specialists. It will in general offer its clients a more "formal attire" kind of relationship. LinkedIn is incredibly explicit with regards to target crowd as it will in general objective substance explicit to the business, not at all like other online media destinations where a wide range of communications are shown. The capacity to permit the representatives to interface with the top of the CEO is a decent delineation of LinkedIn in its appropriate structure Gaitho, (2017).

LinkedIn is a social networking site suited more for business professionals and job seekers and recruiters. In comparison to Facebook. these are no such a thing as photo sharing features. It is the most restrictive social network in terms of customization, for a long time it did not allow users to upload their profile photos. The communication is also limited in the way that only members that are directly connected can message each other. User's posts should contain a content related to their business and activities when it is a link to another page, it should be from the relevant source Gaitho, (2017). LinkedIn is the only one social networking site that

charges a fee for special types of access, those are meant for recruiters and allows them to post jobs and contact people they are not directly connected to.

Pinterest:

A very extraordinary and novel application in its temperament as it is an application known for social bookmarking. This online media stage is mainstream in the business to client region Gaitho, (2017). This is a direct result of its capacity to give computerized pin sheets to clients and will in general give them content with a helpful touch. Simple directions on straightforward hacks and ordinary things generally identified with design, magnificence and food are basic points. Visual substance assumes an enormous part with regards to Maximizing traffic which infers that 5% of the deals are because of reference traffic. Online business is impacted by visual substance.

i. Evaluation and Measurement of advertising:

Traffic analysis:

Nabout, N.A.; Liliental, M.; Skiera, B, (2014) Social media metrics can be measured in two classifications which are nearby and off-site. On-site measurements measure action that happens straightforwardly on organization's site, though off-site measurements measure action that occurs on different locales normally web-based media destinations where clients associate.

On-site: The most significant for advertisers is Return on venture (ROI) measurements, which tells if the interest in online media is worth. To compute the profit from speculation to the exertion is finished by allowance of all expense burned through, money related and time ventures, from the produced pay says Smyth, G. (2016) in the study. If the advertising was done effectively the outcome ought to be positive, that implies the interest in online media has been productive. If not, the promoting effort should be returned to and changed. Additionally, focusing on which locales and strategies are creating the most worth can assist with accomplishing better outcomes. Not a wide range of web-based media fit each business, the most significant is to zero in on those that work for the organization and are productive sated by the report Word stream, (2015).

Off-webpage: Because not all the promoting exercises are on the sites, neighborhood organizations and makers considered estimating the online media impacts. On a large

portion of the web-based media pages, there is a technique how to gauge whether the mission is fruitful. In web-based media, this can be estimated by the supporters, preferences, fans or individuals in a gathering. This information are typically given likewise reflectively to look how certain missions were fruitful.

Google Analytics

Google Analytics is another help given by Google; it serves for estimating every one of the exercises on the site for the organizations, neighborhood organizations, makers and online stores in Turkey and the Middle East. The client can figure out which measurements needs to follow by a setup of prerequisites. It is feasible to associate more records and administrations together and have everything in one spot. Google Analytics gives in-development as area, sexual orientation, time spent, language or how the client got to the site Marrs, A. (2014). This data can be utilized for later re-advertise or to assess the adequacy of each mission and references.

2.3 Benefits of the Utilization of Digital Marketing

The significant benefits of using digital marketing as compared to the traditional marketing are mentioned in the Figure 2.3:

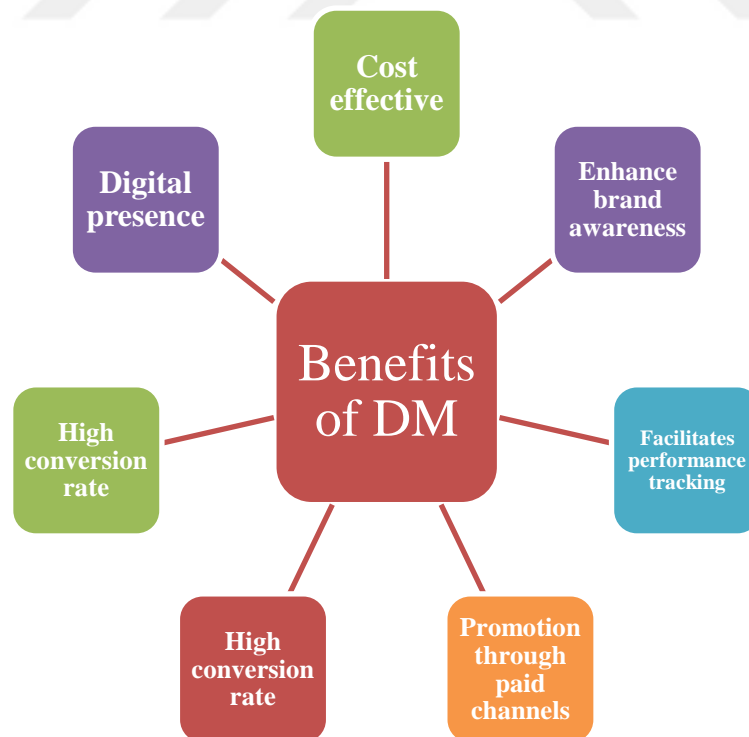


Figure 2.3: Benefits of using digital marketing (self-made)

- i. **Cost effective:** Digital marketing is quite possibly the most practical vehicles for drawing in an enormous crowd with least expense. The instructive marketing office will help in delivering the assets a foundation needs through limited scope ventures. They will utilize administrations like website improvement, online media promoting, versatile advertising, and email marketing. This demonstrates how the instructive association can zero in on a more significant crowd with a base cost and surprisingly more advantages OECD, (2017).
- ii. **Enhance brand awareness:** The domain of web-based media has the most potential for advanced promoting and brand product news plans on destinations like Instagram, twitter, Facebook, and LinkedIn and so forth Gaitho, M. (2017). This is on the grounds that they have a colossal number of crowds enlisted with them. These destinations permit the organizations to build their adherents just as upgrade the transformation rate.
- iii. **Facilitates performance tracking:** The significant computerized advertising apparatuses can likewise assist with following the mission execution, so they can make a survey. The following apparatuses can altogether improve the overall adequacy of the advertising firm. The advertising methodology can be hence changed if the insights of the association are low. The advanced advertising utilized in the instruction area will assist with moving the focal point of the system toward a path which would assist with augmenting performed of the marketing blend OECD (2017).
- iv. **High conversion rate:** High transformation rates are capable by online instructive marketing stages Gaitho, M. (2017). A portion of the types of computerized advertising like SMS and messages are the ones which get the most noteworthy reaction rates since they will in general be close to home and effectively usable. The foundations or schools can undoubtedly contact their focused on crowd in an extremely savvy and proficient technique Gaitho, M. (2017).
- v. **Digital presence:** It is obligatory for any cutting edge establishment of schooling to have a solid computerized presence in their instructive plans. A large portion of individuals these days secure the day by day required data through online methods. This suggests that various establishments and

instructive schools ought to be available on such computerized destinations so the guardians and understudies looking for data about their everyday life can make up for lost time with the organization that can help them or think about it as an alternative Gaitho, M. (2017).

- vi. **Promotion through paid channels:** One of the most helpful approaches to promote an instructive association is through the hunt and show advertisements. Improved outcomes can be acquired using advertisement crusades since it assists with coordinating a huge part of the online local area toward the website. The most appropriate approach to pull in online individuals or increment the webpage traffic to a website is through the advertisement crusade measure. The quantity of impressions the webpage gets will be upgraded by utilizing the catchphrases which characterizes the online add says Surber, K. (2016).
- vii. **Manage online reputation:** The administration of the online standing is mandatory and required on the grounds that a tremendous local area of individuals is available online more often than not Surber, K. (2016). This should be possible in various imaginative manners which includes posting great quality sites and recordings particularly which are tributes from incredible achievers and helpful characters. Besides, accomplishing and furthermore executing graduated class criticism and the advancement of good grounds news and occasions is significant for getting the consideration of the online crowd Surber, K. (2016). Quality online standing is accomplished in light of the fact that this will make a feeling of interest in the personalities of the perusers. Thus it is compulsory for a dress firm in the current world to utilize and carry out a complete and altogether execute an advanced advertising system in the event that it needs to be effective. The marketing techniques ought to be framed and executed in a legitimate style so the instructive organizations can procure the advantages like expense viability, high understudy enrolment, higher pace of return and so on the opportunity has already come and gone for most instructive organizations to refresh their drawn out plans which include wide scale digitalization and appropriately made targets Surber, K. (2016). This will assist with improving the degree of administration which will be given by the online instructive marketing firms.

These organizations will help the change of old advertising strategies into another time of online marketing.

