

**THE UNIVERSITY OF LATVIA FACULTY  
OF BUSINESS, MANAGEMENT AND  
ECONOMICS**

Department of Global Economics Interdisciplinary Studies

**Role of digital marketing in influencing customer purchase  
behavior: A study on Rimi Baltic**

**Digitālā mārketinga loma klientu ietekmēšanā pirkšanas  
uzvedībā: pētījums par Rimi Baltic**

**MASTER THESIS**

**Academic supervisor: Prof. Ērika Šumilo**

**Student: Seby Mathew SM 19058**

RIGA (2021)

## **Annotations (English)**

Today's business environment has become very dynamic and competitive and companies are required to focus on aggressive marketing so that they can create sufficient need and demand among the customers. In the present scenario, digital marketing has emerged as one of the most important and popular forms of marketing and it focus on the use of internet and online platforms to market and promote the services and products. Nowadays, brands are utilizing the channels associated with digital marketing because they play a significant role in terms of attracting and engaging the customers. The aim of this research paper is to analyze the overall extent to which the practices associated with digital marketing influences the purchase behavior of the customers. The data has been collected from different secondary as well as primary sources so that adequate and reliable information with regards to the topic undertaken for study can be easily presented. The data in this study has been collected from 100 customers of Rimi Baltic and the use of open as well as close ended questions have been done. To gather the required data from the customers, the researcher has emphasized on the use of inductive research approach.

The effectiveness of digital marketing is that it results in creating awareness as well as demand of services and products offered among the customers or the people in the target market. It has also been identified that at present there are wide ranges of factors which have a direct and considerable impact on the customer purchase or buying decision. The chosen organization i.e. Rimi Baltic has employed different types of digital marketing practices and the prime objective here is to influence the buying or purchase decision of the customers.

The customers are now obtaining information and required data from the modes of marketing and convenience as well as strong relationship with the organization have been identified as some of the core uniqueness of the digital marketing. The results of the study also reflect that culture; marketing and personal factors are the one which are affecting the purchase decision of the customers. It has been proposed that introduction of voice search application can be done by Rimi within its marketing strategy.

***Key words:* Digital marketing, Rimi Baltic, social media, consumer buying behavior, purchase decision, marketing.**

## **Annotations (Latvian)**

Mūsdienu biznesa vide ir kļuvusi ļoti dinamiska un konkurētspējīga, un uzņēmumiem ir jākoncentrējas uz agresīvu mārketingu, lai tie varētu radīt pietiekamu vajadzību un pieprasījumu klientu vidū. Pašreizējā scenārijā digitālais mārketingš ir kļuvis par vienu no svarīgākajiem un populārākajiem mārketinga veidiem, un tas koncentrējas uz interneta un tiešsaistes platformu izmantošanu, lai tirgotu un reklamētu pakalpojumus un produktus. Mūsdienās zīmoli izmanto ar digitālo mārketingu saistītos kanālus, jo tiem ir nozīmīga loma klientu piesaistē un piesaistē. Šī pētījuma mērķis ir analizēt, cik lielā mērā ar digitālo mārketingu saistītā prakse ietekmē pircēju pirkšanas paradumus. Dati ir savākti no dažādiem sekundāriem, kā arī primārajiem avotiem, lai varētu viegli sniegt adekvātu un uzticamu informāciju par pētījuma tēmu. Dati šajā pētījumā apkopoti no 100 Rimi Baltic klientiem un izmantoti gan atvērtie, gan slēgtie jautājumi. Lai apkopotu nepieciešamos datus no klientiem, pētnieks akcentējis induktīvās izpētes pieejas izmantošanu.

Digitālā mārketinga efektivitāte ir tāda, ka tas rada klientu vai mērķa tirgus cilvēku informētību, kā arī pieprasījumu pēc piedāvātajiem pakalpojumiem un produktiem. Ir arī konstatēts, ka šobrīd pastāv plašs faktoru loks, kam ir tieša un būtiska ietekme uz klienta pirkuma vai pirkšanas lēmumu. Izvēlētā organizācija, t.i., Rimi Baltic, ir izmantojusi dažāda veida digitālā mārketinga praksi, un galvenais mērķis šeit ir ietekmēt klientu pirkšanas vai pirkšanas lēmumu.

Klienti šobrīd iegūst informāciju un nepieciešamos datus no mārketinga veidiem un ērtības, kā arī ciešās attiecības ar organizāciju ir noteiktas kā digitālā mārketinga galvenā unikalitāte. Pētījuma rezultāti arī atspoguļo šo kultūru; mārketinga un personiskie faktori ir tie, kas ietekmē klientu lēmumu par pirkumu. Ir ierosināts, ka Rimi savas mārketinga stratēģijas ietvaros varētu ieviest balss meklēšanas aplikāciju.

**Atslēgas vārdi: Digitālais mārketingš, Rimi Baltic, sociālie mediji, patērētāju pirkšanas uzvedība, pirkuma lēmums, mārketingš.**

# Table of Contents

INTRODUCTION .....	6
Chapter 1: Concept of digital marketing .....	10
1.1 Overview of digital marketing .....	10
Concept of digital marketing .....	10
1.2 Digital marketing platforms.....	19
1.3 Effectiveness of digital marketing in customer attraction .....	22
1.4 Ways in which digital marketing influence consumer purchase behavior .....	26
1.5 Factors influencing customer behavior .....	28
Chapter 2: Overview of Rimi Baltic .....	30
2.1 About the company .....	30
2.2 Digital marketing practices of Rimi Baltic.....	33
Chapter 3: Survey analysis .....	46
3.1 Overview of the survey .....	46
3.2 Response analysis.....	46
Chapter 4: Development of digital marketing strategy for Rimi Baltic.....	61
4.1 Proposed strategy .....	61
4.2 Influence of strategy on business growth .....	69
Conclusions .....	74
Recommendations.....	76
References .....	78
Appendix 1 .....	85
Questionnaire for survey .....	85

## **List of abbreviations**

DM: Digital marketing

# INTRODUCTION

## Background of the study

In the current era, the role of digital marketing is rising at a faster pace and different digital platforms are gaining a high level of popularity. Digital marketing is also regarded as online marketing where it is all about promotion of the brands using the internet and other forms of modern tools<sup>1</sup> (Bala and Verma, 2018).

One of the main reasons due to which brands are utilizing digital marketing channels is to attract and engage customers in the market. Moreover, digital marketing tools are effective in terms of providing a remarkable experience to the target market and in turn business goals are attained. The main effectiveness of digital marketing is that it has the capability in terms of influencing buyers and encouraging them to purchase the products of the organization<sup>2</sup> (Kathiravan, *et al.* 2019). Moreover, it is a well-known fact that influencing customer purchase behavior is the most difficult task, and if any particular organization has not adopted right tactic to influence customer purchase behavior, then in such case, it leads to decline in the business performance.

The key digital marketing (DM) platforms that are most commonly utilized by the marketers for conducting marketing practices are social media platforms, websites, reviews and customer testimonials, branded logos, blog posts and e-books etc.

These are some of the most common digital marketing platforms that support a lot in developing a strong link with the target market, and at the same time, business practices are carried out in the right way through this. Further, some businesses in the market still rely on

---

<sup>1</sup> Bala, M. and Verma, D., (2018).A critical review of digital marketing. *M. Bala, D. Verma (2018). A Critical Review of Digital Marketing.International Journal of Management, I.T. & Engineering*, 8(10), pp.321-339.

<sup>2</sup> Kathiravan, C., Mahalakshmi, P. and Palanisamy, V., (2019).Online Impulse Buying Behavior of Consumer Triggered by Digital Marketing. *International Journal of Recent Technology and Engineering*, 8(256), pp.648-652.

traditional advertising methods and in this case they have to face numerous difficulties in engaging and influencing customers towards the different products and services.

In every type of organization, whether big, small or medium, utilization of digital marketing platform is quite high, and the main effectiveness is that it supports a lot in building strong bonding with the target market. For every brand, it is vital to consider or undertake the range of factors that influence customer purchase behavior.

The key factors are social, cultural, personal and Psychological and they have a direct influence on the purchase behavior of the target market. Psychological is one of the most crucial factors where it has been witnessed that perception level, learning, belief etc. of the target market is vital, and it is necessary for the marketers to undertake all these factors.<sup>3</sup> (Hanlon, 2018).

Personal factor is also valuable where it considers occupation, age, lifecycle and personality of the target market. Social factors involve family, role, status and reference group. At last, cultural factors involve social class system and culture of the target market. Hence, these factors are crucial in terms of influencing the purchase behavior of the target market.

Mainly, trend associated with digital marketing is rising as it is cost-effective and sharing important messages and updates to the target market has become quite easy with the help of different digital marketing platforms. In short, the presence of different digital marketing platforms supports firms to stay ahead of the competitors in the market and in turn, business performance is rising at a faster pace through this.

### **Research problem**

In the era of modernization influencing customer behavior and attracting customers is the most difficult task in front of marketers. At the same time, the level of competition in the market is also very high, and in this case, brands have to face numerous challenges in terms of sustaining in the market. Along with this, products of substitutes are easily present, and this is the reason due to which performance of the companies in the market declines.

Hence, this research highlights the usefulness of the digital marketing platforms and the ways in which different platforms contribute in influencing customer purchase behavior and they

---

<sup>3</sup> Hanlon, A., (2018). *Digital marketing: Strategic planning & integration*. Sage.

are attracted towards the various products. Therefore, this particular problem has been resolved in the current research.

**The aim of the study** is to analyze the extent to which digital marketing is influencing customer purchase behavior with respect to Rimi Baltic.

**Subject of the study** is customer purchase behavior

**Object of the research** is Rimi Baltic

### **Objectives of the study**

1. To understand the concept of digital marketing
2. To identify the effectiveness of digital marketing in customer attraction
3. To understand the operations carried out by Rimi Baltic
4. To analyze digital marketing practices of Rimi Baltic
5. To conclude findings and provide recommendations to Rimi Baltic

### **Questions**

- To what extent does digital marketing platforms influence customer purchase behavior?
- How digital marketing is linked with customer behavior?
- What are key factors that customers consider during purchase decision?
- How can digital marketing be improved in firm for attracting customers?

### **Methodology**

For conducting the present investigation, certain methodological tools have been adopted. Primary data in the research has been gathered by conducting a survey of 100 customers of Rimi Baltic. Both open and close-ended questions have been asked to the respondents so as to understand the extent to which digital marketing practices of Rimi Baltic affects the purchase behavior of people in the market. The inductive research approach is also considered to have collection of information from the customers of Rimi Baltic.

At the same time, secondary data has been obtained from numerous books, journals and online publications that are linked with the topic. The descriptive design has been adopted so as to describe the elements of the digital market. Data analysis technique is quantitative, where excel analysis has been carried out and results have been presented through charts and tables. Considering the methodology properly, the learning on role of digital marketing in influencing

customer purchase behavior can be developed. Considering the survey-based collection, the analysis is also done to identify factors that customers consider during purchase decisions.

### **Limitation of the study**

One of the main limitations is time, wherein a particular time period researcher has to obtain data from the 100 respondents and this is time-consuming. Secondly research is strongly focused on the concept of digital marketing but at the same time, other factors are also present that influence consumer purchase behavior, but they have not been considered in the current study.

# **CHAPTER 1: CONCEPT OF DIGITAL MARKETING**

## **1.1 Overview of digital marketing**

### **Concept of digital marketing**

The term digital marketing refers to advertisement and promotion of goods and services by multiple digital channels on social media platforms such as websites, search engines, emails and other online technologies. In the present modern times of competitive world digital marketing is playing a very significant role in promotion of goods and services rapidly. Digital marketing is concerned with the connection of customers at anytime and anywhere. In other words digital marketing is a kind of marketing which includes electronic devices for selling its products and services. It is stated that digital marketing is expected to be high success in the future time period and digital marketing is considered to be the core and heart of marketing these days. It helps the organization to achieve the higher target and objectives as compared to the traditional methods of marketing.

Apart from this it enables to increase rapid growth and development of the firm and moreover digital marketing is an economic solution in the process of marketing. It allows keeping in the same segments to watch the better advertisement and description. The customers are permit to ask related queries from the specific brand through online procedures and they get more knowledge about the specific brand products and services. The main aspects of digital marketing are namely search engine optimization (SEO), affiliate marketing, email marketing, search engine marketing (SEM), content marketing etc.

On other side the evolution of digital marketing is indivisible from the development of technology and it became more famous and popular around the year 2000 to 2010. One of the main goals of digital marketing is to enhance the brand awareness among the customers and the public. Despite this it helps to increase the sale and profit of the organization as it is emphasize that the concept of digital marketing is to cover all the areas especially backward and rural areas where traditional marketing is sometimes unable to reach. It is the easiest way to grab the attention of customers to a maximum extent possible and it is regarded as the best marketing strategy to increase retention. Despite this there are various factors affecting the digital marketing such as technology adopted by the company, time, target market etc.

The initial stage to start digital marketing is that a marketer has to be excited and implement several activities to learn because the digital marketing platform is highly competitive and evolving rapidly. A digital marketer has to develop a strong presence in various social media platforms to grab the attention of customers at maximum extent possible. Additionally digital marketing is the best method to connect with the people and it proves the best way of remembering the products and services. On other side digital marketing is also a type of skill which requires fewer efforts to start promotion of organization. It also provides employment opportunities to many individuals who are seeking for job and it has even proved the best solution for most talented and skilled labor to sell its art by digital marketing.

In the modern era of technology, digital marketing (D.M.) is a useful technology for the business. Online marketing is also known as digital marketing. It promotes the different – different brands with the consumer through the internet and digital network. Website, social media, multimedia, email, search engines, and mobile applications are used in digital marketing. D.M. means to research the products, information, features of products, etc., online.

It is a strategy for marketing professionals, businessmen, owners, students were used these techniques. It is a form of marketing that involves electronic devices. It can be used offline, and online platforms, and they are the most important pillars of digital marketing.

<sup>4</sup>Chaffey, (2017) narrates that mobile technology and social media technology are integrated into the marketing plans, and marketers leverage data to their advantage. D.M. is the concept of business development. Laptops, mobiles, and tablets are important prominent factors that led the evolution. Half of the web traffic is driven by mobile, and everyone is online today. <sup>5</sup>Saura, (2019) defines the main factor of the electronic commerce ecosystem as their typologies and techniques of digital marketing.

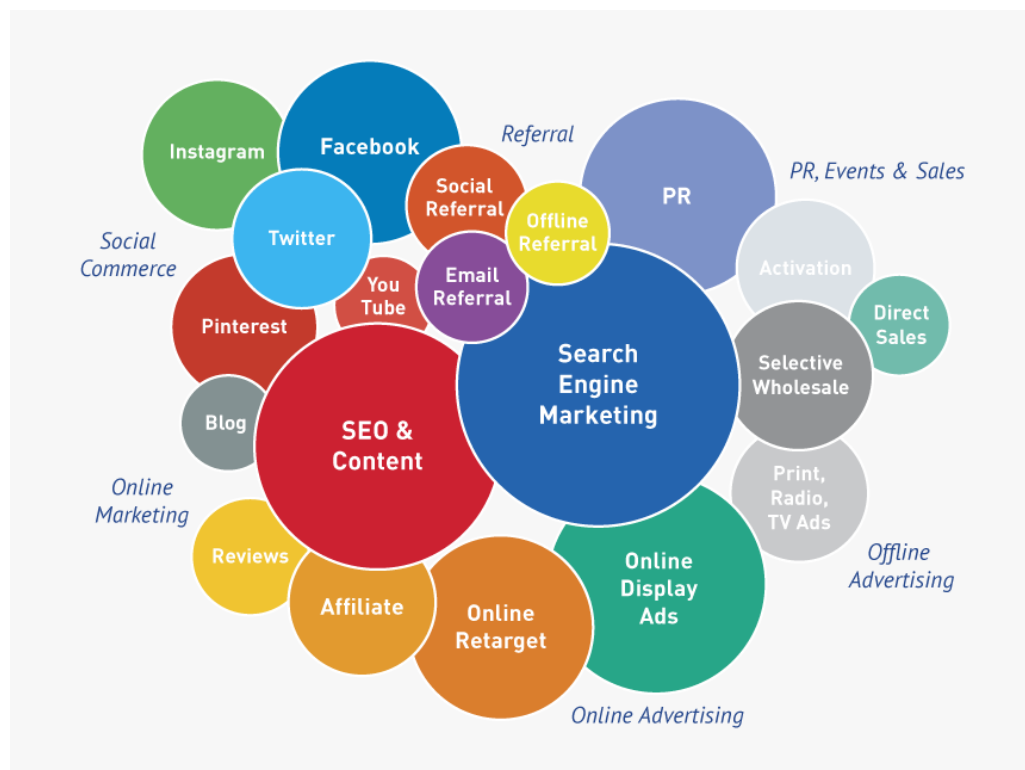
---

<sup>4</sup> Chaffey, D. and Smith, P.R., (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Routledge.