2.4 Clothing Industry in Turkey and the Middle East

The clothing industry is the main trading industry of Turkey as it produces noteworthy huge amount of cash by exporting. The business is one of only a handful few enterprises of Turkey that have unfamiliar exchange excess. As indicated by International Trade Center (ITC) Trade map measurements (2020), material and apparel fare of Turkey was 28.34 billion US dollars and it established 17% of Turkey's absolute fares in 2020 while all out send out is 166.9 US billions dollar starting at 2020 (Trading financial matters 2020). Also, Turkey is the seventh biggest exporter of materials and garments on the planet (statista,2019), as far as exchange volume. As per (ITC exchange map insights 2020), Turkey is the seventh biggest exporter of materials and dress on the planet, regarding exchange volume. Significant business sectors of Turkish materials and attire items are Germany, United Kingdom, Italy, Spain, and France.

According to Blomsma, F.; Brennan, G (2017), materials and attire industry is quite possibly the main businesses of Turkey and Middle East as it utilizes a huge number of individuals and creates exceptional unfamiliar cash by trading. Likewise, it represents over 10% of GDP Blomsma, F.; Brennan, G (2017). The materials and dress industry, which is completely overwhelmed by private area, utilizes practically 987.617 thousand of individuals - 517.477 representatives in material and 470.140 workers in garments - as indicated by the insights of Ministry of Labor and Social Security (December 2019). Nonetheless, it is projected that material industry's business is 450 thousand of individuals and clothing industry's business is 1500 large number of individuals considering undeclared work Blomsma, F.; Brennan, G (2017).

In a report by GAIN (2015) it is guaranteed that the Middles East bargains in immense numbers as far as business related with material industry, sends out just as the GDP commitment of 14% aggregately. Material and attire industry likewise has a special situation in Middle East economy regarding esteem added it produce. Center East materials and apparel area is a fare arranged area. With the speculations made

particularly after 1998, creation limits expanded impressively locally in numerous nations of Middle East. Presently, present limits are more than homegrown interest.

ITKIB, (2010) in the examination guarantees that significant providing markets of material and dress items imported by Turkey are China, USA, India, and Bangladesh. China, which turned into the biggest maker and exporter of materials and attire after the end of amounts in 2018, created 28.7% of Turkish material and dress industry's imports in 2018. Other Asia and Pacific nations, for example, India, Bangladesh, Indonesia, and Pakistan are the other biggest providers after USA.

2.4.1 Cluster map of Turkey

Marmaralı, A. (2013) in his study investigated that firms working in the clothing industry are bunched in certain areas over Turkey. Marmaralı, A. (2013) says that Istanbul is the main bunch of the business in Turkey prominently for fashion apparels. The greater part of the instant pieces of clothing of the business are being created in Istanbul. Ankara and Denizli are the other significant areas regarding materials and dress creation. Instant articles of clothing and some different materials are delivered in Ankara claimed Marmaralı, A. (2013). In addition, Denizli is the pioneer locale for towels and wraparounds and home materials.

Marmaralı, A. (2013) says Kahramanmaras, Adıyaman, Istanbul and Bursa are the communities for yarn creation while Gaziantep is the middle for polypropilen and machine cover creation. There is additionally an amazing yarn creation in Gaziantep. Additionally, cover and yarn creation are being focused on in Uşak, and cotton weaving and completing is being focused on in Adana. Çorlu and Çerkezköy are the other significant locales for material completing (Ministry of Science, Industry and Technology, 2018). Bursa is additionally the main area for silk creation. The cluster mapping of clothing industry in the Middle East is shown below in the Figure 2.4:

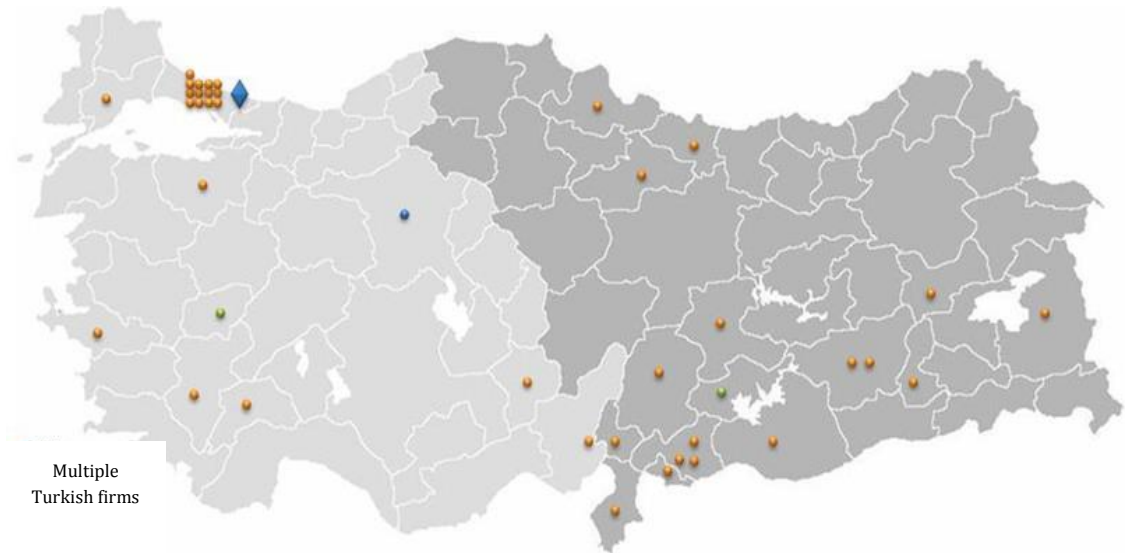


Figure 2.4: Cluster map of clothing industry in Turkey

Source: (Turkey Industrial Map of Turkey)

2.4.2 Cluster map of Middle East

Though the group planning of Middle East incorporates the greater part of the nations that are working with oil and oil industry as significant share of the nations in the Middle East are oil-delivering nations however two nations which are Turkey and Jordan bargains predominantly in garments and material as the map shows in the Figure 2.5:

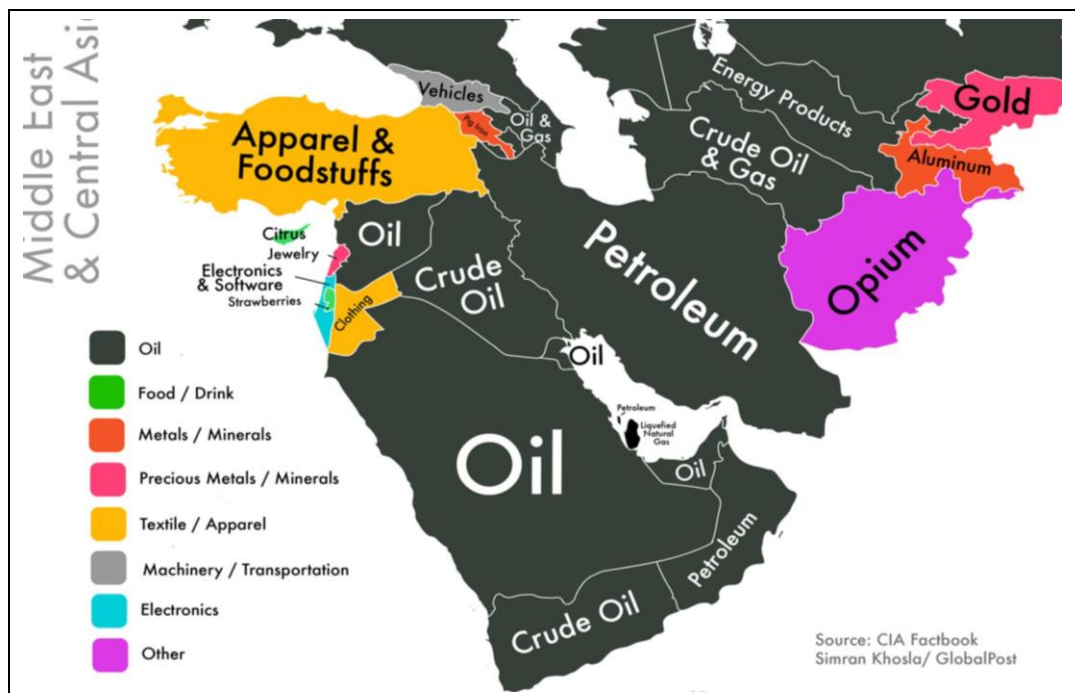


Figure 2.5: Cluster map of industries in the Middle East

Source: (visualCapitalist.com)

3. RESEARCH DESIGN AND METHODOLOGY

In this part of the research, there will be more elaborate formulations of the research problem. All the different research approaches will be discussed, including the questionnaire. A presentation of the research process, data collection and analysis will also be discussed. The research is aimed in analyzing the digital marketing strategy being used by the clothing companies on the performance of businesses operating between Turkey and the Middle East market. Hence, the investigation tries to explain how the various digital marketing strategy tools taken as independent variable contribute to the performance of clothing companies between Turkey and the Middle East.