<sup>5</sup> Saura, J.R., Palos-Sanchez, P.R. and Correia, M.B., (2019). Digital marketing strategies based on the e-business model: Literature review and future directions. *Organizational transformation and managing innovation in the fourth industrial revolution*, pp.86-103.

Whether it's talk about marketing, banking, shopping, hotel management, and so on. Across the world, all associations, academics, and all move on with digital marketing and its means advertisement and marketing of the product, company, etc. Digital marketing fills the gap between marketing and sustainability. <sup>6</sup>Alghizzaw (2019) examines the role of D.M. on consumer behavior in the reference of tourism industries.

Mobile marketing, email marketing, social media marketing, blog, search engine optimization (SEO) (Fig. 1.1), and so on are used all over the world.



**Figure 1.1. Type of Digital Marketing**

---

<sup>6</sup> Alghizzawi, M., (2019). The role of digital marketing in consumer behavior: A survey. *Int. J. Inf. Technol. Lang. Stud.*, 3(1), pp.24-31.

*Source: Pngitem, 2019*<sup>7</sup>

Digital marketing tactics and strategy affect both the valence and the volume of online reviews and the performance of the organization.

Use of D.M. skills in business all the companies are connected with the consumer and market, boost presence and reputation and stay ahead of the competition. Most business associations switched to the E-Commerce model, and it is profitable for them. Digital marketing plays a significant role, especially in tourism industries for each business. The importance of digital marketing in the present age is to provide information to the customer what they want and whenever they want. With the help of internet technology, most people in the world can access information through electronic devices like mobiles, laptops, and computers. In the present era, most companies use digital marketing strategies for their promotions.<sup>8</sup> (Yogesh, Sharaha and Roopan, 2019). These days Digital marketing now counts in traditional marketing because most people consume information online, and it makes D.M. the great way to reach wider consumers. It always provides convenience to the customer and is profitable for business owners. The aim of marketing is to expand market share and target new consumers. It's increases revenue for the companies. Digital marketing expands your business around the world.

Digital marketing is also useful for students. They use blogs, Linked In, reviews, and websites for their career, studies, find good jobs. Students can crack interviews, makes online profile with an online presence.

D.M. targets the customer that they can be reached in a measurable way and cost-effective. It increases online sales, promotions, and brand loyalty. Simply a website allows a customer to trade globally and find a new market. Through D.M., companies offer affordable and

---

<sup>7</sup> Pngitem, (2019).*Digital Marketing - Digital Marketing Channels, H.P. Png Download.* [Online] Accessed Through <[https://www.pngitem.com/middle/howTTb\\_digital-marketing-digital-marketing-channels-hd-png-download/](https://www.pngitem.com/middle/howTTb_digital-marketing-digital-marketing-channels-hd-png-download/)>. [Accessed On 14<sup>th</sup> September, 2021]

<sup>8</sup> Yogesh, S., Sharaha, N. and Roopan, S., (2019). Digital marketing and its analysis. International Journal of Innovative Research in Computer and Communication Engineering, 5(7), p.201957007.

low-cost products to the customers. It also offers a substantial return and investments. D.M. allows ad campaigns to be visible in any place on the globe<sup>9</sup> (Omar and Atteya, 2020).

A mostly company wants the specific customers for their companies, so D.M. provides them to tracking an individual's demographic information and online activities, and digital marketers use these data to offer audience-specific products and services that they are interested in.

Digital marketing provides great growth opportunities to small firms. The strategy of small companies is based on budget and them targeting the large costumer at the cheaper amount.

Digital marketing strategy templates provide the planning framework to rapidly create integrated D.M. plans for the business with the help RACE (Reach, Act, Convert and Engage) planning system<sup>10</sup> (Dumitriu, and Popescu, 2020). RACE provides the structure for reviewing the potential of digital marketing.

The great advantage of digital marketing is quick and convenient service. Online order placement reduces the cost of transportation and makes it costumers easier to shop from around the world.

<sup>11</sup>Desai, (2019) focused on the conceptual understanding of D.M. and how their help business is. D.M. educating transactions online is easy and quick. Companies need to use the right technology and tools to develop their marketing plans, and it is helpful for driving online sales, increasing brand loyalty and reliability.

---

<sup>9</sup> Omar, A.M. and Atteya, N., (2020).The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market.International Journal of Business and Management, 15(7), pp.120-132.

<sup>10</sup> Dumitriu, D. and Popescu, M.A.M., (2020). Artificial intelligence solutions for digital marketing.Procedia Manufacturing, 46, pp.630-636.

<sup>11</sup> Desai, V., (2019). Digital marketing: A review. International Journal of Trend in Scientific Research and Development, pp.196-200.

With the help of digital marketing, companies consistently increase social media currency and make their business presence stronger.

For small businesses, digital marketing is an important tool. It gives them a platform where they can grow and make profits. Through the information, marketers can analyze traffic information to plan their marketing strategy. They know the buying pattern of customers and provide them with the information they want at the same time. Business uses this technology to get higher revenue. Extensive assessment of digital marketing, communications with the help of social media marketing platforms in the management.

D.M. provides 24/7 hour business to the companies at a low cost. Startup from the medium-sized business to multiple location companies, D.M. helps to expand niche market reach to offer services and products to the target consumers a timely at different locations.<sup>12</sup>Kingsnorth, (2019) indicated digital marketing, business models and techniques, and wider marketing and discussed the strategy, consumer behavior, regulations, and all. In the present scenario, building trust is the most important factor of digital marketing.

To achieve growth, profits, and exposure, companies need to earn the trust of the customer. The channels of digital marketing for marketers and the effect of these channels on the audience's buying decision.

For example, Zappos (online retailer company) of America sets a gold standard for online customer care. It provides 365 days money-back guarantee, free shipping services, exchange purchase, etc., to the customers. The main of a company is too focused on what the customer wants, and it is an effective strategy for Zappos.

Digital marketing service is also for home service companies. Online marketing services increase sales, revenue, and the production of the companies. Marketers need to develop an online marketing strategy to drive a more purified audience for the site and convert them into leads and sales. With the help of Google search console and Google, Analytics companies can track the performance of digital marketing campaigns of the companies. Through social media,

---

<sup>12</sup> Kingsnorth, S., (2019). Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers.

marketing, and management, companies can effectively communicate with the customers and build companies' reputations.

<sup>13</sup>Nasr, (2021) discusses the D.M. values, marketing customs, legal challenges, growth, and economic advantages of the companies. Digital marketing helps businesses to increase social currency, which means that the online presence gets bigger.



*Figure 1.2. Digital marketing strategy building process*

*Source: Data Flair, 2020<sup>14</sup>*

In accordance with the figure 1.2 it can be stated that digital marketing strategy building process consider different stages. The process main starts with identifying the customers and this stage is most crucial. Second stage is identifying the customer expectation or the identity for

---

<sup>13</sup> Nasr, A.R., (2021). The Importance of Digital Marketing on the Success of Service Companies in the Kingdom of Saudi Arabia. *Academic Journal of Research and Scientific Publishing/ Vol, 2(24)*.

<sup>14</sup> Data Flair, (2020). *What is Digital Marketing? Everything you need to know about it*. [Online]. Accessed through < <https://data-flair.training/blogs/what-is-digital-marketing/> >. [Accessed on 30<sup>th</sup> November 2021].

servicing them in a strong manner. Third stage is identification of the business objectives, further goals are set, resource allocation takes place, execution and at last analysis. All these stages are crucial in the formation of digital marketing strategy and through this business development takes place. Digital marketing tactics help to track all the records of success of traditional marketing. Marketers use the best tactics that always show good results. On the basis of analysis, it can be said that in Latvia the use of social media has been increased recently, and many businesses are investing in digital marketing. Internet use is majorly considered by firms to have effective application of digital marketing. It is identified that from year 2012 the internet use among Latvian businesses has increased and it reached 37.8 million U.S. dollars in the year 2021<sup>15</sup> (Statista, 2021). Although, it is expected to have better growth and it might reach 41.4 million U.S. dollars by the end of 2024.

Social media marketers implement A.L. applications to impact D.M. strategy better. Most people are online on social media platforms, and it is beneficial to businesses to engage with the customers, post interactive content, and answer their queries. There are lots of agencies that handle the D.M. campaigns for the companies. Agencies have professionals that know how to advertise on various demographics, and they produce effectively.

It makes more profits and sales for the business.<sup>16</sup> Chomiak-Orsa, (2020) examines the process of marketing, the role of ITC in image building and online sales. A company needs to update its content, manage digital media, and monitor the online presence and monitor social media results.

Online presence is the backbone success of the companies. A company doesn't want its customers waiting for more. With the help of social media marketing, business takes their

---

<sup>15</sup> Statista, (2021). *Spending on advertising in Latvia*. [Online]. <Available through: <https://www.statista.com/statistics/491798/advertising-spend-by-medium-latvia/>>. [Accessed on: 27<sup>th</sup> September, 2021].

<sup>16</sup> Chomiak-Orsa, I. and Liszczyk, K., (2020).The importance of ICT in creating digital marketing. *InformatykaEkonomiczna. PraceNaukoweUniwersytetuEkonomicznego we Wroclawiu*, (1 (55)).

business each, and everywhere they can go. SEO techniques positively affect digital marketing and discusses the difference between traditional marketing and digital marketing.

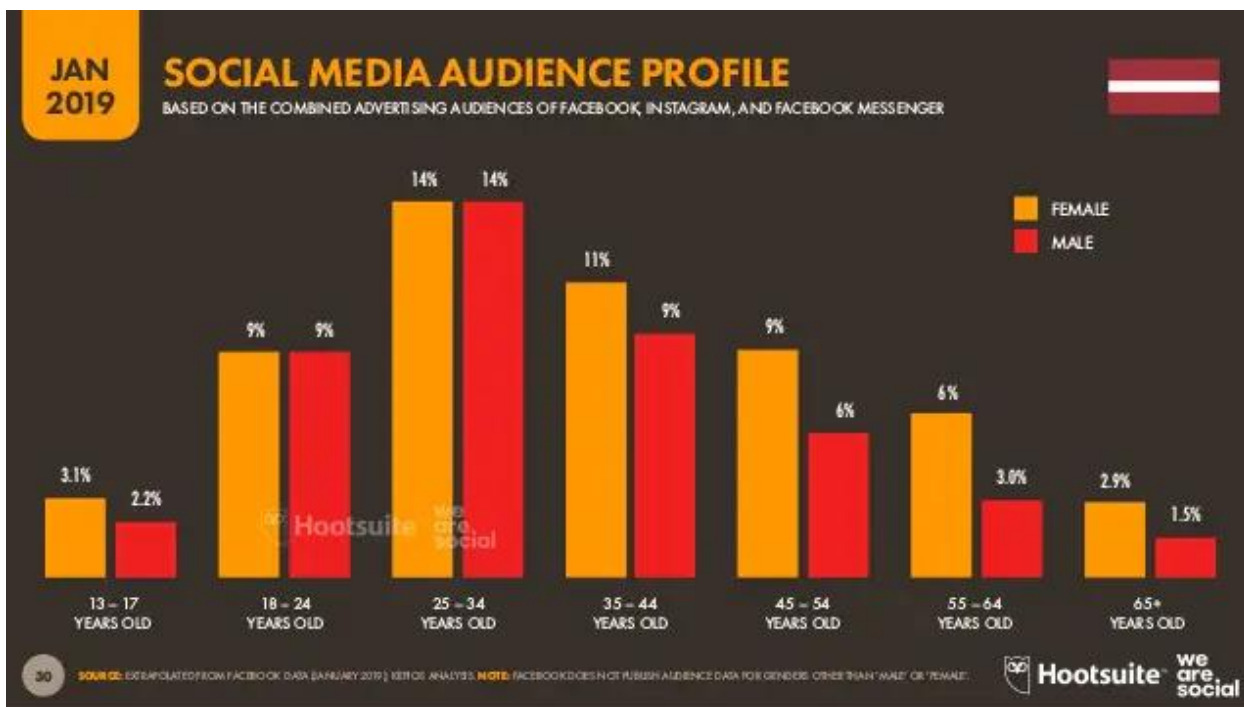


Figure 1.3. Social media audience profile

Source: Kemp, 2021<sup>17</sup>

Social media audience profile consideration is also necessary for businesses to have an implementation of digital marketing in Latvia. The growth of social use in-country is allowing having better advantages and ensuring respecting better opportunity. With reference to the social media audience the further implications can be made<sup>18</sup>. It is noticed that the majority of people from the age group of 25-34 are using social media, as shown in figure 1.3. It means the digital marketing activities of Latvian firm must be designed according to their perception and needs. It

<sup>17</sup> Kemp, S., (2021). *Social facts*. [Online]. <Available through: <https://blog.hootsuite.com/simon-kemp-social-media/>>. [Accessed on: 27<sup>th</sup> September, 2021].

<sup>18</sup> McGruer, D., (2020). *Dynamic digital marketing: master the world of online and social media marketing to grow your business*. John Wiley & Sons.

might allow having better results, and it might assist to have better opportunity respecting diverse factors.

## **1.2 Digital marketing platforms**

The digital marketing platform is divided into two categories that are digital marketing and digital business platform. It focuses on aiming at the customer with multiple channels to increase the sales and profit of the organization.

Digital marketing is a tool that attracts customers through the internet, and digital business can be considered as the place for trading information and goods, or services to take place between consumers and producers and also with the community that links with platforms, without community the digital platform has very little inherent value.<sup>19</sup> (Saura, Palos-Sanchez, and Rodríguez Herráez, 2020).

It requires so many different shapes depending on the corporation and seeks to serve a determined purpose. Major platforms in digital marketing are social media like Facebook, Snapchat, Instagram, Twitter, and LinkedIn.

Consumers are highly dependent on these apps. This is why it is crucial that organizations should be active on social media platform. In order to reach the expectations of the marketer in multiple ways, the marketing team must use these digital channels to issue paid ads and sponsor content. By promoting these ads on different platforms, it will pop up on the feed of viewers.<sup>20</sup> (Eze, Chinedu-Eze, Okike, and Bello, 2020). Some of the organizations have the proficiency to allow the marketing team to show ads based on interests, location, and job title of the consumer. Social media promote the products to the followers of an enterprise, and people who follow the enterprise on such platforms have likely bought the products in the past.

---

<sup>19</sup> Saura, J.R., Palos-Sanchez, P. and Rodríguez Herráez, B., (2020). Digital marketing for sustainable growth: Business models and online campaigns using sustainable strategies.

<sup>20</sup> Eze, S.C., Chinedu-Eze, V.C., Okike, C.K. and Bello, A.O., (2020). Critical factors influencing the adoption of digital marketing devices by service-oriented micro-businesses in Nigeria: A thematic analysis approach. *Humanities and Social Sciences Communications*, 7(1), pp.1-14.

For secured and continued engagement with the brands and to develop a positive experience among consumers, it is necessary to interact with the consumers on social media or answering questions related to customer satisfaction. Social media is used by the marketing team to grow their brand and form a voice that can make the organization popular among viewers.<sup>21</sup> (Arkhipova and Gurieva, 2018).

Influence marketing is another way to reach the target audience through digital channels or platforms, where brands can collaborate with celebrities or other people that are experts in their fields and share reviews about the products.

Brands can reach the followers of the influencer by offering them products for promotion and asking them to show them in their feed with reviews. It needs to be energetic in answering the questions of consumers' content marketing plays a vital role. It creates content, videos, and other things to answer the questions of the consumer throughout the stages of their buying journey<sup>22</sup> (McGruer, 2020).

The stages are classified as the awareness stage where a buyer realizes he is in need of the product, the stage of consideration in which a buyer decides to meet his desired need, and the last stage is the decision-making stage where a buyer decides to purchase a product or service to fulfil his need<sup>23</sup> (Christina, Fenni, and Roselina, 2019).

A major role is played by search engine optimization as it goes hand in hand with content marketing. The team makes sure that the product pops up on top search results. Another form of paid advertising that allows the corporation to show ads on a website or other search engines such

---

<sup>21</sup> Arkhipova, N.I. and Gurieva, M.T., (2018). Modern trends in the development of digital marketing. *RSUH/RGGU Bulletin.SeriesEconomics.Management.Law*.

<sup>22</sup> McGruer, D., (2020). Dynamic digital marketing: master the world of online and social media marketing to grow your business. John Wiley & Sons.

<sup>23</sup> Christina, I.D., Fenni, F. and Roselina, D., (2019). Digital marketing strategy in promoting a product. *Management And Entrepreneurship: Trends Of Development*, 4(10), pp.58-66.

as Google and Yahoo pay a fee to the organization each time the ad is clicked on. This is done through Pay-per-click.

On top of the search result page, these ads pop up. Another platform in digital marketing is affiliate marketing which is similar to growth marketing tactics that recommend brands to other people by encouraging existing customers.<sup>24</sup> (Gupta, and Kumar, 2017). In this type of marketing, companies work under an agreement to promote the products of another enterprise in trade for a commission from the different enterprise that can assign the efforts of the organization. More substantial tracking and observation are required in this type of marketing because the organization is putting the reputation of the brand in the hands of somebody else.

A comprehension of which type of content relates to the customer can be gained through digital marketing. Content marketing also allows the enterprise to embrace the most effective way to promote its content<sup>25</sup> (Critchlow *et al.* 2019). It also assists businesses in developing a user-friendly profile that enables consumers to interact with the organization easily.

A platform in digital marketing is necessary to create essential pieces regarding the purchase and sales of the company. These are some of the key aspects of digital platforms. It is easy to use and can be presented immediately to the consumers, digital platforms are trustworthy and secure, and it facilitates exchange between producers and consumers.

For understanding what is working and what isn't working in the campaign, it is necessary to understand the measurement of the marketing platform.<sup>26</sup> (Erokhina, Mitko, and Troilin, 2018). An organization needs to determine which measure is the best fit for the platform. Certain considerations can be kept in mind. To make good software partners, the organizations need to

---

<sup>24</sup> Gupta, S. and Kumar, R., (2017). Effectiveness of digital marketing a descriptive analysis.

<sup>25</sup> Critchlow, N., Angus, K., Stead, M., Newberry La Vey, J., Whiteside, E., Clarke, M., Hudson, B. and Vohra, J., (2019). Digital Feast: Navigating a digital marketing mix and the impact on children and young people's dietary attitudes and behaviours.

<sup>26</sup> Erokhina, T.B., Mitko, O.A. and Troilin, V.V., (2018). Digital marketing and digital logistics in consumer communication. *European Research Studies*, 21, pp.861-867.

prioritize data quality and need to stick to the standard of strict data quality. It also needs to build timely and representative data to present a clear image for the consumers.

### **1.3 Effectiveness of digital marketing in customer attraction**

For attracting customers, there are three forms of media that can be used in digital marketing such as earned media, owned media, and paid media. While developing a marketing communication strategy, it is important for the companies to view all three forms of media. The key effectiveness of digital marketing is that it helps a lot in informing buyers about the products and services and accordingly brand development takes place. However, it can be critically argued that in recent years, companies have been increasingly opting for consumer-generated digital marketing.<sup>27</sup> (Kathiravan, Mahalakshmi, and Palanisamy, 2019). Some of the strategies of digital marketing help the organization to attract and hold on to new customers by performing activities related to the internet.

The major strategy is to use live video to attract more customers as it is the most popular and rapidly growing among viewers of social media, and also it was found out that people are more engaged in watching video than images. These days audience is more interested in watching a live video rather than watching a prerecorded video because they feel they are involved in it.<sup>28</sup> (Adam, et al., 2020). Hence, this is the main effectiveness of digital marketing.

By watching a live video, the audience can interact with the brands and can feel like they are a part of the process, while in a prerecorded video, the satisfaction of interaction cannot be felt by the consumers. A great way to hold on to the attention of the consumers is to use live video as it helps in retaining long-time involvement from the audience. To raise the complete

---

<sup>27</sup> Kathiravan, C., Mahalakshmi, P. and Palanisamy, V., (2019). Online Impulse Buying Behavior of Consumer Triggered by Digital Marketing. *International Journal of Recent Technology and Engineering*, 8(256), pp.648-652.

<sup>28</sup> Adam, M., Ibrahim, M., Ikramuddin, I. and Syahputra, H., (2020). The Role of Digital Marketing Platforms on Supply Chain Management for Customer Satisfaction and Loyalty in Small and Medium Enterprises (SMEs) in Indonesia. *International Journal of Supply Chain Management*, 9(3), pp.1210-1220.

visibility of the brand on social media platforms, the use of D.M. is significant, and it is also useful to attract customers.

SEO and advertising are very important for any organization to gain more consumers as it displays the complete online profile of the enterprise, which helps the consumers in making purchase decisions. The business should give first priority to social media as it helps in bringing more customers to the corporation. The online profile of the brand can be considered as the face of the organization.

By encouraging users to generate content, writing reviews or feedback where it is seen by the customers, brands also need to stay in touch with the existing audience so that they can secure their online visibility. Another factor through which an enterprise can attract customers by marketing through email, as it is not very expensive and quite successful. Companies who send emails to their customer have a positive attitude towards the audience than the companies who don't support marketing through emails. While shopping, the customers always remember an email that a company sends to them<sup>29</sup> (Bormane, 2019). The key effectiveness of digital marketing is that it highlights the value of the brand, and at the same time, customers are able to learn about the kind of experience which brand can provide to the target market.

An organization can send emails related to new products, promos, and sales. After selling the product, the enterprise delivers an email related to similar products that will make the customers eager to make another purchase. The company can also send emails to the clients who used to visit the store very often by offering them discount coupons to make them visit on a regular basis on the website.

Outstanding customer care is an excellent source to attract more consumers towards the business or towards social media profiles. This means if an enterprise wants to gain more customers, it must reply to all the queries and concerns of the clients as soon as possible because

---

<sup>29</sup> Bormane, S., (2019), May. Trends in the development of integrated marketing communication in the context of digital marketing. society.INTEGRATION.EDUCATION.Proceedings of the International Scientific Conference (Vol. 6, pp. 84-95).

giving a response on time is a key feature to attract more customers<sup>30</sup> (Anjum, Thomas, and Prakash, 2020).

The advertisement also plays a vital role in bringing more people towards the business as it influences them to purchase the product. Customer service is also important to provide satisfaction to the consumer by providing helpful information related to their concern related to the purchase.

Promos and discounts are loved by everyone. It is authenticated that the word “free” makes the customer feel irrationally excited, which stimulates alliance with productive action. When a company offers free shipping to its clients, it turns out to be a kind of victory. This result in the growth of sales as shipping is free.

Another main effectiveness of digital marketing is regarding customer engagement. In the modern era, customers prefer to purchase services of those firms whose marketing tactics are effective. Further, effective digital marketing tactics help in informing buyers that they prefer to stay connected with the brand.

Adapting the policy of free shipping, the customer tends to buy more products than they have actually planned<sup>31</sup> (Ibrahim, and Ganeshbabu, 2018). By doing this, the organization not only gives special value to the customer but also generates more sales. Manufacturing new coupon codes to give to new clients help in generating more sales as they get a reason to make their first purchase.

Marketing related to inbound encounters so many features of digital marketing to drive consumers towards the organization. Just by creating useful and related content, people can also use the business as source information while making a purchase. When the customers are in need

---

<sup>30</sup> Anjum, A., Thomas, M.R. and Prakash, P.K., (2020). Digital marketing strategies: Effectiveness on generation Z. *SCMS Journal of Indian Management*, 17(2), pp.54-69.

<sup>31</sup> Ibrahim, S.S. and Ganeshbabu, P., (2018). A Study on the Impact of Social Media Marketing Trends on Digital Marketing. *Shanlax International Journal of Management*, October, 6, pp.120-125.

of the service or product, they are already aware of the profile of the business and hence will know whom to contact.

Inbound marketing requires more time to be successful than other marketing strategies, but when it is successfully established, the organization can have a long-term strategy for compatible traffic for the business. Companies providing goods and services in the market are extremely benefitted by inbound marketing as it is considered an effective method. This type of marketing naturally kicks out time-wasters and keeps the people who are genuinely searching out for the website. SEO is vital for organic traffic.

A website having a high position in Google ranking will let people discover and visit the website. It needs well-organized maintenance to keep the site easily accessible by putting real content and new constant links<sup>32</sup> (Muhammedrisaevna, Bakhriddinovna, and Rasulovna, 2021). For developing the long-term success of the website, it is essential to have a good SEO.

Small businesses and new businesses will be benefitted from SEO as it starts with a potentially low-priced commitment that grows the organization in coming years. Companies are creating certain ideas that will go viral and also paying focus on content creation that is going to be helpful that will give benefit the organization by driving the target audience. It is not possible for the company to create a viral idea every time, but some of the viral ideas in a while will bring many visitors that will lead to the growth of the online business. In-depth articles are loved by Google, and some of the customers also love them.

Carefully inspect all the details and features of the subject is considered a part of an in-depth strategy, by publishing this strategy regularly on digital platforms will help in improving the search traffic and also in getting more social shares<sup>33</sup> (Das, 2018). The online growth of the business will lead to increased traffic.

Digital marketing can capture the audience's attention by paying serious attention to the headlines of an enterprise. As the customers begin to read the headlines and content, they start to

---

<sup>32</sup> Muhammedrisaevna, T.M., Bakhriddinovna, A.N. and Rasulovna, K.N., (2021), March. Use of digital technologies in marketing. In E-Conference Globe (pp. 281-284).

<sup>33</sup> Das, A., (2018). *Application of Digital Marketing for Life Success in Business*. BPB Publications.

compare the overall value of the online business with the nature of content creation. Consumers will develop faith in getting good quality products.

Mobile technology is the most renowned in the marketing world. Almost every customer owns a smartphone, and Tablets and smartphones are the sources through which many of the online transactions take place. When it comes to mobile marketing, this means keeping devices in mind for building out any long-term and short-term marketing plan.<sup>34</sup> (Sokolova, and Titova, 2019).

#### **1.4 Ways in which digital marketing influence consumer purchase behavior**

Marketers have been pushed across the globe to change their marketing game through digitalization. In marketing technologies, the shift has developed the behavior of the consumer and their abilities if making a decision.

There are certain changes in consumer behavior that a company can identify. The latest consumer trends can be understood in this pattern, and it helps in constructing perfect online marketing strategies. Consumer behavior speaks about the purchasing patterns and decision-making process.

Products and services are needed by the people so that they can use them for their own use. In a world of consumer satisfaction, it is very important for the business to know about consumer's behavior because they are regularly looking to boost their experience when it comes to shopping<sup>35</sup> (Alghizzawi, 2019).

Consumer behavior is the study that allows the business to understand customer's expectations in the market. It also helps the organization to establish changes that will allow the consumers to build finer purchasing decisions. It has information related to the consumer's buying process about where they would buy and when would they buy? It also shows the information regarding their aim and buying frequency.

---

<sup>34</sup> Sokolova, N.G. and Titova, O.V., (2019). Digital marketing as a type: concept, tools and effects. *Advances in Economics, Business and Management Research*, 81, pp.509-513.

<sup>35</sup> Alghizzawi, M., (2019). The role of digital marketing in consumer behavior: A survey. *Int. J. Inf. Technol. Lang. Stud*, 3(1), pp.24-31.

Digital marketing has influenced consumer behavior in certain ways. The major way is the ability of a consumer to research online and compare products.<sup>36</sup> (Urban, Gosline and Lee, 2017). These days consumers have become very good at researches, especially when it comes to making a purchase decision. Consumers are becoming more aware as technology allows them to make their own making decisions online. When brands promote their products on the internet, they influence consumers' purchasing behavior. This has helped customers to facilitate the process of their purchasing.

When it finally comes to making a decision of what to buy, they do research about the products and compare them with other products online. Consumers can experiment with different brands and can jump on to a conclusion because of the amount of information present on the internet. This shows that brands influence purchasing decision of the buyer. The brands are willing to make a clear relationship with the consumers so they can influence them more regarding their purchase decision. A better understanding of the products and services has been provided to the clients through these platforms.

Another important and biggest topic that influences the behavior of traffic is known as word-of-mouth. Enterprise and customers both can use this term to run the business. What other people say about the brand is the only thing that new customers and existing ones are looking for, especially when they want to buy that product.

When a customer shares reviews about the product's satisfaction with its network of people or on social media, it means so much to the enterprise<sup>37</sup> (Chaffey and Smith, 2017). The rise in technology has given the power to the customers of showcasing their idea on a large scale platform such as Instagram, Facebook, and Snapchat. For instance, the reviews given by bloggers and comments posted by the consumer on the sponsored post have helped in increasing the

---

<sup>36</sup> Urban, G.L., Gosline, R. and Lee, J., (2017). The power of consumer stories in digital marketing. *MIT Sloan Management Review*, 58(4).

<sup>37</sup> Chaffey, D. and Smith, P.R., (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Routledge.

approach of consumerism. The online presence of the business can be maintained through this process.

Sales of the brand can be significantly affected by the strategy of word-to-mouth. It can be said that clients have been put into the driving seat by digital marketing. However, it has become very difficult for the customers that they cannot stay loyal to a specific brand because of digital platforms. Before the revolution of digital marketing, consumers were restricted from sticking to the enterprise of their choice.

They used to prefer the products they were familiar with. This was due to the fact that they were not revealed with products and services of huge range like they are today. But this is not the same nowadays as companies come out with new products, features and offer to present them online to provide them with the satisfaction of the product for the given amount of money<sup>38</sup> (Chomiak-Orsa and Liszczyk, 2020).

Organizations have also taken other factors into consideration, such as supporting customers, valuing the brand, giving discounts. Other brands are also taking this into consideration and coming out with better features and offers to leave choices for the audience. In traditional methods, they used to hesitate to switch their go-to brands, but because of the modern method, they do not feel hesitant when it comes to switching up with brands. Digital marketing keeps consumer behavior constant when it comes to their loyalty.

Customers are getting better services at a low cost which automatically attracts them towards the brand. As customers are getting engaged in interacting with their favourite company, they tend to attract more new customers who are influenced by the brand name. Mobile and the internet have also helped the customers in getting engaged in online marketing. Everyone using the internet can get access to social media.

### **1.5 Factors influencing customer behavior**

It is noticed that there are different factors that are necessary to be considered by businesses in order to make sure to respect customer behavior. Decision making of customers is

---

<sup>38</sup> Chomiak-Orsa, I. and Liszczyk, K., (2020).The importance of ICT in creating digital marketing. *Informatyka Ekonomiczna. Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu*, (1 (55)).

dependent on different elements that are necessary to consider so that effective development can be attained. Classification of key factors can be psychological, personal, social and cultural. It can be said that motivation is a factor that has influenced the perception<sup>39</sup> (Chaffey and Ellis-Chadwick, 2019). If an individual is not clear respecting these factors, then the further implication might get affected negatively.

Other than this, it can be said that perception related measures are also considered accurately in order to have to deal with aspects. Activities are designed according to perception, learning, belief and attitude. By referring to such elements accurately, further implications can be taken into account. It can be said that personal aspects are also referred to by professionals in marketing actions<sup>40</sup> (Eze, Chinedu-Eze, Okike, and Bello, 2020). Digital marketing must be designed in such a manner that personal needs are addressed. If personal factors are considered significant, then it might affect the working factors. Cultural elements are necessary to have proper development, and they facilitate to ensure regarding issues.

In addition to this, it can be said that the social class system must be analyzed, and accordingly the digital actions must be taken into account. By referring to social class factors, social media campaigning is addressed, and it might assist in having development. If a company is not having focus on cultural elements accurately, then it might affect the results<sup>41</sup> (Christina, Fenni, and Roselina, 2019)

---

<sup>39</sup> Chaffey, D. and Ellis-Chadwick, F., (2019). *Digital marketing*. Pearson UK.