3.1 Research Approach

The researcher decided on a quantitative exploration technique as it was in accordance with the motivation behind this examination. Quantitative exploration strategies, as proposed by Creswell (2003), helps researcher(s) in reaching determinations dependent on raw numbers; generally, it utilizes numerical information to demonstrate (or disapprove) the created speculations. In this way, quantitative exploration technique was chosen by the scientist. Be that as it may, there are a few optional information including those appearance the exhibition pointers throughout the years are incorporated.

In the previous chapter, the literature study has been described, which was used to identify correlations between variables towards the digital marketing strategy of clothing companies marketing, and to develop hypotheses. This chapter will focus on the design of the conducted experiment, which was used to test the model. Furthermore, this chapter will discuss the reasons for this methodology, the sample selection, the instruments used for data collection and the contextual boundaries of this study says Jonker, J. & Pinnink, P. (2010). The main reason to design an experiment and apply this methodology is that the goal is to study causal relationships. To study whether the motive of a digital marketing strategies influence

the clothing companies to cater more clients and the buying intentions of its customers it is necessary to have groups for both motives.

3.2 Research Method

The researcher had picked quantitative examination technique and accordingly the information assortment device must be in accordance with the exploration strategy so the material and significant information is gathered explained by Jonker, J. & Pinnink, P. (2010). Using this method provided this research with the necessary statistics needed, as well as adding reliable and accurate responses from the census gathered. Quantitative research is based on the quantity of a certain number of people surveyed, and thus the numbers of your measurement come first. A qualitative approach results in a more in depth investigate your statistics, which would include gathering opinions and reasons from who you are surveying Jonker, J. & Pinnink, P. (2010). In the case of this research, this method complements and provides us with valuable content. The quantitative approach assisted with comprehending the effects of online marketing channels of performance indicators of the companies from the perspective of the customer. For the quantitative approach, the main statistical tool used is IBM SPSS V.23, which helped to arrange the results in an organized way, and therefore made it easier to draw assumptions related to the hypothesis.

3.2.1 Procedure of data collection

The data gathered and the results has been analyzed in relation to the hypothesis and trying to find correlation between the different variables supported by tables, charts, and pictures. The most appropriate way of gathering data from respondents was discovered to be the electronic *questionnaire* technique (e-mails and WhatsApp) using the Google form and offline questionnaire through paper forms. Due to the nature of this study, its field of application, type of data aim to obtain, test the research hypotheses and achieve the research goals, a questionnaire tool has been constructed for this purpose according to psychometric response scale. So, the sample of the study give their opinion by selecting one of the selections ((1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree). Due to the pandemic of COVID-19, we could not publish a paper questionnaire. Therefore, we constructed electronic questionnaire on Google Form to obtain the

primary data of this study. As we mentioned that the questionnaire is constructed on Google Form and electronic invitations were sent to participate in this questionnaire by using Email and social media such as Facebook and WhatsApp to collect the primary data of this study.

3.2.2 Online survey

Online survey is considered a valuable tool for data collection because of its advantages as a higher response speed and low error from respondent. As well as online survey provides many benefits to researchers where it allows researchers to access wide range of participants with less time and efforts.

As we mentioned earlier that the data collection method to implement this study was a partially structured survey. The reason behind the use of this type of data collection is to have more responses than by interviewing a few participants. In addition, the study is quantitative study, and we did not use interview method because it is time consuming for both researchers and participants. Moreover, the selected target groups for this study were found to be difficult to interview because of the nature of this study. Google Forms is used as a tool to develop this online survey. Shortly, develop a questionnaire includes the following steps:

1. Determine the main research problem.
2. Create the research hypotheses.
3. Review the previous studies associate with the subject of the study.
4. Analyze the questionnaire by the experimental study.
5. Providing the survey for participants.

3.3 Hypothesis

For this research, the hypothesis plays a dominant role in delimiting the different areas of study. Reviewing the prevailing literature conceptual framework of the study is as determined by the hypothesis.

H1: There is a positive relationship between search engine optimization and marketing effectiveness.

H2: There is a positive relationship between pay-per click (PPC) and marketing effectiveness & performance of the firm.

H3: There is a positive relationship between branding and marketing effectiveness & performance of the firm.

H4: There is a positive relationship between social Media marketing and marketing effectiveness & performance of the firm.

H5: There is a positive relationship between metrics evaluation and marketing effectiveness & performance of the firm.

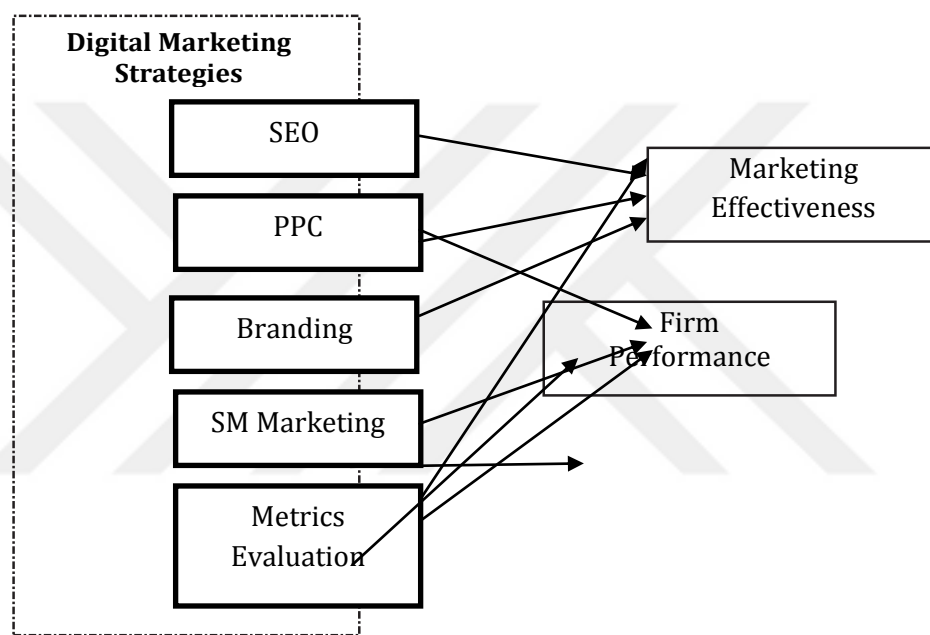


Figure 3.1: The overall analytical framework of this study

3.4 Population & Sampling

In scientific research, population is defined as a full set of cases from which a sample is taken claimed by Creswell, J. W. (2009). Given constraints in incorporating the whole population in the undertaking of a research, individuals are selected to represent the population and participate in the study to infer the outcome to the population. In some cases, a study might consider a set of all elements belonging to a certain defined group to be studied to which the study outcomes are going to be generalized to and these are referred to us target population. The top clothing manufacturers in Turkey includes Eleven Athletics, Konsey Textile, AM Clothing, FKN Textile, Sunman Export, Oasis Shirts, Turkopt textiles. These companies are

chosen on their base of success and financial capabilities and the company's capacities to comply and implement the digital marketing strategies.

Table 3.1: The population sample framework of multiple clothing firms operating in Turkey

| Company/Manufacturer | Sample Frame |
|--|---------------------|
| Eleven Athletics & Textiles | 200 |
| Konsey Textile | 250 |
| AM Clothing & Textiles | 240 |
| FKN Textiles | 150 |
| Oasis Shirts & Textiles | 100 |
| Turkopt Textiles | 180 |
| Sunman Export Textiles | 243 |
| Total | 1363 |

For the study under consideration, the total population is the current employees of the companies which are 1,363 (as of March 2021). However, given the nature of investigation of the study, only those which are professional and involved with the operational activities of the clothing companies are considered as the target population. The companies consider an employee as a professional in its respective field when he/she is at or above job grade level eight. In this regard the target population of the study is 772 employees of the companies. The target population represent all managerial level employees and those marketing employees working in service delivery process as well as those which are support process employees working in areas such as marketing, business development, marketing strategic management and research units' employees undertaking janitorial, messenger and security services and office assistants are excluded since they did not perform professional services.

A stratified sampling is chosen as the target population comprises of two strata, managerial staff and non-managerial staff and their contribution and attitude towards the clothing companies operating in Turkey who programs, and practices differs considerably, and hence fair representation of each strata is vital. These sub populations do not overlap because an employee is either a management member or non-managerial staff but not both.

The desired sample size is 264. This is calculated using the following sample size determination formula suggested by (<http://prudencexd.weebly.com>).

$$n = N / (1 + N(e)^2)$$

Where,

$$\text{Accordingly, } n = 772 / (1 + 772(0.05)^2) = 264$$

N = Number of target population n = Sample size to be determined e = level of confidence = 0.05

Given confidence level of 95% and precision rate of ± 5 percent.