<sup>40</sup> Eze, S.C., Chinedu-Eze, V.C., Okike, C.K. and Bello, A.O., (2020). Critical factors influencing the adoption of digital marketing devices by service-oriented micro-businesses in Nigeria: A thematic analysis approach. *Humanities and Social Sciences Communications*, 7(1), pp.1-14.

<sup>41</sup> Christina, I.D., Fenni, F. and Roselina, D., (2019). Digital marketing strategy in promoting products. *Management And Entrepreneurship: Trends Of Development*, 4(10), pp.58-66.

## CHAPTER 2: OVERVIEW OF RIMI BALTIC

### 2.1 About the company

Rimi Baltic is one of the largest retail companies in the Baltic state, and it is situated in Riga Latvia. The company was established in the year 2004 and provided various groceries items that fulfil the demand of the consumers. The company is serving in key areas such as Estonia, Latvia, and Lithuania.

However, currently, the company is operating in 275 retail stores that help in fulfilling the demand of the consumers. Moreover, Rimi Baltic is the parent company of ICA Gruppen. ICA Group has a consistent strategy and perspective of fundamental principles, provides more clarity to customers, and boosts the appeal of existing and prospective workers. It facilitates decision-making, resulting in increased organizational productivity<sup>42</sup> (ICA Gruppen, 2021).

ICA Gruppen AB is a well-known retailer in the Baltic state and which is specialized in the food and health sector. Thus, Rimi Baltic is the fastest-growing retailer in the Baltic state, and 11,200 employees are serving in the company to satisfy and fulfil the requirement of the customers and offer various products that can easily attract the customers to purchase. Rimi Baltic had divided its business into three sub ventures which are convenient for the customers to buy the products such as Rimi mini store, Rimi hypermarkets, Rimi supermarkets, and Rimi express. Figure 2.1 reflects the key subunits of the Rimi Baltic through which the company operates.

---

<sup>42</sup> ICA Gruppen, (2021).Rimi Baltic- Stable position in a growing market.[Online]. Available Through: [<https://www.icagruppen.se/en/about-ica-gruppen/our-operations/rimi-baltic/>](https://www.icagruppen.se/en/about-ica-gruppen/our-operations/rimi-baltic/). [Accessed on: 14<sup>th</sup> September, 2021]

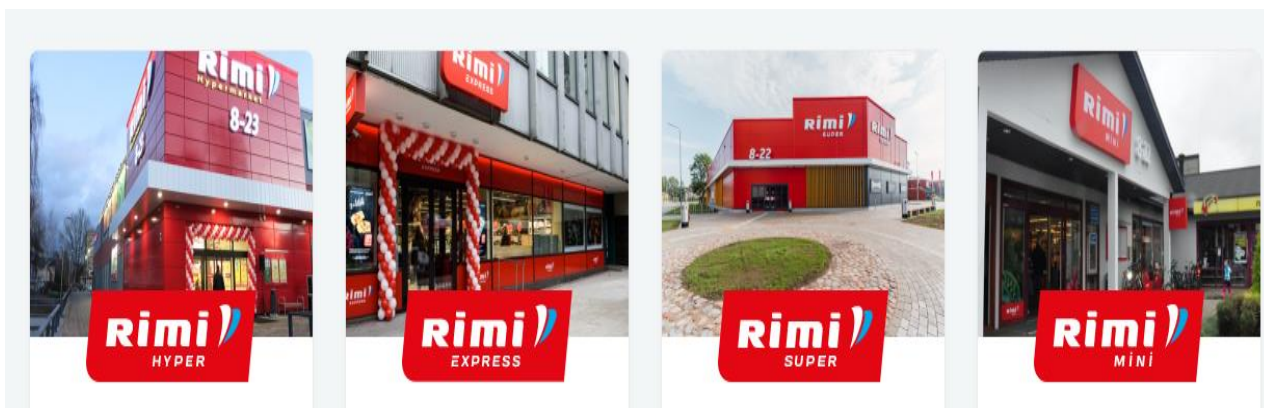


Figure 2.1. *Rimi Baltic*

Source: *Rimi Baltic, 2021*<sup>43</sup>

*Rimi hypermarkets* provided a wide range of products all under one roof and also assisted the company to know the preference of the customers. However, the price of the product is reasonable that helps the company to increase the profit margin in the business. *Rimi Express* is another method to supply the product to the customers. It is the modern and the easiest or simplest spot to deliver fresh and healthy snacks or meals to the consumers and also fulfil the key necessities that is required by the consumers in the grocery items.

*Rimi Supermarket* is the complete everyday store that helps in providing fresh food, meal, and snacks to the customers in their local area<sup>44</sup> (*Rimi Baltic, 2021*). *Rimi Mini* is the most convenient store and helps the consumers to get the product easily. It is a friendly neighbourhood store with a comprehensive selection of the most popular items for fast and easy buying. Thus, having these four key supply chains helps the company in attaining the objectives as well as helps the employees to work more efficiently to lead the better results in the long term.

Thus the company is providing its services in the areas of Estonia, Latvia, and Lithuania and having its stores in such form as shown in table 2.1.

---

<sup>43</sup> Rimi Baltic, (2021). *About Us*. [Online]. Available Through: < <https://www.rimibaltic.com/>>. [Accessed on: 14<sup>th</sup> September, 2021]

<sup>44</sup> Rimi Baltic, (2021). *About Us*. [Online]. Available Through: < <https://www.rimibaltic.com/>>. [Accessed on: 14<sup>th</sup> September, 2021]

Table 2.1.

Source: Rimi Baltic, 2021<sup>45</sup>

**Elaboration of the Rimi Baltic stores<sup>46</sup>**

	Rimi Latvia	Rimi Lithuania	Rimi Estonia
<b>Rimi Super</b>	34	13	18
<b>Rimi Express</b>	7	6	5
<b>Rimi hypermarkets</b>	37	35	17
<b>Rimi Mini</b>	53	5	46
<b>Total Number of Stores</b>	131	58	86

Rimi Baltic is an E-commerce platform that provides its services to customers in the most convenient method. Rimi is the e-commerce platform that helps consumers to buy the product online and helps them in providing secured delivery at their doorstep.

However, the company is providing the e-store solution in three forms such as home delivery, Rimi Drive, and Rimi click and collect. Rimi home delivery helps the customers to get the product at their doorstep. Rimi drive entails that the product order is ready for pick up, and Rimi click & collect helps the consumers in knowing that the order is ready to pick up from the store.

The key prospectus of the Rimi Baltic is to provide a better product to the customers and better solutions in the grocery product that helps them to shop more conveniently and helps in cooking better meals, and helps in living a better life in a sustainable environment. On the other side, the main products delivered by the company to its potential customers are processed vegetables, fish, meat, and other grocery items that are necessary for their daily lives.

---

<sup>45</sup> Rimi Baltic, (2021). *About Us*. [Online]. Available Through: < <https://www.rimibaltic.com/>>. [Accessed on: 14<sup>th</sup> September, 2021]

<sup>46</sup> Rimi Baltic, (2021). *About Us*. [Online]. Available Through: < <https://www.rimibaltic.com/>>. [Accessed on: 14<sup>th</sup> September, 2021]

In addition to this, the major and the most famous product supplied by the Rimi Baltic include coffee, sweets, tea, as well as eggs, bread, dairy products, and beverages. Further, the company also delivers household products, frozen items, and cosmetic that helps the company to improve their financial performance in the market.<sup>47</sup> (Rimi Baltic, 2021). However, before delivering the product to the customers, the product is tested in the personal lab that helps in providing a better quality of the product before they are delivered to the customers. However, the company also conducts the quality assurance inspection on a timely basis that helps in determining the quality of the product and maintaining the safety of the product.

## **2.2 Digital marketing practices of Rimi Baltic**

In present times, as competition is very high in the market for organizations, so increase productivity is hard for any organization; keeping in mind this, each company uses various ways for their digital marketing; Rimi Baltic mainly focuses on adopting best practices for their digital marketing that helps to grow their business more in the whole world.

In digital marketing, companies are considering conversational marketing for effective promotion. The company is focusing on adopting conversational marketing that helps use automated technology in the present time; normally, it includes artificial intelligence. By this, Rimi Baltic use the procedure of email marketing in which the company is easily getting everything in their business such as their customer feedback and also aids online products for their shopper and interact with their customer rapidly throughout the day without wasting any time as it is the largest way for the company to get in touch with their consumer in the market and also provides 24\*7 services to the customer and are also cost-effective and give the direct line to the company's customer <sup>48</sup> (Rimi Baltic, 2021). In addition, the company is also enjoying the advantage of conversational marketing as it helps the company get more information related to their customers and provides active customers. By this, Rimi Baltic easily create their targeted marketing drive that engages the company into high-converting customization methods that go behind only including the company lead's name.

---

<sup>47</sup> Rimi Baltic, (2021). *About Us*. [Online]. Available Through: < <https://www.rimibaltic.com/>>. [Accessed on: 14<sup>th</sup> September, 2021]

<sup>48</sup> Rimi Baltic, (2021). *About Us*. [Online]. Available Through: < <https://www.rimibaltic.com/>>. [Accessed on: 14<sup>th</sup> September, 2021]

Rimi Baltic is also considering **Restructure of the company's content**, in which it is identified that Google selects short answers more to voice inquiries with the outcomes of moderate voice search that defines only being 29 words lengthy. So, the company started to work on this and includes FAQs (Frequently Asked Questions) on their page of the products and blogs, respectively. It defines that not only do FAQs commonly have a short answer that works well or good in the business for the result of voice search of the company, but their format also makes it very easy for Google to search and take out the content of the company into a rich return or response.

The company is also focusing on **Personalization**. It is analyzed that more than 70% of customers get disappointed or frustrated when there is nothing to do with the content. When their knowledge is personalized, however, approx. 50% of customers or a shopper spends much more. So, the lowest line improves, and the organization visitor feels significant; that's a win-win situation for them. So, by keeping this in mind, Rimi Baltic is using Personalization for their business growth that helps the company grab more attention from their users who are logged in already by including their names in their drives. To get this completed, the company is using multiple Smart tags into their business, including geographical data, date/time, on-site behavior, custom Smart tags, and many more for business growth.

**Micro-Moments, as shown in figure 2.2** refers to the target-rich moments when the people or consumer heads to an implement to react to a requirement to know, to do, to buy, or to go. It is very useful as everyone desires to have their needs met on time. Customers are always searching those brands that can fulfil their needs speedily.

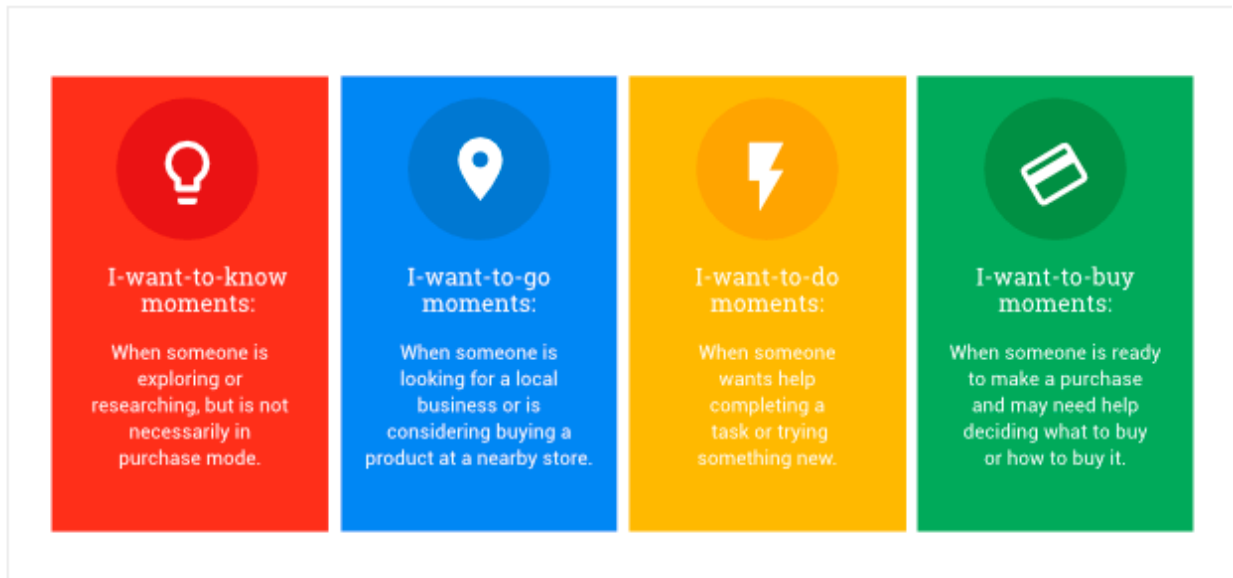


Figure 2.2. Concept of micro-moments

Source: Santora, 2020<sup>49</sup>

So, Rimi Baltic is also using this that helps the customer to find their brand by creating buyer personas in the entire market area. This helps the company to search for their micro-moments for their customers. After this, the company is following the advice of Google, such as being there, being useful, be accountable for influencing their customer more to get in touch.

**Video Marketing** refers to any kind of video that the company or an individual records and posts with the aim of moving towards the goal of the company. It does not only occur on YouTube. It also occurs on social media platforms such as Twitter, Instagram, Snapchat, and Facebook that are great platforms for the content of video marketing. In the current phase, it is spread all over the world. Rimi Baltic found this very useful for their business so that the company is using Facebook, Instagram, Twitter, even Tiktok also, where the company is posting their video content on a regular basis to influence their customer more. By this platform, the company is also expanding their product or services throughout the world as it helps in increasing

---

<sup>49</sup> Santora, J, (2020). 8 Digital Marketing Best Practices for 2021 and Beyond [Online]. <Available through: <https://optinmonster.com/digital-marketing-best-practices/>>. [Accessed on: 11<sup>th</sup> Nov, 2021].

the brand image of the company in the eye of customers or shoppers in the market. So, it is the best practice for the company as well as any business people<sup>50</sup> (Puthussery, 2020).

**The** company is also considering **Omni channel marketing** in their business, it sounds very difficult, but it refers to the marketing through the various platforms that help businesses for creating a constant voice and brand information. Using this channel, Rimi Baltic creates multiple touch points in the middle of their business and their target customers of the market. For this, the company is adopting higher engagement, increasing their purchase frequency and average order value, and forming higher customer retention prices that help consumers get their products or services details. The company also gets the benefit as their brand increases more thought world.

**Social Commerce** is defined as without social commerce, the practice of digital marketing is incomplete. It is important for every business, especially for those who trade digitally<sup>51</sup>. So, Rimi Baltic is highly considering this digital source of marketing that provides a strong social media platform where the weight-age of customers or buyers is very high. So, It is the best way for digital marketing practice.

Rimi Baltic, at last focusing on **privacy marketing** in the world of digital marketing, is the first and foremost responsibility of every business to maintain a customer's privacy to the maximum extent possible. It is the right of every buyer to regulate and ascertain their private and confidential details. It will need high efforts to increase the trust and confidence of the buyers. It also comprises things like getting familiar with the customer of the brand product and even keeping the content applicable and customized<sup>52</sup> (Hofacker, 2018). Rimi Baltic needs to use social evidence and collection to display the gesture of trustworthiness to its customers.

Digital marketing starts with any marketing scheme that involves social media or internet or IOT to like e-mails. Application, websites, search engines where the marketing is seen online more in a virtual world which can influence more people. A digital marketing strategy can be

---

<sup>50</sup> Puthussery, A., (2020). Digital marketing: an overview.

<sup>51</sup> Başer, G., (2020). Digital marketing practices: trends and challenges for the tourism industry. *Uluslararası Global Turizm Araştırmaları Dergisi*, 4(1), pp.1-12.

<sup>52</sup> Hofacker, C.F., (2018). *Digital marketing: Communicating, selling and connecting*. Edward Elgar Publishing.

defined as a strategy that helps the organization to achieve the specific goal that can be sensibly selected marketing channels like paid, earned media.