From the target population of 772, the number of managerial staff (strata one) is 260 while the non-managerial staff (strata two) is 512. To have appropriate and equal representation, the 264-sample size is distributed using the following formula:

$$N_s = (D_1 / N) * n \tag{3.1}$$

Where;

N_s = Sample size for each strata

D_1 = Population size of the strata

N = Total Number of populations

n = Sample size

Accordingly, total number of samples from managerial staff

$$N_s = (260/772) * 264 = 89$$

$$N_2 = (D_1 / N) * n \tag{3.2}$$

Where;

N_s = sample size for each strata

N = Total Number of populations

D_2 = Population size of the strata

n = Sample size

Accordingly, total number of samples from non-managerial staff $N_s = (512/772) * 264 = 175$

To have a comprehensive view of the case at hand, the research used both primary and secondary data.

3.4.1 Primary data

The researcher of this study collected primary data using survey questionnaire with the objective of fulfilling the research's purpose. Primary data, those collected for the first time on the regarding issue is original in nature. On the other hand, the secondary sources are those which are made available to the researcher or have been collected and analyzed beforehand for other purposes. Since most of the questions demand the level of agreement of the employees, a psychometric response scale should be used says Cronk, B. (2008).

As sources of primary data, questionnaires are distributed and used to collect data from the selected 264 samples of the two strata. Questionnaire, defined as all techniques used for data collection in which every respondent is asked identical set of questions in a predetermined order. It is useful as it is can be administered to many respondents at a lower cost, reach respondents who are not easily approachable otherwise, give adequate time for respondents to give responses which are well thought of and easier to analyze and code responses by allowing only answers which fit into categories that have been established in advance by the researcher Patil, S., & Mankar, A. (2016).

3.4.2 Secondary data

As to the secondary data extensive use of various reports, research and documents should be taken into consideration says Creswell, J. W. (2009). This is because it is vital to incorporate previous works of the companies as they are of great use in gaining what has been done and is still under progress regarding the digital marketing strategy and practice of the clothing companies. In this regard corporate strategies and subsequently cascaded ones for the strategic periods 2010/2011 to 2014/2015 and 2015/16 to 2019/20 will be examined along with their monitoring and evaluation progress reports.

3.5 Measurement Instruments

Validity, which refers to the study's conceptual and scientific soundness, is an important element and the primary aim of a scientific research is to generate a valid conclusion. A scientific research will ensure validity of from start to end to increase the accuracy and usefulness of findings by controlling for or eliminating as many confounding variables as possible. The instrument designed for collection of data is questionnaire which is common modalities to undertake research of such nature. As the questions are designed using a standardized format and have been used to assess such phenomenon in an empirical study Patil, S., & Mankar, A. (2016).

Kierzkowski et al., (1996) states that, organizations should construct another model for web based promoting to be effective in the new creating on the online environment and he grew new model which is called advanced digital marketing. The scale proposed in the study is adapted for multi-regression analysis of the variable, hence derived from the study of Effectiveness of digital marketing in the challenging age: An empirical study by Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015) and from Multiple regression analysis of performance indicators by Turóczy Zsuzsanna*, Liviu Mariana (2012). The number of questions in that model scale was eight with the participant around 150. The scale had multiple dimensions as it was analyzing the correlation and multi-regression model for the comparison of the variable. The type of the Likert scale was psychometric scale commonly used for general research purposes.

Furthermore, one of the forms in which validity is assured is by ensuring content validity. Content validity, according to Zikmund & et.al (2010), is a measure of the extent to which a measuring instrument/s provides adequate coverage of the topic under investigation and how well it provides adequate coverage of the topic under study. Hence a research is having a good content validity a representative sample is incorporated in the instrument. As a result, one can say that this study has good content validity as its sample represents those employees of the clothing companies that are integrally involved in the customer related and operational service delivery of the companies which gives them insight to understanding the effect of digital marketing communication and strategy on various performance indicators of the clothing companies.

3.6 Ethical Considerations

Ethics is one of the basic foundations for which society is built up on. In research where the researchers are looking for data that is reliable and indicate the fact on the ground, it is important to ensure that ethical considerations are kept intact. Regarding the research participants a research must be respect persons, be kind to participants, have an informed consent of the participants as well as have a fair selection of participants says Cronk, B. (2008). Furthermore, it is also critical that one should be aware of and abide by the general agreements of the scientific community on what is acceptable and what is not in the process of conducting scientific research. During the collection of data various participants both management members and concerned employees were approached and their cooperation was vital and hence keeping ethical considerations was not underestimated at any point of the study.

Furthermore, the researcher's previous relationship and bond with the respondents was a plus for confidentiality. Having acquired a letter of support from the university for the researcher to conduct the research, the researcher undertakes the project in close relationship with those involved in the process of formulating, implementing, and monitoring and evaluating the clothing companies in Turkey.

4. RESULTS & ANALYSIS

4.1 Introduction

This chapter includes the statistical methods used and followed to analyse the data of study and these statistical methods includes correlation and multiple linear regression analysis between the variables. This chapter will significantly shed light upon the analysis of digital marketing communication strategies respective to the clothing companies between Turkey and the Middle East market. This chapter will also demographics of the Respondents and reliability of measurement for the sake of analysis.

4.2 Reliability of Measurement

Reliability, which relates to the dependability and consistency of measuring instruments, is another important consideration in scientific investigation. In this regard, the study used the Cronbach's alpha coefficient, which is one of the tests used to check for reliability of an instrument in hence to rely on the outcome of the instrument applied. The reliability test conducted by sample questioner to evaluate the internal reliability of the instrument as well as in each variable is presented. In table 4.1, we applied the Cronbach alpha test to test the validity and reliability of our questionnaire variables. Whenever the values of Cronbach alpha are close to one, the internal consistency of the questionnaire variables are considered high and vice versa. Due to the restrictions of Cronbach alpha test, Jonker, J. & Pinnink, P. (2010) suggested that the value of Cronbach alpha must be larger than (0.70) and we can see from the results in Table 4.1 that all the variables values are more than the condition determined by Jonker, J. & Pinnink, P. (2010). To evaluate the reliability of the instrument used in this survey, the researcher conducted as pilot study by taking 10% of the total sample 26 and testing the questionnaire. Accordingly, the reliability test has been conducted for the general instrument, each of the available market strategies as well as on the performance measures outlined in the questionnaire.

Table 4.1: Reliability test (Cronbach's alpha test)

| No. | Variables | Cronbach's Alpha |
|-----|---------------------------------------|------------------|
| 1 | Search Engine optimization | 0.855 |
| 2 | Pay-Per click | 0.794 |
| 3 | Branding | 0.819 |
| 4 | Social Media marketing | 0.840 |
| 5 | Evaluation & Measurement | 0.791 |
| 6 | Marketing effectiveness & Performance | 0.782 |
| | Overall | 0.813 |

The researcher conducted reliability test to make sure the instrument used in the study is reliable. The overall Cronbach's alpha for the general instrument is found to be 0.813 which is more than the acceptable range 7.0.

4.3 Demographics of the Respondents

Some demographic elements of respondents that affect the level of response given to the questions have been under consideration. These elements affect both the understanding of questions as well as the current level of the effect of the variables identified on the clothing companies in the Middle East. As a result, a brief presentation of the demographic statistics has been presented as follows:

4.3.1 Gender of the respondents

The Table 4.2 below represents the gender demographics of the sample.

Table 4.2: Gender of the respondents

| | Frequency | Percent | Cumulative Percent |
|--------------|-----------|---------|--------------------|
| Male | 146 | 55.3 | 55.3 |
| Valid Female | 118 | 44.7 | 100.0 |
| Total | 264 | 100.0 | |

As shown in the table above, male respondents contribute 55.3 percent or 146 in number while the rest 118 respondents or 44.7 percent are female employees of the multiple companies. This demonstrates that there is a fair gender distribution of the respondents which can be inferred to concluding that the companies give equal opportunity to gender on a professional level.

4.3.2 Job position of the respondents

Table 4.3: Job designations of the respondents

| | | Frequency | Percent | Cumulative Percent |
|-------|-------------------|------------------|----------------|---------------------------|
| Valid | Officer | 106 | 40.2 | 40.2 |
| | Senior Officer | 69 | 26.1 | 66.3 |
| | Principal Officer | 58 | 22.0 | 88.3 |
| | Team Leader | 24 | 9.1 | 97.3 |
| | Director | 5 | 1.9 | 99.2 |
| | D CEO | 2 | .8 | 100.0 |
| | Total | 264 | 100.0 | |

As the table illustrates above, 66.3% (175) of the respondents are non-managerial operational employees of the multiple's companies comprising grade 8 officers as well as grade 9 senior officers. On the other hand, first line managers (principal officers), middle level managers (team leaders and Directors) and top-level managers (Deputy Chief Executive Officers) employees constitute 22%, 11% and 0.8% of the respondents, respectively. Hence the total number of managerial respondents is 89 taking a total of 33.7% of the respondents. This figure is exactly the amount and composition identified in the sampling process of this survey.

4.3.3 Education level of respondents

As shown in the table below, 92.8% of the respondent's possess graduate or postgraduate degrees while the rest 7.2% of the respondents have the educational level of acquiring a certificate or diploma. This is important as the respondents are expected to have the basic understanding of illustrating the relationship between the independent variables and performance of the companies.

Table 4.4: Education level

| | Frequency | Percent | Cumulative Percent |
|--------------|------------------|----------------|---------------------------|
| Certificate | 4 | 1.5 | 1.5 |
| Diploma | 15 | 5.7 | 7.2 |
| Valid BA/BSC | 220 | 83.3 | 90.5 |
| MA/MSc | 25 | 9.5 | 100.0 |
| Total | 264 | 100.0 | |

4.3.4 Experience of the respondents

Table 4.5: Respondents experience

| | | Frequency | Percent | Cumulative Percent |
|-------|------------------|------------------|----------------|---------------------------|
| Valid | Less than 3 year | 28 | 10.6 | 10.6 |
| | 3 to 6 Years | 85 | 32.2 | 42.8 |
| | 6 to 8 years | 33 | 12.5 | 55.3 |
| | 8 to 10 years | 41 | 15.5 | 70.8 |
| | Above 10 years | 77 | 29.2 | 100.0 |
| | Total | 264 | 100.0 | |

Out of the total 264 respondents in the survey, 89.4% of the respondents have been working in the clothing companies in the Middle East for more than 3 years. Out of these employees 57.2% has been in Middle East long enough to have the minimum experience requirements of a senior expert by the company's definition which is expected to enable them to understand and the market at a higher level. On the other hand, 10.6% of the respondents which have been working in the textile and garments companies for less than three years are expected to have a fresh look at the elements in the survey as all of them are enrolled by the companies as fresh graduates with a high GPA level and are expected to inject dynamism to the work environment. Given the fact that all the respondents are educated as well as stayed for a relatively longer period, one can use the respondents educated and experience-based opinion on past trends and on inferring the relationships of variables. This off course will be triangulated with secondary data.

4.4 Effects of Digital Marketing Strategies on Performance & Marketing Effectiveness of Clothing Companies

Considering the descriptive statistics of the available digital marketing strategies are important to generally observe the respondent's attitude towards the effect of each tool on the performance of the clothing companies. In this regard, the table below illustrates the average importance of each strategy for the performance of companies based on responses of the survey.

Table 4. 6: Mean Score on effect of marketing tools

| | N | | Mean | Std. Deviation |
|--|----------|-----|-------------|-----------------------|
| SEO | | 264 | 3.5819 | .49532 |
| Pay-per click | | 264 | 3.5758 | .40154 |
| Branding | | 264 | 3.6660 | .52130 |
| Social media marketing | | 264 | 3.3504 | .45871 |
| Evaluation & measurement Valid N (listwise) | | 264 | 0.3465 | .46254 |

The above table describes the mean score of each strategic tool in terms of affecting the marketing effectiveness and performance of clothing companies. Accordingly, the result of the mean scores is ranks as one being the highest mean score while five being the least score. Respondents have the highest expectation for branding technique to affect marketing effectiveness and performance with a mean score of 3.666 followed by SEO (3.581) Pay per click (3.575) Evaluation metrics (0.34650 and social media marketing (3.350). The research used a Linkert scale for the measurement of respondent answers, one can clearly see that social media marketing, branding, SEO are expected to affect performance and marketing effectiveness to a great level while evaluation metrics and pay-per click techniques moderately affects performance of clothing companies.

4.4.1 Search engine optimization (SEO)

Regardless of the medium, search engine optimization (SEO) emphasis on those measurable and trackable activities those customers respond to marketing using various channels that directly provide web-based products to customers information, information exchange and prompt response to inquiries on web, business to business communications web based.

Table 4.7: Extent of Effect of search engine optimization activities for clothing companies

| | Frequency | Percent | Cumulative Percent |
|-----------------------|------------------|----------------|---------------------------|
| Not at All | 23 | 8.7 | 8.7 |
| Low extent | 21 | 8.0 | 16.7 |
| Valid Moderate Extent | 113 | 42.8 | 69.5 |
| Great Extent | 107 | 40.5 | 100.0 |
| Total | 264 | 100.0 | |

The study sought to find out the extent that search engine optimization influenced the company performance and marketing effectiveness.

Accordingly, the survey found out that search engine optimization activities are believed to affect the performance of clothing companies to a moderate and great extent. From the total respondents, 42.8% consider search engine optimization activities such as retaining of customers, relevant insights about the seller, maximizing a website giving prompt response to customer enquire, optimize the content, business to business marketing as well as response to corporate clients affect performance to a moderate level. On the other hand, 40.5% are believed these attributes of search engine optimization affect clothing company performance to great extent. This also goes in line with the literature which suggest that relationship marketing and availing information through various forms of direct marketing activities affect the performance of businesses in a competitive and dynamic environment.

Table 4.8: Extent of Effect of various forms of search engine optimization

| | N | Mean | Std. Deviation | Rank |
|--------------------------------------|----------|-------------|-----------------------|-------------|
| Retaining of customers | 264 | 3.24 | .486 | 2 |
| Relevant insights about the seller | 264 | 3.54 | .313 | 1 |
| Maximizing a website response | 264 | 3.19 | .457 | 3 |
| Optimize the content | 264 | 2.31 | .695 | 6 |
| Business to business marketing | 264 | 2.93 | .526 | 4 |
| Better response to corporate clients | 264 | 2.78 | .645 | 5 |

The effect of each direct marketing activity identified on the performance of the clothing company.

4.4.2 Pay-per click (PPC)

It includes a range of techniques, such as bring traffic on website and effective digital marketing advertising. Marketing communications is a vehicle for delivering a company's/brand's strategic intent to its targeted consumers. "Communications is the hammer of marketers". Pay-per click is also a great tool for promoting awareness within the clothing companies. The metropolitan cities of Middle East widely advertise its offerings in pay per click marketing on their company's website. The study sought to find out the extent that advertising of institutions services/products

influenced the clothing companies marketing performance.

Table 4.9: Extent of effects of pay-per click on marketing effectiveness and performance

| | | Frequency | Percent | Cumulative Percent |
|-------|-------------------|------------------|----------------|---------------------------|
| Valid | Low extent | 9 | 3.4 | 3.4 |
| | Moderate Extent | 67 | 25.4 | 28.8 |
| | Great Extent | 156 | 59.1 | 87.9 |
| | Very Great Extent | 32 | 12.1 | 100.0 |
| | Total | 264 | 100.0 | |

According to the table above, only 3.4% of the respondents believe that the importance of pay-per click for performance of clothing companies is low. While the large part of the respondents, 71.2% consider the importance of pay-per click on the performance of clothing companies at a high and extremely high level. As the importance of pay per click is critical in terms of reducing perceived risk and create clear idea on the products of companies Jonker, J. & Pinnink, P. (2010), its importance is supported by the theoretical foundation. Furthermore, an empirical study conducted by Jonker, J. & Pinnink, P. (2010) was concluded by a similar outcome. According to that finding, the importance of pay-per click advertizing has been instrumental for performance of clothing companies. On top of these 40.9% of the respondents believe that the companies are not undertaking enough pay-per click activities while 49.2% of the respondents believe that the pay-per click advertising activities undertaken by most of the Middle Eastern firms are fair enough. Only 9.8% of the respondents believe pay-per-click activities are more than enough.

Table 4.10: Extent of effect of various forms of pay-per click

| | N | Mean | Std Deviation | Rank |
|--------------------------|----------|-------------|----------------------|-------------|
| Bring traffic on website | 264 | 4.42 | .592 | 1 |
| Effective marketing | 264 | 3.41 | .591 | 5 |
| Brand exposure | 264 | 3.57 | .587 | 4 |
| Fast results | 264 | 3.89 | .612 | 2 |
| Customizable | 264 | 3.60 | .651 | 3 |

Looking at the various forms of pay-per click and their effect on the company's

marketing effectiveness and performance, as outlined in the table above, it is evident that all have important contribution. The respondents consider all forms of pay-per click to affect performance from moderate to great extent. Particularly, event participation of the company such as bring traffic on website and brand exposure are considered to affect performance to a great extent. The mean 4.06 out of a 5-scale response indicates that this form of pay-per click is considered vital. Only 38 of the respondents (14.4%) believe that the contribution of event participation to performance is exceptionally low, while those who believe that its contribution to be a moderate or great extent is 34.1 and 48.1% respectively. This also goes in line with the literature as participation in events is a great way to create awareness about clothing companies as well as institutional advertisements that induce action on customers which in turn affects performance and marketing level.

Other forms that have high level of influence are pay-per click through fast results, customizations, effective marketing, and highly targetable media relation activities with a mean score of 3.7 and 3.6, respectively. These results also go in line with the literature as the forms are important in giving detailed explanation of products and the company for both first time customers. On the other hand, those who scored relatively lower mean, but still are more than average level of contribution, are those who do not provide the privilege to demonstrate a lot about the importance of clothing in depth compared to the above forms of pay-per click advertising.