To run a digital campaign without having the strategy in mind is like touring a new place without having the GPS. This will eventually result in several wrong turns, which may raise frustration and unavoidable long routes that can be prevented if had a strategy is in place. So a marketing strategy is very important to increase productivity. These strategies rely on modern marketing techniques which can analyze the performance of the campaign<sup>53</sup> (Polanco-Diges, and Debasa, 2020). The company Rimi Baltic currents follow very well defined digital marketing strategies that enhance their productivity as follows:

### **Social Media Platform:**

Social media platforms can be defined as one of the most vital platforms that can be accessed with cost-effectiveness as well as efficiency. This platform can be of various different types like Facebook, Instagram, Twitter, Youtube, Snapchat, LinkedIn, Google, Yahoo and many more. Social media marketing platform can be termed as the use of social media platform which lets the Rimi Baltic connect through their audience to enhance their sale, building a brand name, to drive the traffic to their website<sup>54</sup> (Saura, 2021).

It has been observed that, on average, every person has almost eight social media accounts, which result in approximately two and a half-hour spent on socials per person per day. People tend to use social media as it is one of their necessities, from which marketing companies take profit from. The marketing team uses these channels to distribute the paid ads and their online campaign that reaches their market segment that shows on the feeds of their audience. While every platform is diverse, the various other segments to show the pop-up ads can be based on the location of the user, their job titles, age or interest. It is considered to be one of the most prominent ways to promote the products or resources to their followers and engage the

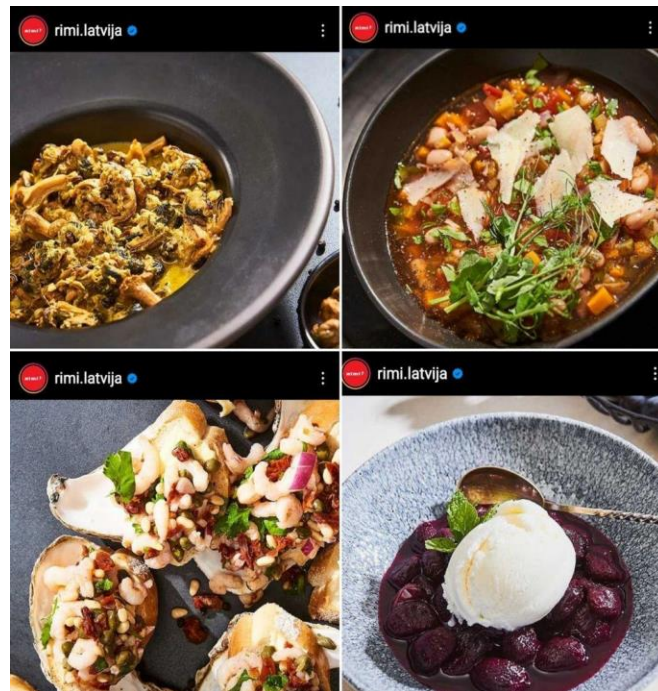
---

<sup>53</sup> Polanco-Diges, L. and Debasa, F. (2020). The use of digital marketing strategies in the sharing economy: A literature review. *Journal of Spatial and Organizational Dynamics*, 8(3), pp.217-229.

<sup>54</sup> Saura, J.R. (2021). Using data sciences in digital marketing: Framework, methods, and performance metrics. *Journal of Innovation & Knowledge*, 6(2), pp.92-102.

customer<sup>55</sup> (Saura, Palos-Sanchez, and Rodríguez Herráez, 2020). The chance that says the audience that follows the company has previously purchased from it, answering their queries and interacting with them on social media. To have a continued engagement with the customer leads to building a brand community and loyal customers.

Below given are the pictures from the company that is used in their social media accounts for the digital marketing of the products or services. The given pictures are from their official Facebook account and official Instagram account. Both the social media platform is considered to be one of the most effective ways of marketing the products and building a brand name online to focus on the strategies that are used by the company to enhance the reach to the market and increase the share in the market<sup>56</sup> (Olson, *et.al.* 2021).



**Figure 2.3. Instagram page of Rimi Baltic**

Source: Instagram, 2021<sup>57</sup>

---

<sup>55</sup> Saura, J.R., Palos-Sanchez, P. and Rodríguez Herráez, B., (2020). Digital marketing for sustainable growth: Business models and online campaigns using sustainable strategies.

<sup>56</sup> Olson, E.M., Olson, K.M., Czaplewski, A.J. and Key, T.M. (2021). Business strategy and the management of digital marketing. *Business Horizons*, 64(2), pp.285-293.

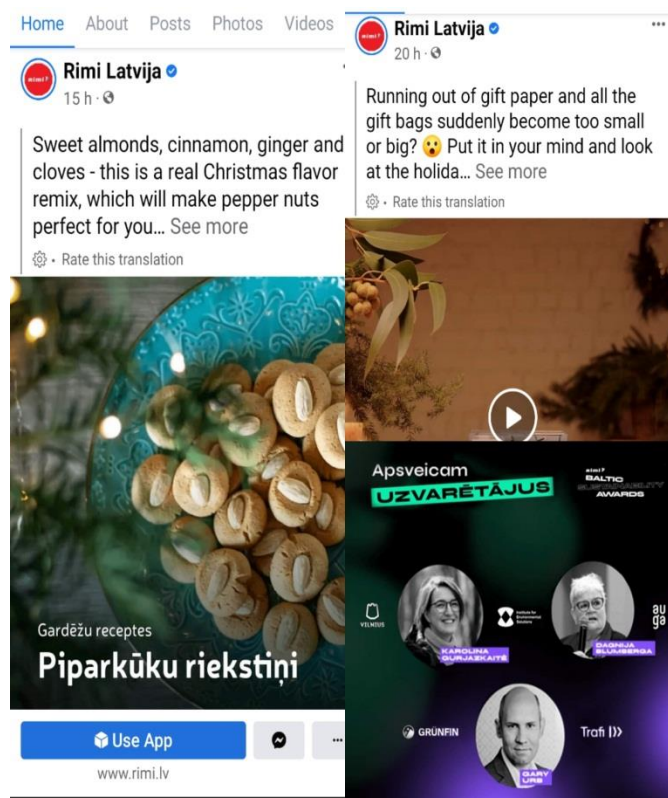


Figure 2.4. Facebook account of Rimi Baltic

57 Instagram.(2021). *Rimi Latvija*. [Online].<Available through: <https://www.instagram.com/rimi.latvija/?hl=en>>. [Accessed on: 16<sup>th</sup> December, 2021].

Source: Facebook, 2021<sup>58</sup>

### Influencer Marketing:

To harness another effective way of digital marketing canal which reaches the audience that is targeted. Companies or brands partner with various celebrities that are considered to be the best in their field of work. Most of the companies now have found success after using this strategy as it is considered to be one of the most promising channels of marketing. The company uses the influencers to put the product with confidence in the market before their consumers as a recommendation from a similar person and a trustworthy source. The most vital part is that the collaborators that are online are usually influential. The influencers have to influence the people to buy from that company<sup>59</sup> (LópezGarcía, *et.al.* 2019).

Influential marketing does not mean finding a person with a lot of followers and paying them money to say nice things about the product or company and give the company some exposure. Influential marketing contains strategies, relativeness to the influencers. It does not only believe in selling the product but selling the emotion that it carries with the product and linking to the relevant person for the influence is one of the main objectives of the strategy. The influencers can be distinguished into four types on the basis of their follower, such as Nano Influencers who have 1k to 10k followers, Micro with 10k to 100k, Macro with 100k to 1M followers, and last is Mega with 1million or more followers. By using influential marketing, it can enhance the brand reputation, gain the trust of the audience, foster credibility. It also helps to create brand awareness and create more revenue<sup>60</sup> (Kim, Kang, and Lee, 2021).



58

<https://www>

<sup>59</sup> LópezGarcía

that achieved  
p.130.

<sup>60</sup> Kim, J. Bibliometric Research,

through:

Marketing actions  
*Internet, 11(6),*

communication:  
*of Business*

*Figure 2.5. Instagram Campaign*

*Source: Instagram, 2021<sup>61</sup>*

The evaluation shows that the company Rimi Baltic uses the various influencers or celebrities who endorse their product or the services result in reaching their target audience to turn their actions into revenue<sup>62</sup> (Instagram. 2021). The influential marketing strategy involves the various influencers or choosing a brand ambassador for the company. While choosing influencers can be tough as well as a long process that has to be reviewed repetitively. The influencers are meant to sign a contract if the company chooses to call the person a brand ambassador.

**E-mail Marketing:**

This marketing strategy uses the E-mails such as Gmail or Yahoo mail as one of the major platforms to market their products as well. The Rimi Baltic uses the e-mail to approach their customers with the appreciation for joining or becoming a member of it by purchasing the

---

<sup>61</sup> Instagram.(2021). *Rimi Latvija*. [Online].<Available through: <https://www.instagram.com/rimi.latvija/?hl=en>>. [Accessed on: 16<sup>th</sup> December, 2021].

<sup>62</sup> Rimi Baltic, (2021). *About Us*. [Online]. Available Through: < <https://www.rimibaltic.com/>>. [Accessed on: 14<sup>th</sup> September, 2021]

product. The later part of the e-mail contains special offers or discounts that are provided to the customers to influence them to purchase the product or the service.

Although, the effectiveness of this marketing strategy is not as compared to any other marketing strategy because of the inconsistency of the process. However, it can be created into a really good marketing strategy by putting a high-quality image with content that says all about the image and is not long enough. People nowadays are very active on e-mails and are considered to be one of the most formal ways of marketing strategy. Approximately more than 50 per cent of the consumer's claims that e-mail plays a vital role in purchasing the product<sup>63</sup> (Oklander, *et.al.* 2018).

### **Search Engine Optimization (SEO) Marketing**

Search engine optimization and content marketing go together hand in hand. When a customer searches about anything which Rimi Baltic sells, it is seen on the search result on top. To keep the company in top result, the marketing team has to make sure their article appears on the top. This is done with the help of optimizing the content for the user to have a smooth experience and keep the technicality in place to let the consumer easily find them.

This marketing strategy focuses on the presence of the website on the search engines and how the various tactics are used to increase the traffic and is based on how high the Rimi Baltics is placed. It has been analyzed that the company uses it to gain more awareness and to place the company higher in search engines like Bing, Yahoo, Google MSN etc., it uses the keywords that attract the customers to the company<sup>64</sup> (Rimi Baltic, 2021). SEO tools provide data and alerts about the success of the Rimi Baltic website. These tools help the company to uncover various opportunities and may help to find out the weaknesses or the major issues that are present in the company marketing strategies and help them overcome them.

### **Pay-Per-Click**

---

<sup>63</sup> Oklander, M., Oklander, T., Yashkina, O., Pedko, I. and Chaikovska, M.P. (2018). Analysis of technological innovations in digital marketing.

<sup>64</sup> Rimi Baltic, (2021). *About Us*. [Online]. Available Through: < <https://www.rimibaltic.com/>>. [Accessed on: 14<sup>th</sup> September, 2021]

This advertising strategy is also known as PPC or Search engine marketing is an approach where the company post their ad online, and when the customer clicks on the ad, the company has to pay every time a user clicks on them. There is no cost to place an ad, but the cost is incurred while the user engages in the advertisement.

It is one of the most effective forms of advertising that a company uses; it provides approximately 20 per cent return on investment than any other form of digital marketing strategy. Although, SEO is considered to be more précised than PPC as the company Rimi Baltics uses the keywords efficiently and consider PPC as a costly method to buy the keywords. It has been evaluated if Rimi Baltics can manage to rank their website for the keywords they want, they will get much more traffic than paying for those keywords<sup>65</sup> (Nyagadza, 2021).

Rimi Baltic has increased its sale of products and services in the competitive market by using digital marketing (Bala and Verma, 2018). However, updating the above digital marketing strategies may help the given retailing organization to increase its sale and enhance its profitability. The given retailing organization is using email marketing, which is inconsistent in terms of effectiveness and efficiency with all the other digital marketing approaches present in the market. Instead, Rimi Baltic needs to focus on social media marketing platforms which will help in increasing the number of customers.

The focus on purchase decisions is also getting impacted due to connection with many customers. This brings deviation in work and negatively influences the working capability of the employee<sup>66</sup> (Puthussery, 2020). So, it is suggested that Rimi Baltic must adopt social media marketing rather than email marketing approaches.

Social media marketing has become the essential part of the digital marketing approaches that maximum companies use in today's modern world. The primary reason behind this is that it has increased the ease of reachability to the audiences and provides maximum conversion of audiences to customers to the companies benefitting them in terms of sale and profitability. Moreover, targeting of audiences would become easy for Rimi Baltic if the given company adopts the given marketing strategy.

---

<sup>65</sup> Nyagadza, B. (2021). Search engine marketing and social media marketing predictive trends. *Journal of Digital Media & Policy*.

<sup>66</sup> Puthussery, A., (2020). Digital marketing: an overview.

Also, effectiveness in promotion of products and resources is increased with more interaction of audiences and the employer<sup>67</sup> (Saura *et al.* 2021). Social media marketing approaches highlight customer-oriented services that help meet their expectations and improve brand reputation. So, it is suggested that Rimi Baltic should adopt social media marketing approaches for better reachability to its customers.

It is also suggested that the given retailing organization must update the influencer marketing approach so that better harness of digital channels can be used to target audiences and convert them into customers. Rimi Baltic must target the well-known experts in the field to influence the audiences and encourage them to use their products and services. The influencer selected must be having branded content and offers so that its followers can be easily reach out and increase the number of customers for the organization<sup>68</sup> (Vieira *et al.* 2019).

The existing survey and feedback from the influencer need to be considered during the design and implementation of marketing strategy so that growth and development goals are easily achieved for the given organization.

It is suggested that Rimi Baltic needs to shift the marketing approach from PPC to search engine optimization. PPC i.e. pay-per-click essentially purchases the traffic to the website which overloads the website and creates hindrance during search engines. Instead, focusing on search engine optimization (SEO) uses the advantage of content marketing and increase number of customers for the given retailing organization.

All the technical terms will be used while searching, limiting the traffic and making the website easily available for any audience without creating any hindrance<sup>69</sup> (Minculete and Olar, 2018). However, it is also suggested that Rimi Baltic can opt for mobile marketing to optimize

---

<sup>67</sup> Saura, J.R., Palos-Sanchez, P. and Rodríguez Herráez, B., (2020). Digital marketing for sustainable growth: Business models and online campaigns using sustainable strategies.

<sup>68</sup> Vieira, V.A., de Almeida, M.I.S., Agnihotri, R. and Arunachalam, S., (2019). In pursuit of an effective B2B digital marketing strategy in an emerging market. *Journal of the Academy of Marketing Science*, 47(6), pp.1085-1108.

<sup>69</sup> Minculete, G. and Olar, P., (2018). RELATIONAL APPROACHES TO THE DIGITAL MARKETING MIX. In *International Scientific Conference "Strategies XXI"* (Vol. 2, pp. 13-19)." Carol I" National Defence University.

the current marketing efforts and increase their effectiveness by delivering a seamless and user-friendly marketing approach.

## **CHAPTER 3: SURVEY ANALYSIS**

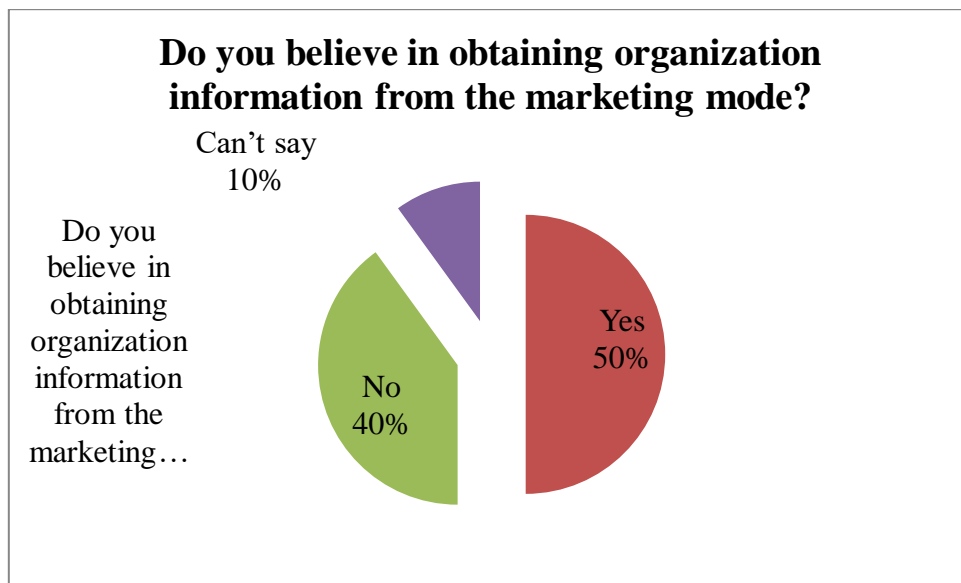
### **3.1 Overview of the survey**

The study was carried out by collecting data from the customers of Rimi Baltic. Further, the prime motive of the study was to understand the role of digital marketing in influencing the purchase decision of the target market. 100 respondents were selected for the research and main reason behind selecting 100 responses was to obtain different type of responses where different individuals who were customers of the Rimi Baltic participated in the study and they provided their response. All the questionnaire filed by the respondents were valid and through this perception and attitude level of the respondents was known in a proper way. Further, prime motive behind conducting this study was to know about the effectiveness of the digital marketing practices of the firm and it was known whether effectiveness level of the digital marketing practices of Rimi Baltic is up to the mark or not.