4.4.3 Branding

Branding added to change of advertising as clients have more data and choice now about the products or services, likewise they can contrast the cost of the item and another store just with a single tick. These cost comparators assist clients with tracking down their ideal item at a superior cost or inside better conditions, store nearer to them or free transportation and so forth on the Internet, there are among different locales where clients can impart their insights, assess the items, and get them. Web advertising is in certain territories considerably more significant than traditional marketing. The study sought to find out the extent that digital practiced by clothing firms in Turkey and the Middle East influenced its performance and marketing effectiveness.

Table 4.11: Extent of effect of branding technique

| | | Frequency | Percent | Cumulative Percent |
|-------|-------------------|------------------|----------------|---------------------------|
| Valid | Low extent | 5 | 1.9 | 1.9 |
| | Moderate Extent | 36 | 13.6 | 15.5 |
| | Great Extent | 181 | 68.6 | 84.1 |
| | | | | |
| | Very Great Extent | | | |
| | | 42 | 15.9 | 100.0 |
| | Total | 264 | 100.0 | |

Responding to the question “in your opinion, to what extent does branding activates affect the performance and marketing effectiveness of clothing companies?” 68.2% of the respondents believed that the role of branding activities on the performance of clothing companies is to great extent while 15.9% believe that it affects performance to a very great extent. Only 5 respondents (1.9%) believe that branding activities affect the performance of clothing companies to a low extent. On the other hand, the rest of the respondents 13.6% think that the effect is moderate.

Looking at more closely about the contribution of each branding elements in the survey, the following table illustrates the responses provided.

Table 4.12: Extent of effect of various forms of branding technique

| | N | Mean | Std. Deviation | Rank |
|----------------------------|----------|-------------|-----------------------|-------------|
| Affiliate marketing | 264 | 4.37 | .611 | 1 |
| Blogging and Microblogging | 264 | 3.44 | .574 | 5 |
| Viral marketing | 264 | 3.67 | .568 | 4 |
| Value proposition | 264 | 3.98 | .599 | 2 |

It is evident that all forms of branding tools affect performance and marketing effectiveness in the clothing companies marketing to moderate and great extent level. Particularly branding techniques to clients affect performance of the corporation to a great extent. Because the clothing sector have identical services, price is one of the key differentiation elements for competitors. The result from the survey is complementary to this fact making the Middle East no different to the world. Given the marketing service-based competition that prevails in the industry, the effort to attract and retain customers through websites and social media affects the marketing

effectiveness of clothing companies.

4.4.4 Social media marketing

The area of emphasis for a social media campaign should be a single business objective. It can be for any social a media platform like Facebook, Pinterest, LinkedIn, or Instagram. The purpose of the social networking site is to provide users a platform through which they can connect with other individuals. The social networking sites such as Facebook, LinkedIn and Twitter tend to be the primary means for most current marketers. These sites have the capability to place the marketers one on one with the client and the potential customer and can be the best when it comes to leading the way in networking. Following in the tables are details comparison of each service of social media marketing:

Table 4.13: Extent of effect of social media marketing

| | | Frequency | Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|--------------------|
| Valid | Low extent | 9 | 6.8 | 6.8 |
| | Moderate Extent | 67 | 6.4 | 13.2 |
| | Great Extent | 156 | 21.1 | 34.4 |
| | Very Great | 32 | 65.2 | 99.6 |
| | Extent | | | |
| | Total | 264 | 100.0 | |

The overall response of the survey demonstrates that social media is believed to have an extraordinarily strong impact on the performance of clothing companies between Turkey and the Middle East. 65.2% of the respondents consider the social media marketing sponsored by the clothing companies to affect marketing and performance of companies to a great extent. On top of that 21.2% of the respondents consider its effect to be moderate. Only 6.8% of the respondents believe that it does not have effect on the performance of clothing companies.

Among social media marketing considered for Facebook marketing, Instagram marketing or Pinterest is considered to affect marketing to great extent with a mean score of 3.95. Furthermore, brand image & reliability for social media marketing, quality of social media marketing attracts the clients as well as level of attention given to them are affecting the performance and marketing efforts of the clothing

company in the Middle East to a significant level.

Table 4.14: Extent of effect of various forms of advertising

| | N | Mean | Std. Deviation | Rank |
|-------------------------|----------|-------------|-----------------------|-------------|
| Online advertisement | 264 | 3.40 | .793 | 6 |
| Facebook Ads | 264 | 4.06 | .743 | 1 |
| Instagram sponsored Ads | 264 | 3.51 | .604 | 4 |
| LinkedIn Ads | 264 | 3.73 | .624 | 2 |
| Pinterest | 264 | 3.52 | .760 | 3 |
| Consumer insights | 264 | 3.30 | .711 | 7 |
| YouTube Ads | 264 | 3.51 | .664 | 5 |

4.4.5 Evaluation & measurement

Social media metrics can be measured in two classifications which are nearby and off-site. On-site measurements measure action that happens straightforwardly on organization's site, though off-site measurements measure action that occurs on different locales normally web-based media destinations where clients associate. These evaluation and measurement can be used to rapidly track the results and performance of the digital tools that are being used for the online marketing.

Table 4.15: Extent of effect of evaluation metrics technique

| | | Frequency | Percent | Cumulative Percent |
|-------|-----------------|------------------|----------------|---------------------------|
| Valid | Low extent | 47 | 14.9 | 2.9 |
| | Moderate Extent | 20 | 8.6 | 13.5 |
| | Great Extent | 129 | 48.6 | 84.1 |
| | Very Great | | | |
| | | 68 | 27.9 | 100.0 |
| | Extent | | | |
| | Total | 264 | 100.0 | |

Responding to the question “in your opinion, to what extent does evaluation activities affect the performance and marketing effectiveness of digital marketing?” 48.6% of the respondents believed that the role of evaluation activities on the performance of clothing companies is to great extent while 27.9% believe that it affects performance to a very great extent. Only 47 respondents (14.9%) believe that

evaluation activities affect the performance of clothing companies to a low extent. On the other hand, the rest of the respondents 8.6% think that the effect is moderate. Looking at more closely about the contribution of each branding elements in the survey, the following table illustrates the responses provided.

Table 4.16: Extent of effect of various forms of evaluation metrics technique

| | N | Mean | Std. Deviation | Rank |
|-----------------------|----------|-------------|-----------------------|-------------|
| Metrics tracking | 264 | 4.27 | .611 | 1 |
| Rapid results | 264 | 3.33 | .574 | 5 |
| Maximize productivity | 264 | 3.57 | .568 | 4 |
| Value proposition | 264 | 3.88 | .599 | 2 |

It is evident that all forms of evaluation metrics affect performance and marketing effectiveness of digital marketing in the clothing companies marketing to moderate and great extent level. Particularly evaluation techniques to clients affect performance of the corporation to a great extent. Because the clothing sector have identical services, price is one of the key differentiation elements for competitors. The result from the survey is complementary to this fact making the Middle East no different to the world. Given the marketing metrics-based competition that prevails in the industry, the effort to attract and retain customers through websites and social media affects the marketing effectiveness of clothing companies.

4.4.6 Performance and marketing effectiveness

Now the extents of performance and marketing efforts by the clothing firms will be evaluated. A 5-point Likert scale was used where 1-1.499 = Greatly decreased, 1.500-2.499 = Decreasing, 2.500-3.499= Constant, 3.500-4.499 = Improved and 4.500-5.000 = Greatly Improved.

Table 4.17: Indicators on major performance indicators

| | N | Mean | Std. Deviation |
|------------------|----------|-------------|-----------------------|
| Profitability | 264 | 3.75 | .638 |
| Market Share | 264 | 2.70 | .521 |
| Goal Achievement | | 3.14 | .593 |
| Firm Integrity | 264 | 3.58 | .611 |

4.5 Factor Analysis & Validity Test

First, the scale validation by using factor analyses is presented. Then, the measures and variables used for predicting effect of digital marketing on firm performance are presented, followed by presenting the statistical analyses and the regression results and discussions.

As 31 items were adapted to measure digital marketing trends in this study. These items were validated by using a two stage Exploratory Factor Analysis (EFA) with SPSS, since data on digital marketing strategies were collected for the first time in a Turkish industrial context, particularly in the clothing sector. First, a convergent validity test for each of the six dimensions of digital marketing was conducted to test whether the items measure the same concept. The items were extracted using principal component analysis based on Eigen values greater than one and the rotation method. The Kaiser-Meyer-Olkin (KMO) results, which are above the recommended 0.6 value Hair *et al.*, (2010) and the Bartlett's Test of Sphericity ($p < 0.001$ in all cases), prove the factorability of the items under each dimension. Except for two items, all the items for each of the five dimensions fall under a single factor confirming convergent validity. These items failing convergent validity criteria were dropped.