Sample of the research was selected on the random basis. Since the target population is wide and in this case researcher selected only small portion of the respondents so as to conduct the research. The sample selected supported a lot in providing response regarding the digital marketing practices of Rimi Baltic and this was the best part in the research. Every individual who participated in the research was different from each other in terms of age, religion, sex, income level etc. but they were customers of Rimi Baltic only. Hence, this is the general description of the sample population selected for the research.

### **3.2 Response analysis**

*Customers believe in obtaining organizational information from the marketing mode*



*Figure 3.1. Response regarding whether customers believe in marketing mode or not*

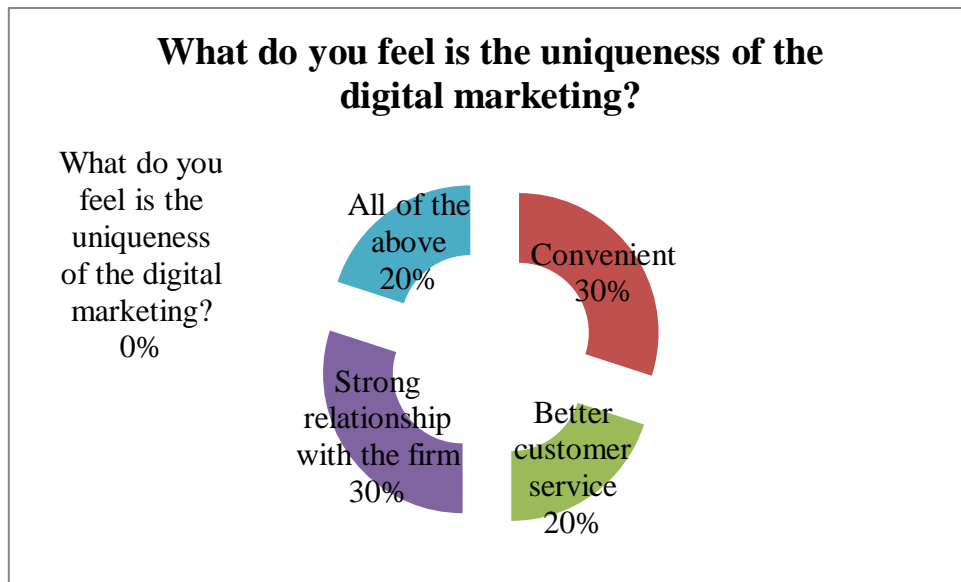
Analysis of primary research has supported understanding that customers have the perception that the organization is effectively obtaining the information from marketing mode. It means by referring to the marketing aspects accurately, and the business firm can easily have better opportunities. With reference to marketing, the evaluation of content is also done correctly. It can be said that customers are focused on the application of diverse activities that are supportive in terms of marketing. It can be said that the marketing activities of a company are sharing details with respect to organization, brand products, etc. With an application of marketing, the information sharing process of the company is referred, and it is allowing creating awareness<sup>70</sup> (Peter and Dalla Vecchia, 2021). 50 % of respondents from the research have said that customers believe in obtaining organizational information from the marketing mode.

In marketing actions, the details about products and services are shared that make aware customers about the same. Specific information on the brand is also reflected in many advertisements that reflect that obtaining organizational data from the marketing mode is easy for customers. 40 % of customers have said that they are not attaining any information from the marketing mode, and it may impact the final results. Secondary sources information also reflects that the use of marketing is considered by brands to have effective information sharing. Details

<sup>70</sup>Peter, M.K. and Dalla Vecchia, M., (2021). The Digital marketing toolkit: a literature review for the identification of digital marketing channels and platforms. *New Trends in Business Information Systems and Technology*, pp.251-265.

on product, brand and pricing are shared in advertisements that mean the reference of elements has been referred to. According to secondary information, the marketing measures are effectively referred to have a better opportunity.

***Essential uniqueness of the digital marketing***



***Figure 3.2. Response regarding uniqueness of the digital marketing***

Primary research data has identified that digital marketing is considered by business firms accurately that may assist in dealing with issues. Through referring the digital marketing, the performance measures can be improved accurately. It can be said that customers have different feelings with respect to the uniqueness of digital marketing. 30 % of customers have contended that they feel convenient in context to use of digital marketing. If customers are convenient in respect to digital marketing and it might facilitate to have a better opportunity. Engagement and other aspects are also improved significantly so that success factors can be attained.

Along with this, information collected has evaluated that 20 % of respondents are referring to better customer service. It can be said that by having the focus on better customer service, the entity can easily accomplish objectives. With reference to digital marketing, business firms are trying to implement diverse activities that can communicate messages accurately. However, secondary sources of information are considered, and it has been identified that digital

marketing allows better engagement<sup>71</sup> (LópezGarcía, et al. 2019). Product-related data is transmitted significantly, and it may assist in dealing with issues. Digital marketing is used to have communication so that opportunity can be attained.

Digital marketing not only provides engagement but also helps in building strong relationships with customers. The needs of customers can be addressed significantly so that better opportunities can be attained.<sup>72</sup> (Minculete and Olar, 2018). In digital marketing, the business firm is trying to have a direct relationship with customers. Reliable and authentic information is shared with the customers so that entity can have success. However, primary research is also presenting information that a strong relationship with the firm is established in the firm by referring.

In accordance with<sup>73</sup>Teixeira, *et al.* (2017) the research conducted by it has been highlighted that digital marketing practices have a strong influence on consumer behavior. Certain uniqueness of the digital marketing platforms is present. Firstly, it helps develop strong bonding with the organization, more effective customer service is rendered etc. In short, through digital marketing practices, it is possible for businesses to deliver a remarkable experience to the target market, and in turn, it brings favourable results also for the organization.

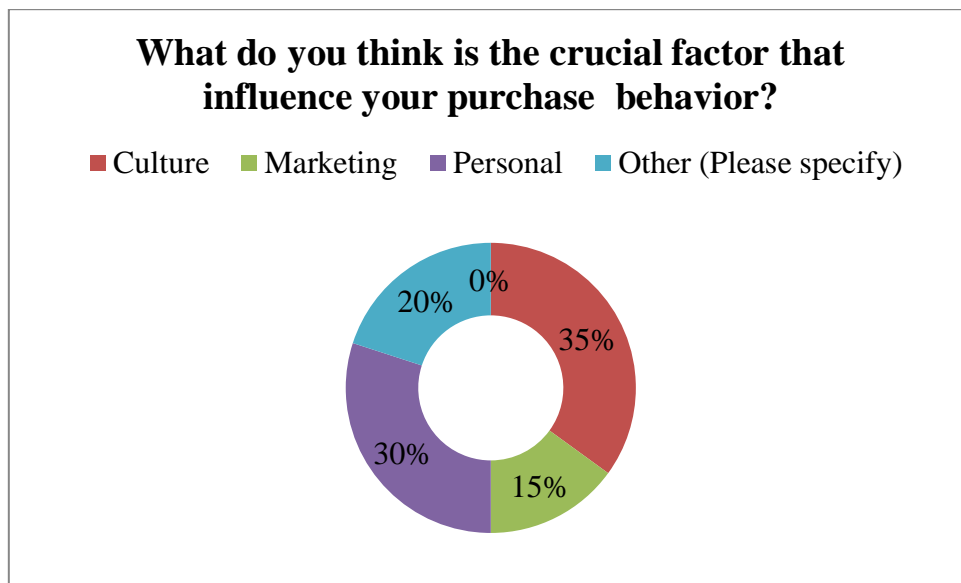
### **Crucial factors that influence your purchase behavior**

---

<sup>71</sup> LópezGarcía, J.J., Lizcano, D., Ramos, C.M. and Matos, N. (2019). Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study. *Future Internet*, 11(6), p.130.

<sup>72</sup>Minculete, G. and Olar, P., (2018), June. Approaches to the modern concept of digital marketing. In *International conference Knowledge-based organization* (Vol. 24, No. 2, pp. 63-69).

<sup>73</sup>Teixeira, S., Martins, J., Branco, F., Gonçalves, R., Au-Yong-Oliveira, M. and Moreira, F., (2017), October. A theoretical analysis of digital marketing adoption by startups. In *International Conference on Software Process Improvement* (pp. 94-105). Springer, Cham.



*Figure 3.3. Crucial factor that influence customer purchase behavior*

On obtaining data from the 100 customers of Rimi Baltic, it has been identified that several factors are present that influence their purchase behavior. 30% of customers stated that the personal element is the one and it is highly crucial. Under the personal factor, occupation, age, income, lifestyle etc., of the target market is considered. For instance, if the income level of the customer is high and lifestyle-related factor is favourable, then in such case customer will be easily attracted to the service offered by Rimi Baltic. 15% of the customers said that marketing-related factor is vital where marketing practices carried out by the organization, such as digital marketing etc., has a strong influence on the customer purchase behavior. Various digital marketing practices have been undertaken where through this information regarding service range is provided to the target market, and this is effective from the point view of influencing and attracting customers in the market. 35% of the customers stated that culture is the crucial factor that has an influence on purchase behavior.

Considering the area of culture, social class, subculture and culture have a direct influence on the purchase behavior. Along with this, 20% of the customers replied that other factors are present through which their purchase behavior is influenced. Other factors generally involve the savings, personal income, and income expectations etc., of the target market. For instance, according to the level of savings done by the individual purchase decision is taken, and in the case when the level of savings is not up to the mark, then in such case purchasing power declines, and it becomes difficult for the individual to afford costly services.

It has been identified that several factors are present that have a direct influence on consumer purchase behavior<sup>74</sup> (Nyagadza, 2021). The key factors can be segregated into different types such as social, psychological, cultural and personal factors. Every particular factor is considered to be vital, and it plays the most important role at the time where any particular product or service is purchased by the target market.

### Core areas are highlighted in the digital marketing tactics of Rimi Baltic

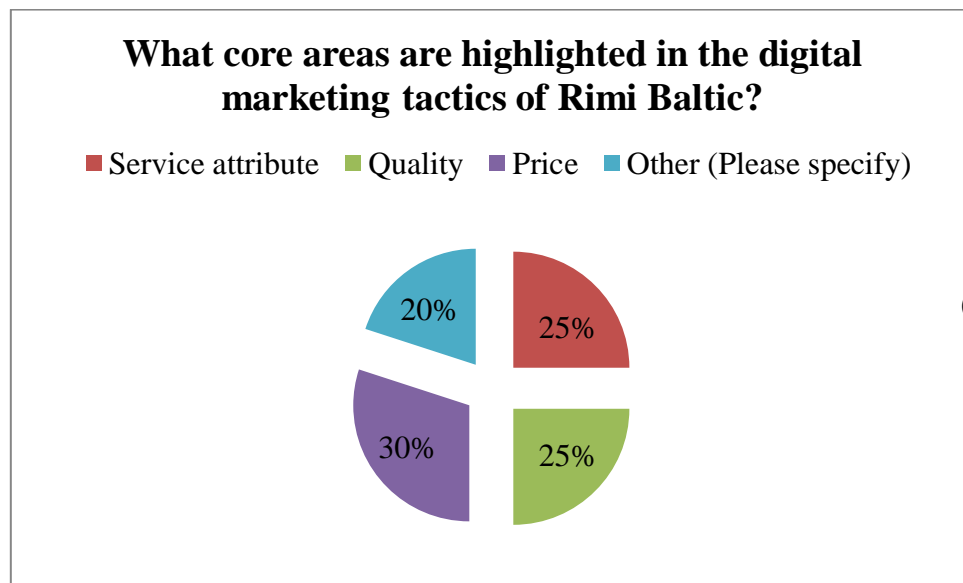


Figure 3.4. Core areas highlighted in the digital marketing practices of Rimi Baltic

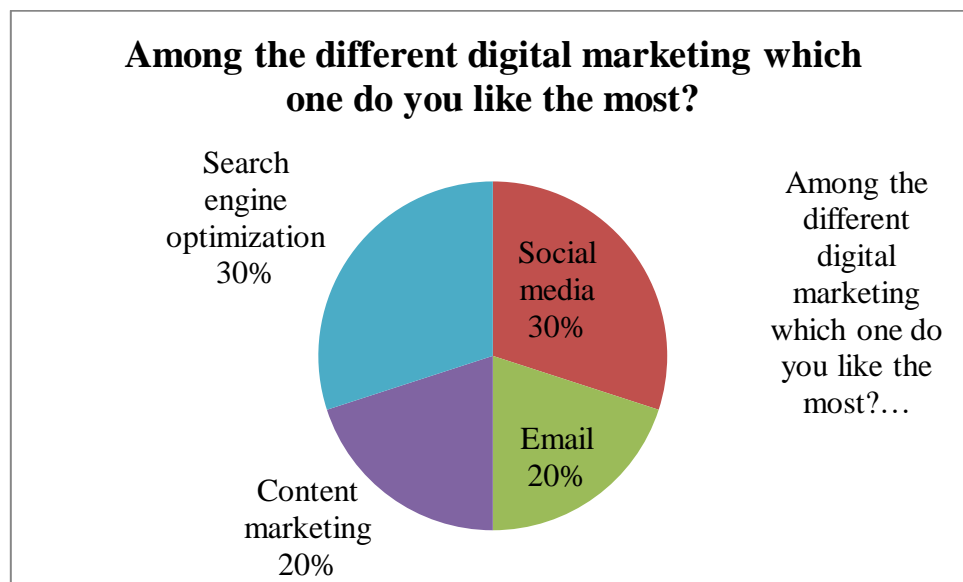
The primary response obtained from the customers of Rimi Baltic has contributed to knowledge about the core areas highlighted by the firm in its digital marketing. 25% of the respondents stated that quality is the core area. It is a fact that when purchasing any sort of service, customers ensure well in advance about the quality aspect. It is confirmed whether the level of quality is up to the mark or not, and accordingly, the purchase decision is taken. Rimi Baltic, through its digital marketing approach, highlights what measures have been taken within the organization for improving the quality level of the service, and in turn, this provides a sort of remarkable experience to the target market. 30% of the customers said that they are able to obtain

<sup>74</sup> Nyagadza, B. (2021). Search engine marketing and social media marketing predictive trends. *Journal of Digital Media & Policy*.

pricing related information from the digital marketing approach. This reflects that customers are able to know at what price services are being offered, and this is beneficial in terms of carrying out comparisons in between the price of the different retail companies. Price as one of the factors is also crucial, and this factor is on high priority at the time of purchasing any service or product. 25% said that service attribute is mainly highlighted through digital marketing. Through this, customers are able to learn about the uniqueness of the services offered by Rimi Baltic, and customer engagement level improves through this. 20% of the customers said that other core areas are highlighted in front of them by the digital marketers of Rimi Baltic.

From the overall analysis, it can be stated that highlighting different areas through digital marketing is highly crucial as through this, buyers are informed regarding the products and services, and accordingly, purchase decisions are taken. As per the view of<sup>75</sup>Guilbeault (2018) digital marketing is beneficial for the organization as it provides a higher level of support in terms of providing information and knowledge to the buyers, and accordingly, products are purchased by them. Taking any sort of purchase decision is not an easy task for the customer as it requires a lot of research regarding the products and other additional information. Hence, in this case, digital marketing provides strong support in terms of informing and influencing buyers, and this leads to a high level of customer satisfaction also.

**Among the different digital marketing, which one do you like the most**



<sup>75</sup>Guilbeault, D., (2018). Digital marketing in the disinformation age. *Journal of International Affairs*, 71(1.5), pp.33-42.