Second, a discriminant validity test was conducted. The remaining 27 items of digital marketing strategies were subjected to principal components analyses (EFA). Prior to performing EFA, the suitability of the data for factor analysis was assessed. The KMO value was 0.794, exceedingly the recommended value of 0.6 (Hair *et al.*, 2010) and Bartlett's test of Sphericity reached statistical significance ($X^2 = 1161.86$, $df = 153$, $p < 0.001$), supporting the factorability of the 29 items. However, the items of E-place/interface (i.e., two-way communication) were dropped due to cross-loadings, which violates criteria of discriminant validity test. The final EFA revealed the presence of five components with Eigen values exceeding 1. This five-component solution explained a total of 70.003%, with each component showing a number of strong loadings with dimensions of, search engine optimization (SEO), Pay-per click (PPC), Branding, Social media marketing and Evaluation & measurement respectively. There was no cross loading to affect discriminant validity as can be seen from Table below.

Table 4.18: Factor analysis components

| Dimensions | Items | Component | | | | |
|---------------|---|-------------|-------------|-------------|-------------|-------------|
| | | 1 | 2 | 3 | 4 | 5 |
| SEO | 1a. The use of SEO for website promotes the brand image of clothing firm. | -.118 | .751 | .127 | .351 | .243 |
| | 1b. The use of SEO increases the purchase intention of customers from my clothing firm. | .165 | .695 | .142 | .070 | .407 |
| | 1c. The use of SEO creates awareness on the web traffic we sell. | .194 | .701 | -.036 | .013 | .268 |
| | 1d. The use of SEO in my clothing firm has an impact on advertisement | -.003 | .794 | .138 | .066 | -.069 |
| | 1f. The use of SEO in my clothing firm increases promotion through websites top-ups. | .212 | .782 | .123 | .002 | -.042 |
| Pay-per click | 2a. I believe that pay-per click systems are likely to expose the customer to brand | .583 | .037 | .177 | .202 | .106 |
| | 2b. Pay-per click advertising are likely to be reliable | .867 | .010 | .015 | .142 | .095 |
| | 2c. Pay-per click advertising and system will be transparent | .814 | .155 | .024 | -.003 | .122 |
| | 2d. Many things may not go wrong with pay-per click advertising using internet | .780 | .056 | .003 | -.221 | .137 |
| | 2f. Pay-per click use an effective marketing technique for fast results for advertising | .761 | .278 | .019 | -.043 | -.032 |
| Branding | 3a. Affiliate marketing goes hand in hand with the branding technique for advertising | -.016 | .145 | -.081 | .808 | -.023 |
| | 3b. Blogging in branding have a huge impact of marketing for clothing | .012 | .033 | .000 | .817 | .013 |
| | 3d. The use of branding creates value proposition for the brand which is being market | -.150 | .082 | .130 | .543 | .341 |
| Social media | 4a. Online media advertisements have huge potential these days for the clothing companies | .163 | .307 | .088 | -.012 | .792 |
| | 4b. Social media marketing can provide with consumer insights and target marketing for the clothing firms | .147 | .044 | .069 | .080 | .842 |
| Evaluation | 5a. Evaluation and measurement provide metric tracking and rapid results for increasing Profits of the clothing firms | .075 | .070 | .835 | .042 | .117 |
| | 5b. Evaluation and measurement provide with maximum output for the digital marketing | .143 | .028 | .847 | .093 | .093 |
| | 5c. Evaluation provides strong communications with customers and provides updates at very low costs as compared | -.098 | .321 | .750 | -.193 | -.083 |

4.6 Corelation

Correlation, Pearson correlation in this case, is important to understand the strength of the linear relationship between variables. The correlation coefficient I, ranging from -1.0 to +1.0, shows the level of strength of the relationship. Accordingly, if the coefficient is close to +1.0 or – 1.0, the relationship is said to be strong while a result close to 0 is an indication of weak relationship between the variables. According to Jonker, J. & Pinnink, P. (2010) a correlation coefficient above 0.7 on both sides is strong, 0.3-0.7 as moderate and below 0.3 and closing to 0 on both sides as weak relationship.

Table 4.19: Pearson correlation between the variables

| | | Search engine optimization | Pay-per click | Branding | Social media marketing | Evaluation and measurement |
|----------------------------|---|-----------------------------------|----------------------|-----------------|-------------------------------|-----------------------------------|
| | Pearson Correlation | 1 | .794** | .602** | .677** | .762** |
| Search engine optimization | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | Pearson Correlation | .794** | 1 | .520** | .466** | .507** |
| Pay-per click | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | Pearson Correlation | .602** | .520** | 1 | .496** | .556** |
| Branding | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | Pearson Correlation | .677** | .466** | .496** | 1 | .734** |
| Social media marketing | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | Pearson Correlation | .556** | .762** | .507** | .734** | 1 |
| Evaluation and measurement | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 264 | 264 | 264 | 264 | 264 |
| ** . Correlation is | Significant at the 0.01 level (2-tailed). | | | | | |

A strong positive correlation and significant linear relationships are obtained between all the overall performances of the Corporation. The correlation coefficients r for all variables range from 0.507 to 0.762, which show a moderate and high correlation. The most correlated dimension with performance among the marketing strategic tools is search engine optimization ($r(264) = 0.762$) followed by social media marketing ($r(264) = 0.734$), branding ($r(264) = 0.556$), and pay-per click ($r(264) = 0.507$).

The correlation between the digital marketing strategic tools themselves shows that there is a higher correlation between search engine optimization and pay-per click with persons correlation of ($r(264) = 0.794$). The second highly correlated items are social media marketing and branding ($r(264) = 0.677$) with a moderate level of correlation. On the other side of the table, the two least correlated items falling into the medium correlation range are search engine optimization with social media marketing ($r(264) = 0.496$) and branding with evaluation ($r(264) = 0.466$) respectively.

4.7 Multiple Liner Regressions Analysis (MLRS)

Multiple regressions are a statistical model through which researchers analyse the relationship between the dependent variable and a set of independent or predictor variables says Jonker, J. & Pinnink, P. (2010), it is a frequently used a statistical technique to achieve three main objectives. Additionally, it is used to sort the best prediction equation for a set of variables (i.e., to answer questions like, given X and Y as predictors, what is Z (the dependent variable?). It is also important to find structural relationships and provide illustrations for what seems to be a complex relationship.

One of the SPSS outputs of the regression analysis is the model summary that includes the R square and the standard of the error term for the model. A significant test that is region of intrigued is the ANOVA rundown table. For the present, the significant number is the importance in the furthest right section. If that value is less than .05, it is said to have a significant linear regression. If it is larger than 0.05, it is not. The final section of output and the most important one is the table of coefficients and is where the actual prediction equation is illustrated.

Table 4.20: Model summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .484 ^a | .580 | .566 | .40732 | .680 | 54.669 | 4 | 263 | .000 |

Predictors: (Constant), Architecture &Event, Digital Marketing, Advertising, Direct Marketing

The result in the table above indicates the correlation between independent variables (search engine optimization, pay-per click, branding, social media marketing and evaluation & measurement technique) with marketing effectiveness and performance of the clothing companies is 0.484. This implies 48.4% of the variation the performance on the attributes identified can be explained by variation in undertaking various marketing tools available. The other 51.6% of the variations are the effect of other variables out of this scope.

Table 4.21: ANOVA Analysis

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| | Regression | 3.762 | 4 | .940 | 5.669 | .000 ^b |
| 1 | Residual | 42.971 | 259 | .166 | | |
| | Total | 46.733 | 263 | | | |

Dependent Variable: Performance and marketing effectiveness

b. Predictors: (Constant), search engine optimization, pay-per click, branding, social media marketing and evaluation & measurement technique.

The ANOVA summary table for the regression analysis is observed that the significance level is less than 0.05 ($p < 0.05$) that illustrate there is significant linear regression. This implies that various digital marketing tools have a significant effect on the overall performance and marketing effectiveness of the clothing companies between Turkey and the Middle East.

Table 4.22: Multiple regression result for digital marketing tools

Coefficients^a

| Model | | Unstandardized | | Standardized | t | Sig. | Collinearity | |
|-------|----------------------------|----------------|------------|--------------|-------|------|--------------|-------|
| | | Coefficients | | Coefficients | | | Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.116 | .420 | | 7.416 | .000 | | |
| | Search engine optimization | +.083 | .065 | +.098 | 1.289 | .199 | .617 | 1.620 |
| | Pay-per click | +.071 | .063 | +.067 | 1.124 | .262 | .985 | 1.016 |
| | Branding | +.165 | .070 | +.204 | 2.368 | .019 | .479 | 2.089 |
| | Social media | | | | | | | |
| | Evaluation metrics | +.296 | .064 | +.322 | 4.617 | .000 | .730 | 1.370 |

Source; SPSS Survey Output (2021)

The last output in the analysis of the multiple regression models represents the output for the beta coefficients of each marketing communication tools. The regression equation for this research is presented below.

$$P\&M = B_0 + (B_1) \text{ SEO} + (B_2) \text{ PPC} + (B_3) \text{ BM} + (B_4) \text{ SM} + (B_5) \text{ EM} + e$$

Where, P&M= Performance & marketing effectiveness, SEO= Search engine optimization, PPC= pay-per click, BM=Branding marketing, SM=Social media marketing, EM= Evaluation & measurement B_0 = Constant, B_1 to B_5 = beta coefficients, and e =the error term

Substituting the results in the model gives: -

$$\text{PER} = 3.116 + 0.083\text{SEO} + 0.071\text{PPC} + 0.165 \text{BM} + 0.296\text{SM} + 0.245\text{EM} + e$$

Prior to interpretation of the model and its beta coefficients, it is important to evaluate it in terms of multicollinearity issue. According to Bryman, A., & Bell, E. (2015), multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is “overlap” or sharing of predictive power. This may lead to the paradoxical effect, whereby the regression model fits the data well; but none of the predictor variables has a significant impact in predicting the dependent variable. This is because when the predictor variables are highly correlated, they share essentially the same information. Thus, together, they may explain a great deal of the dependent variable but may not individually contribute significantly to the model. This can be checked by looking into the output of variance inflation factor (VIF) and the tolerance level for the model according to Patil, S., & Mankar, A. (2016). The results in the table shows social media marketing ($B=0.296$), search engine optimization ($B=0.083$), branding ($B=0.165$), evaluation & measurement (0.245) and pay-per click ($B=0.071$) all have positive relationship with performance and marketing effectiveness. The regression equation above also established that taking all factors into account (search engine optimization, pay-per click, branding, social media marketing and evaluation & measurement technique) constant at zero performance and marketing effectiveness will be 3.116.

The findings shows that a unit increases in advertising activate would lead to a 0.296 increase in performance and marketing effectiveness. This is particularly in line with the fact that social media marketing activities can directly result in an increase in sales, cross selling, hence profitability. As the literature above suggests, this immediate effect of marketing tools activities make it a critical element in raising the performance and marketing of clothing companies in both short and long terms time horizon. Search engine optimization activities are also highly effective in the short run-on raising performance of the clothing companies as most of them are important

in raising the service offered by the company. This in turn will result in an increase in the profit of the corporation.

On the other hand, though the branding activities are important in creating awareness in general and institutional promotion in particular, the literature suggests that there must be aggressive, consistent, and effective advertisement efforts for a relatively longer period to persuade customers to buy unsought goods. The positive relationship shows that the effect is on the right direction but fails to register significant effect. This is because, as the literature suggest, it is difficult for creating awareness in clothing companies especially in developing economies in the Middle East and might in the short run even affect profitability adversely through huge advertisement expenses with extraordinarily little returns. As the effect of evaluation and measurement in this case is a long-term issue, it is important for the clothing companies to continue to spend on such activities in a careful and designed way for a long-term objective as well as devise ways to increase its effect on short terms basis via selecting segments of the market that are having higher awareness level for clothing companies. The effect of Digital Marketing activities such as social media, branding, SEO as well as PPC and evaluation and measurement are mixed on performance and marketing effectiveness for the companies now.

5. CONCLUSION & RECOMMENDATION

The previous chapter discusses the practical results of our study. This chapter discusses the obtained results which have been analyzed by using SPSS, explains the implications of this study and provides recommendations for future research.

5.1 Conclusion

This study aimed to enrich the literature and fill the gap of prior associated studies which seek to analyze the digital marketing strategies that are usually implemented by the clothing or garments companies. This study analyzed the regional perspective adopted by the clothing companies for long period in term of digital marketing strategy when they come to handle the marketing of the companies. The study has guided and answered the research questions mentioned in the beginning chapter regarding the digital marketing strategy. Descriptive and causal research designs were used this study. The target population was of 772 staff in different managerial and non-managerial levels at the operational professions. This population was chosen since the people have day to day contact with one or more of the digital marketing strategic tools and can observe its impact on the performance and marketing effectiveness indicators identified. Stratified proportionate random sampling technique was used to select the sample. Stratification aimed to reduce standard error by providing some control over variance. Accordingly, respondents comprising of 264 were selected from the two stratum with 89 from managerial positions and 175 from non-managerial professionals. The researcher used primary data for this study and collected using questionnaires. The quantitative data in this research was analysed by descriptive statistics using statistical package for social sciences (SPSS) says Patil, S., & Mankar, A. (2016). Descriptive statistics includes mean, frequency, standard deviation and percentages to profile sample characteristics and major patterns emerging from the data. A multivariate regression model was applied to determine the relative importance of each of the four variables with respect to customer loyalty and satisfaction of the banks.

The study found that digital marketing strategies and activities conducted by the clothing or fashion companies' provider institutions affect the customer loyalty and satisfaction significantly in a positive manner. This goes in line with the literature as well as the conceptual framework of the study. The study concluded that digital marketing strategies and tools such as SEO, PPC, branding, social media marketing and evaluation and measurement of metrics influenced marketing effectiveness process to a great extent. The regression analysis shows an increase in a unit of digital marketing service provided by the clothing companies will increase overall performance and marketing efforts by 0.296 units. All the mentioned activities of digital marketing identified in the study affect the marketing effectiveness of the company to a great extent. This leads to the conclusion that efforts made on these activities have a positive and immediate effect and is where the companies should focus on for maximum return in the short run.

The effect of digital marketing strategies is mixed on customer value and service provided and satisfaction the customer gets after the product or service provided to him. This thesis has empirically investigated the impact of three first-order dimension of digital marketing strategies being used in Turkey and the Middle East for export and import between the companies and the customers as well. As a result, it is important for the clothing companies to focus more on the digital marketing to reach a broader region, scalable, effective, and optimized way as compared to the conventional way of marketing es at the given moment while trying to have a professionally designed and careful approach for the companies to gain their market share and profitability with the services provided to customers. The findings obtained by this study has an important implication for both developed and developing countries operating in the Middle East especially which need to benefit from the digital marketing strategies. The results of this study are considered as a corner stone for comprehensive studies in terms of the effect of digital marketing strategies on the clothing companies.

The findings shows that a unit increases in advertising activate would lead to a increase in performance and marketing effectiveness. This is particularly in line with the fact that social media marketing activities can directly result in an increase in sales, cross selling, hence profitability. This research has correspondently analysed the digital marketing strategies for the clothing industry as compared to the other

businesses and industries. Of course, the organizations everywhere on the globe should assess how they introduce themselves on the web and what systems they carry out to successfully utilize the different web-based media specialized apparatuses for their potential benefit. Clothing industry is considered as a necessary wellspring of exchange in Turkey and in the Middle East area whereas other countries may have specialty in other industries to meet the digital marketing standards. However, the results of this study show a positive approach towards the digital marketing and its return if applied to the industry. Results of other studies that have been taken into consideration have a slight difference in the results although they predict the same as our study predicts and analyzed. Other studies that have been taken into consideration were Effectiveness of Digital Marketing in the Challenging Age: An empirical study by Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015) and Multiple regression analysis of performance indicators in the ceramic industry by Turóczy Zsuzsanna*, Liviú Mariana (2012).

5.2 Recommendation

Generally speaking, the effect of digital marketing strategies to performance and facilitate the customers has been rather significant based on the finding of the survey. However, the study was able to demonstrate that there is a positive relationship between digital marketing strategies and marketing effectiveness by the companies as per the survey after the recovery. Furthermore, respondents believe that the importance of digital marketing are overly critical in theory and this is supported by the literature in previous sections. So, it is important to consider for the corporation further examination of as to how this effect can be raised to a significant level as to how to pass consistent, effective, and persuading messages on both the importance of clothing companies and any organizational level in all forms. It is also important for the clothing companies in Turkey and the Middle East to channel its use to specific segments to identify its long-and short-term effect based on the level of response to a particular marketing technique. From the literature, it is clear as per some researcher that digital marketing is a better and more creative platform to advertise in maritime industry as compared to conventional marketing.

5.3 Recommendations for Further Studies

The future studies should be conducted with consideration of other quality aspects such as process purchase quality, product quality in an analytical framework with expansion of sample size. In addition, moderation effects of such factors as customer experience with digital marketing techniques being used upon them and type of product should be studied to understand digital marketing in a broader term. This study has explored the effect of digital marketing strategies on the clothing sector between Turkey and the Middle East. The overall effect of digital marketing strategies can therefore not be ignored at any cost. This study has recommended adoption of various reforms in the clothing sector and other organizations to ensure maximum business performance and to give best marketing effectiveness. The study further recommends that another study needs to be done with an aim of investigating the digital marketing strategies.

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RESUME

Heba Alshiekh SALEH

EDUCATION:

- University Degree in Geography ICDL
- Master's Degree in Business Administration

LANGUAGE SKILLS:

- Turkish language - Advanced English – Advanced

SALES DEPARTMENT OF AN INTERNATIONAL COMPANY:

- I aim to work as an HR Manager in a multinational company

EMPLOYMENT HISTORY:

- Sales Department (3 years 4 months) Asia Company Istanbul