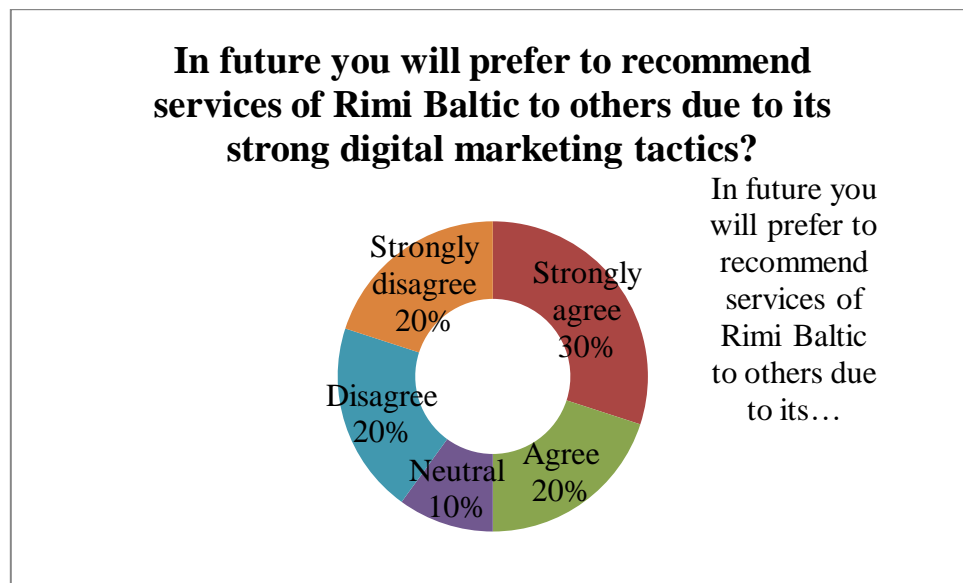
*Figure 3.5. Digital marketing practices that customers prefer the most*

Primary data collected has supported knowing about the preference of customers regarding digital marketing platforms. Among the 100 customers, 20% said that content marketing is most effective, and the key reason behind the same is that engaging and influencing content is shared with the target market, such as promotional offers, pricing, quality etc. Rimi Baltic, with the help of its content marketing, highlights how its services are unique in comparison with the other brands in the market. 20% of the customers said that email marketing is the one which they like the most. Personalized emails are shared by the company to its valuable customers, and the main motive behind the same is to engage and inform buyers about the products of the firm. In the modern era, email marketing is one of the most effective forms of digital marketing, and its main effect is that it helps in reaching more buyers in a particular time period.<sup>76</sup> (Leow, Leow and Ong, 2021). 30% said that they are easily attracted to social media, and they like it the most. At present, marketers of Rimi Baltic have a strong focus on utilization of the social media platforms such as Facebook, LinkedIn, Twitter etc., for marketing purposes. Moreover, customers like to take information about the brand with the help of different social media platforms. At last, 30% said that search engine optimization is the most effective digital marketing tactic which they like the most.

**In future, you will prefer to recommend the services of Rimi Baltic to others due to its strong digital marketing tactics.**

---

<sup>76</sup>Leow, K.R., Leow, M.C. and Ong, L.Y., (2021), November. Online Roadshow: A New Model for the Next-Generation Digital Marketing. In *Proceedings of the Future Technologies Conference* (pp. 994-1005). Springer, Cham.

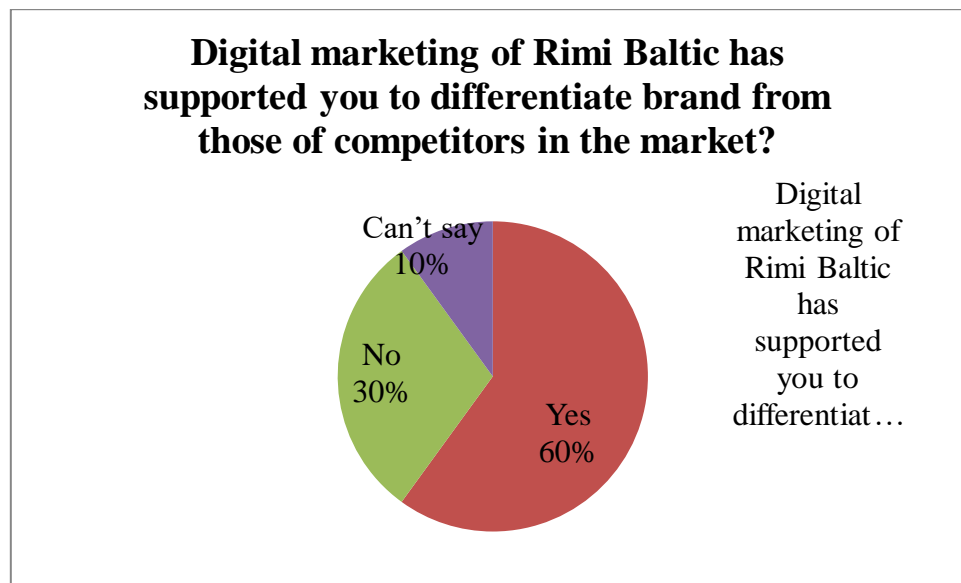


*Figure 3.6. Response regarding future recommendations of Rimi Baltic services to others*

Primary information has contributed to knowing that customers will somehow prefer to recommend Rimi Baltic to others due to its strong digital marketing practices. 30% of the customers strongly agree, 20% agree, 10% neutral, 20% disagree and at last 20% strongly disagree. This data presents that the digital marketing practice of the firm has a strong influence on the consumers, and it helps in developing positive perceptions in the minds of the target market. The main effect is that digital marketing encourages buyers to recommend and suggest Rimi Baltic as one of the brands to others, and this is highly fruitful for the overall organization in the best possible manner. Moreover, digital marketing initiatives of the firm are highly effective, and this is supporting Rimi Baltic to maintain the level of brand loyalty in the market. It can be stated that if any particular brand is not so highly effective in terms of conducting digital marketing activities, then in such a case, buyers do not prefer to recommend that particular brand to others in the market.<sup>77</sup> (Herhausen, et al. 2020). Buyer's decision regarding recommending the brand to others strong depends on digital marketing, and sound marketing practices encourage buyers to carry out positive publicity of the brand verbally.

**The digital marketing of Rimi Baltic has supported you to differentiate your brand from those of competitors in the market.**

<sup>77</sup> Herhausen, D., Miočević, D., Morgan, R.E. and Kleijnen, M.H., (2020). The digital marketing capabilities gap. *Industrial Marketing Management*, 90, pp.276-290.



*Figure 3.7. Digital marketing practices of Rimi Baltic helps in differentiation of brand from others*

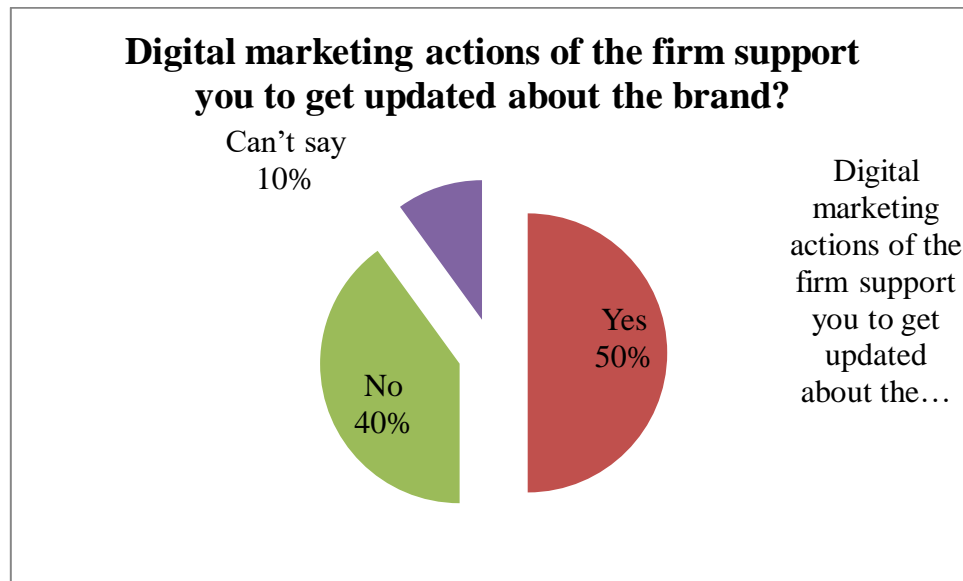
On obtaining the primary data from the Rimi Baltic customers, it has been identified that digital marketing practices of the firm have supported brand differentiation from those of other players in the market, where 60% of the respondents are in favor of this. The majority of the customers stated that in the competitive market, it is necessary for the marketers of the companies to focus on brand differentiation, and at the same time, adoption of digital marketing practices is most crucial in this case. Customers replied that all the digital marketing platforms utilized by Rimi Baltic have a strong influence, and they represent how the company is offering different services in terms of price, quality etc. All the key brand values are highlighted, and this element is highly crucial in the area of brand differentiation and in the long run, customers prefer to stay associated with the brand for a long time period. 30% of the customers said that digital marketing practices are not so effective in differentiating brands. They responded that the company needs to take some corrective actions to improve its digital marketing for brand differentiation in the market. 10% of the customers were unable to provide any satisfactory answer.

As per the view of<sup>78</sup> Başer (2020) digital marketing is regarded to be valuable for the business, and the best part is that it supports buyers in understanding and gaining knowledge about the brand values and other elements that are crucial in the case of every brand in the

<sup>78</sup> Başer, G., (2020). Digital marketing practices: trends and challenges for the tourism industry. *Uluslararası Global Turizm Araştırmaları Dergisi*, 4(1), pp.1-12.

market. Further, when any particular organization is able to differentiate its brand from those of competitors through digital marketing, then in such case, it brings favourable results in the long run. In the era of tough competition, it is challenging for marketers to differentiate their brands from those of competitors in the market. Hence, in this case, the practice of digital marketing is highly crucial in this case, and it supports in providing a remarkable experience to the target market.

**Digital marketing actions of the firm support you to get updated about the brand.**



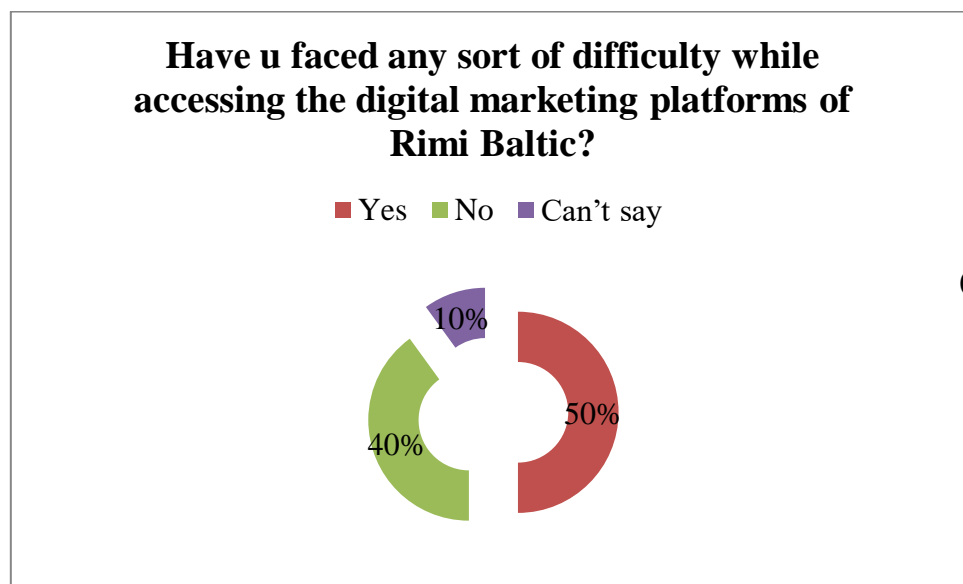
*Figure 3.8. Response regarding digital marketing practices supports to get updated about the brand or not*

In the area of main marketing motive of every customer is to stay updated regarding the brand like what services the brand is offering, what kind of modifications have been done in the existing service range, pricing related changes etc. From the primary data gathered it has been identified that the digital marketing actions and tactics of Rimi Baltic supports customers to get updated about the brand in the market and 50% of the respondents are in favor of this fact. They replied that while purchasing any aviation service, they need accurate information and knowledge. Further, customers prefer a lot to stay updated about the brand with the help of digital marketing. Staying update is required in the different as the introduction of new services, modification in the existing services, alteration in the pricing range, promotional offers such as discount etc. So, in all these areas, customers want themselves to keep them updated. 40% of the

customers stated that the digital marketing of Rimi Baltic does not support updating them regarding the brand. This says that customers are not satisfied with the digital marketing approach of Rimi Baltic, and the tactics adopted by the firm do not provide information to the buyers. At last, 10% of the buyers did not give any satisfactory answer.

The prime motive of digital marketing is to keep customers updated and provide the most authentic and reliable information that is crucial at the time of purchasing services<sup>79</sup> (LópezGarcía, et al. 2019). For the marketers, it is possible to know the efficiency level of digital marketing when all the practices are contributing to informing buyers and updating them regarding the service range. In this case, if digital marketing tactics are not effective or influencing, then it reflects that all the practices are of no use.

### **Have you faced any difficulty while accessing the digital marketing platforms of Rimi Baltic?**



*Figure 3.9. Difficulty faced while accessing marketing platforms of Rimi Baltic*

On obtaining primary information from the customers of Rimi Baltic it has been identified that customers have faced certain difficulties while accessing numerous platforms. 50% of the customers replied that they had faced the issue of lack of knowledgeable information in the

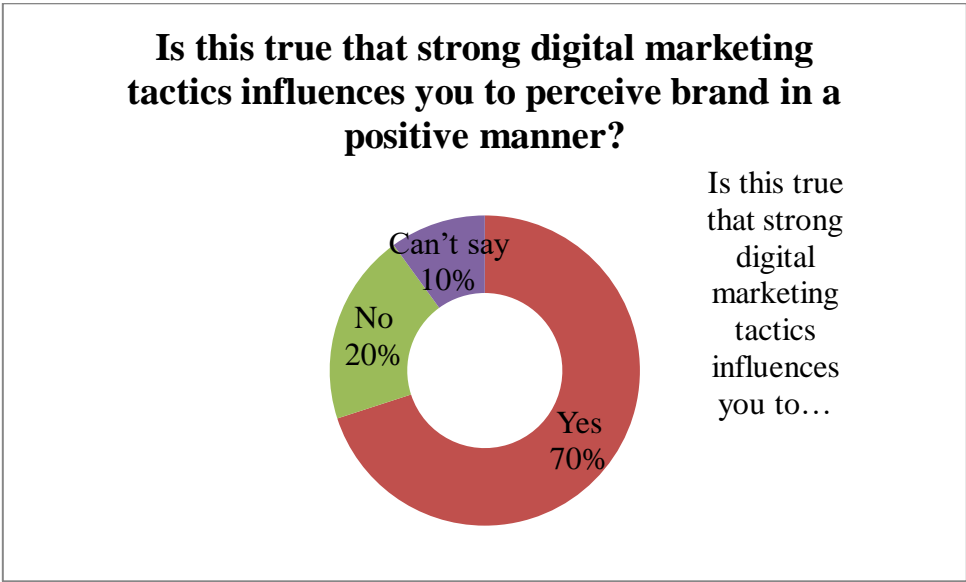
---

<sup>79</sup> LópezGarcía, J.J., Lizcano, D., Ramos, C.M. and Matos, N. (2019). Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study. *Future Internet*, 11(6), p.130.

digital marketing platforms. They replied that the company had not provided any such useful information, and this is the main drawback. Additionally, customers replied that content shared in the area of digital marketing is in bulk, where the issue of content overload is high in the case of its official website and other sources. This information represents that certain crucial issues are present in the digital marketing platforms of Rimi Baltic, for which the company is required to take corrective actions.

40% of the customers said that there are no such issues in the current digital marketing practices of Rimi Baltic. Every marketing platform utilized by the firm is highly effective, and it has the potential to provide accurate and up to date information regarding the services of the organization. At last, 10% of the customers did not reply anything. So, this data represents that there is a strong need for the organization to address the digital marketing issues as, in the long run, all the identified issues can hamper the business performance and can damage the reputation of the business in the overall market.

**Is this true that strong digital marketing tactics influence you to perceive a brand in a positive manner?**



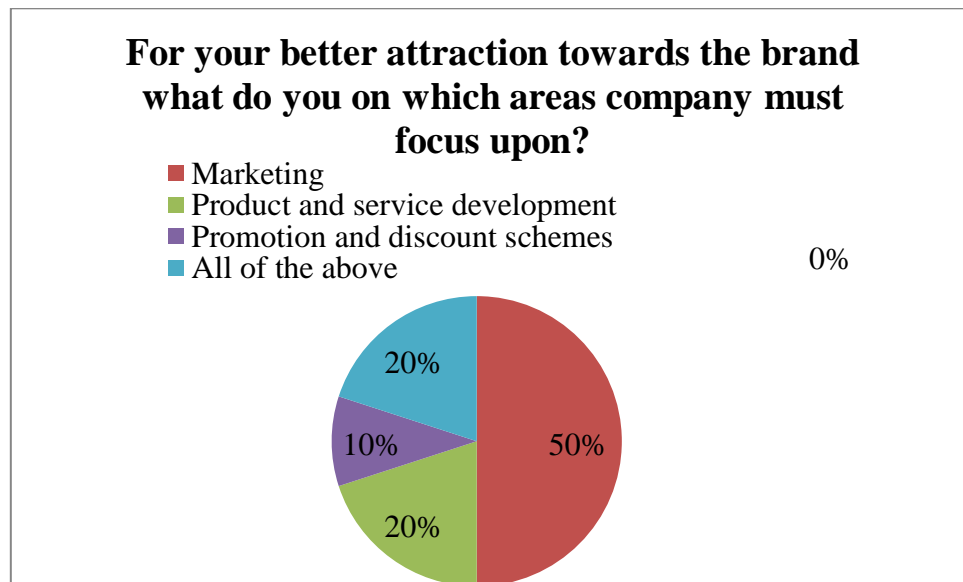
*Figure 3.10. Strong digital marketing influences customers to perceive brand in positive manner*

Primary information obtained with the help of a customer survey has supported in knowing that digital marketing practices of the firm have a strong influence on building brand

perception. 70% of the customers replied that digital marketing supports them to perceive the brand in a positive manner, and at the same time, it benefits the entire organization in the best possible manner. This information represents that the marketing initiatives taken by the firm are highly appreciable, and this is supporting a lot in the establishment of the brand. Moreover, 20% of the customers replied that the digital marketing tactics of the company are not so highly influential in terms of managing the customer brand perception. 10% of the customers were not able to provide any satisfactory answer.

In accordance with<sup>80</sup>Terrance, Shrivastava and Kumari, (2017) the main effectiveness of digital marketing are that it holds capability in terms of influencing customers. For every organization, the toughest task is to manage customer perception, and the main role of digital marketing is to focus on the development of positive brand perception in the overall market. In the case when the initiatives taken by the digital marketers are up to the mark, then it leads to a rise in the customer satisfaction level and at the same time, they prefer to perceive the brand in a positive manner.

**For your better attraction towards the brand, what do you on which Areas Company must focus upon?**



*Figure 3.11. Areas where Rimi Baltic focuses upon*

<sup>80</sup>Terrance, A.R., Shrivastava, S. and Kumari, A., (2017), December. Importance of Search Engine Marketing in the Digital World. In *ICITKM* (pp. 155-158).

On analyzing the primary information obtained, it has been identified that customers feel that various areas are important on which brand must focus upon for their strong attraction. 50% of the customers are in favour of the area associated with the market. Mainly, every customer feels that area of marketing is very important, and when strong initiatives are taken for carrying out the marketing practices, then it has a positive influence. Customers of Rimi Baltic feel that area of marketing is most important, and the kind of initiatives taken by the organization is highly effective as strong marketing practices provide support in terms of informing buyers. 20% of the customers said that product and service development is the main area that must be focused upon by the company. 20% said that all the areas such as promotion, product development, marketing etc., are crucial. At last, 10% said that area of promotion and discount schemes is important as through this it is possible for the buyers to know what additional discounts and offers the company is providing on its product range and accordingly purchase decision is taken by the customers.

As per views of<sup>81</sup> Busca and Bertrandias, (2020) customer attraction depend on numerous factors. It has been identified that for attracting and influencing customers, companies strongly focus on marketing. Further, marketing is one of the most crucial areas where, through this, buyers are influenced, and they are attracted to the product range offered by the entity. Moreover, an area associated with product and service development is also vital, and when this type of information is provided to the customers, then in such case target market can be easily influenced.

---

<sup>81</sup> Busca, L. and Bertrandias, L., (2020). A framework for digital marketing research: Investigating the four cultural eras of digital marketing. *Journal of Interactive Marketing*, 49, pp.1-19.

# CHAPTER 4: DEVELOPMENT OF DIGITAL MARKETING STRATEGY FOR RIMI BALTIC

## 4.1 Proposed strategy

On the basis of the above analysis it has been witnessed that digital marketing strategy of Rimi Baltic requires modification. In the previous chapters it has been analyzed that digital marketing is crucial for the business but at the same time improvement in the existing digital marketing practices is required for the development of the business. No doubt, marketers of Rimi Baltic have taken corrective actions for carrying out the digital marketing practices but still scope of improvement is present. In the case when digital marketing approach of the organization is not at all sound then in such case it creates obstacles for the business especially attracting and engaging customers, developing positive brand perception, differentiating brand from those of competitors in the market etc.

Furthermore, from the analysis of the primary data it has been identified that customers are not so satisfied with the present digital marketing tactics of Rimi Baltic and at the same time they have faced difficulty at the time of accessing digital marketing platforms of the selected firm. It has been witnessed that digital marketing has strong influence on the purchase behavior of the target market and when customers are provided with the right information through digital marketing platforms then in such case it leads to business development in the long run.

Certain areas have been highlighted in the digital marketing practices of the firm such as pricing, quality, service attributes etc. and they are considered to be highly crucial. When pricing and other product related information is shared with the target market on the continuous interval then in such case it enhances the efficiency level of the organization and at the same time business goals are attained in the best possible manner.

Certain uniqueness of the digital marketing are present where it helps in developing strong relationship with the firm and secondly this form of marketing is convenient<sup>82</sup> (Vieira, et

---

<sup>82</sup> Vieira, V.A., de Almeida, M.I.S., Agnihotri, R. and Arunachalam, S., (2019). In pursuit of an effective B2B digital marketing strategy in an emerging market. *Journal of the Academy of Marketing Science*, 47(6), pp.1085-1108.

al. 2019). These are some of the unique attributes of the digital marketing practices and through this customers are retained for the longer time period and in turn it helps a lot in the organizational growth also.

Through strong and effective digital marketing practices Rimi Baltic is trying to develop positive brand perception in the competitive market so that customers may perceive the brand in a positive manner and this in turn can lead to development of the overall business. Moreover, one of the most crucial factor that influence consumer behavior is marketing. It can be stated that when strong marketing practices are carried out then it leads to development of the brand otherwise not.

Further, in the area of digital marketing certain strategies are present and they are crucial from the perspective of building strategy for the process of digital marketing. Overall process starts with identification of the customers where it is crucial to identify the target market and accordingly actions are taken for targeting the customers as per their expectations. Understanding the customer identity is also regarded to be most important and in the case when customer identity is not known then in such case it creates large amount of obstacles in terms of targeting customers as per their expectations<sup>83</sup> (Yogesh, Sharaha and Roopan, 2019). Identification of the business objective is crucial as through this it is known about the key objectives that business wants to attain for its future betterment. Goals setting is the prime motive and resource allocation is done by the organization for the smooth flow of the operations. Hence, all these steps and processes are crucial in the area of digital marketing.

Trends in the area of digital marketing are changing at a faster pace where businesses have strongly started to focus on the adoption of the new technologies. Certain technologies are present such as email, SEO, social media, paid media, reporting etc. All these technologies are regarded to be most important and crucial from the point view of targeting customers as per their expectations in the market.

Furthermore, from the analysis it has been witnessed that effectiveness level of the digital marketing is quite high and main effectiveness is that reaching and influencing buyers becomes

---

<sup>83</sup> Yogesh, S., Sharaha, N. and Roopan, S., (2019). Digital marketing and its analysis. International Journal of Innovative Research in Computer and Communication Engineering, 5(7), p.201957007.

quite easy and this helps a lot in the development of the business. In the case when any particular organization has no such strong focus on the adoption of the digital marketing tools then in such case efficiency level of the brand declines due to this.

It has been witnessed from the primary data that marketing is one of the modes which is mainly preferred by the customers for obtaining data regarding the organization. In the case when right and most appropriate information regarding the products is not shared with the target market then in such case they cannot be influenced to purchase the products of the organization. Therefore for the well established brand like Rimi Baltic the most crucial task is to inform buyers with the help of its marketing practices and this can lead to growth of the organization in the long run. Customers feel that various factors are present that have influence on their purchase behavior. Some of the most crucial factors are marketing, personal, culture etc (Saura,<sup>84</sup> Palos-Sanchez and Rodríguez Herráez, 2020). Among the different factors the most crucial one is culture and in this case targeting customers on the basis of their respective culture is most important for the marketers of Rimi Baltic.

Moreover, among the different digital marketing practices customers prefer social media and search engine optimization. These platforms are considered to be effective in terms of reaching and influencing buyers as per their expectations. Customers easily prefer to obtain information from these sources and they are attracted towards the brand also.

For developing the digital marketing practices there is need for Rimi Baltic to adopt some new form of tactics as through this business efficiency can easily improve. The proposed system of Rimi tik tak will be advantageous for the firm in terms of reaching and influencing buyers to purchase the products and services of the organization in the market.

**Introduction of voice search application** for Rimi Baltic where customers will be able to search about different products/services of Rimi Baltic through voice. Considering this digital marketing strategy company will launch its own mobile application. The name of the application will be **Rimi tik tak**.

It can be stated that the application and use of voice search application within Rimi Baltic will be very effective as it will contribute a lot in terms of providing the management with an

---

<sup>84</sup> Saura, J.R., Palos-Sanchez, P. and Rodríguez Herráez, B., (2020). Digital marketing for sustainable growth: Business models and online campaigns using sustainable strategies.

opportunity to offer unique shopping experience to the customers. In the modern era, voice search over mobile phones among customers has become very common, and this is one of the main reasons because which the selected strategy will be highly feasible for the chosen business enterprise. The feasibility of the proposed strategy can be also justified by the fact that in the upcoming years, the industry of speech recognition will be booming, and therefore, Rimi Baltic will be available with wide ranges of options and alternatives in terms of carrying out the desired growth.

The management at Rimi Baltic will be launching a mobile-based application which will further provide the customers with an opportunity to use the speech search within the stores and identify the products and services required. Through the use of the proposed strategy, the application will be redirecting the customers towards the services and products needed within the stores<sup>85</sup> (Peter and Dalla Vecchia, 2021). In addition to this, the voice search application will be also provided information and updates to the customers about the latest offers and discounts provided by Rimi Baltic over various offerings. The proposed strategy can be termed as appropriate for the chosen organization because it will contribute a lot in the long term growth and providing competitive edge to Rimi Baltic over the other players operating in the market.

The management will be required to integrate the voice search technology within its mobile application and here two major elements will be integrated. The first and foremost element will be the Text To Speech Synthesized (TTS) and the second element will be Speech Recognition Technology (SRT). In case of Rimi Baltic, the customer will be provided with an opportunity to use TTS for reading the text requested by the user whereas the use of SRT will be done to place a voice command and satisfy a specific requirement. However, it can be argued that the management of Rimi Baltic will be required to develop sound knowledge and understanding about the fact that the adoption and implementation of voice search technology will not be as easy as it seems to be<sup>86</sup> (Miklosik, et al. 2019). The issues associated with stammering along with

---

<sup>85</sup> Peter, M.K. and Dalla Vecchia, M., (2021). The Digital marketing toolkit: a literature review for the identification of digital marketing channels and platforms. *New Trends in Business Information Systems and Technology*, pp.251-265.

<sup>86</sup> Miklosik, A., Kuchta, M., Evans, N. and Zak, S., (2019). Towards the adoption of machine learning-based analytical tools in digital marketing. *IEEE Access*, 7, pp.85705-85718.

linguistic subtleties will be commonly faced by Rimi Baltic. To deal with the identified issues, a strong focus over areas such as the use of cloud based model for voice search technology will be done by the management of Rimi Baltic.

The primary reason because of which the use of cloud based model has been proposed is that it will make the mobile application of Rimi Baltic lightweight and at the same time, the speed as well as accuracy of the application will be also enhanced to a great extent. The proposed strategy will work wonders for Rimi Baltic and there will be wide ranges of benefits which the business will be able to obtain because of the same. For example, the voice recognition technology in the mobile application of Rimi Baltic will be natural and at the same time, it will save considerable amount of time and resources of the customers, thus, the management of Rimi Baltic will be able to create high degree of satisfaction among the customers in the long-run.

Cost of launching voice search application: 10,000 Euro (€) as shown in table 5.1

*Table 5.1*

*Source: Created by author*

**Computation of cost**

<b>Particulars</b>	<b>Amount</b>
Development cost	5000
Information technology cost	2000
Staff training	700
Resource management cost	1000
Testing	800
Other expenses	500
<b>Total</b>	<b>10,000</b>

*Table 5.2.*

### Computation of payback period

Year	Annual cash flow (€)
1	2000
2	2000
3	2000
4	2000
5	2000

Payback period = Total investment/net annual cash flow

= 10,000/2000

5 years

The computation of the payback period in table 5.2 is representing that amount of investment will be recovered in the time period of 5 years.

It can be stated that various benefits will be obtained by Rimi Baltic through the introduction of Rimi tik tak application in the market. Further, this application will lead to high level of customer engagement in the market where more customers will be engaged into the business practices and the unique feature of voice search will provide remarkable experience to the target market of Rimi Baltic. It will be possible for the firm to understand the expectations of the target market and at the same time level of customer satisfaction will surely improve at a faster pace<sup>87</sup> (Kingsnorth, 2019). It can be stated that as Rimi Baltic operates in the tough competitive market and in this case development of unique digital marketing strategy will bring favorable results for the organization in the long run and their level of brand loyalty will improve.

---

<sup>87</sup> Kingsnorth, S., (2019). Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers.

No doubt, the cost of development of application will be high but in near future organization will be retain its loyal customers in the long run.

The Rimi tik tak will be an application designed for the customer to ease the complex process of searching for a service. Here customers will be able to search about different services of Rimi Baltic through voice. Voice assistance technology is recognized on a global level. According to the data, voice assistance is estimated to grow at the rate of 25% to 8 million voice searches in 2023<sup>88</sup> (Oliver Wyman, 2021).

Digital usage will be reshaped by voice assistance. Voice is the maximum in simplicity and comfort of use; no typing, tapping, or swiping is required; you speak. Channels can be changed and preferences remembered with voice search. Customers will be able to questions about order status and shipping can be accurately answered 24 hours a day, seven days a week; workers can file reports (and enter data) without using keyboards, and shopping can be done in minutes from the kitchen or the car. The Voice search will personalize the buying reports with the usage of tips primarily based totally on personal alternatives. For example, suppose a client makes use of the Rimi Tik Tak application to shop for their day. In that case, the voice assistant can propose gadgets that fit their buying behavior primarily based totally on the alternatives which have been communicated to the device.

Voice search will also empower customers to communicate more effectively and will be able to derive results more efficiently as it will enable customers to save their time. It is found in research that around 71% of consumers prefer using voice assistance that helps them to research the product<sup>89</sup> (Bluetag, 2021).

The voice search technology will also minimize the limitation of the text-based search where typing the query is time-consuming as well as it is also limited to the number of words typed. The voice-based search will enable customers to search freely without the word limit for the search. Also, Voice queries will typically have a clean purpose than text-based searches.

---

<sup>88</sup>Oliver Wyman, (2021) *Future of Voice search*. [Online]. <Available through: <https://www.oliverwyman.com/our-expertise/insights/2020/feb/boardroom-volume-5/emerging-technology/why-voice-is-the-future-of-grocery.html>>. [Accessed on: 13<sup>th</sup> November 2021]

<sup>89</sup> Blue tag, (2021). *Rise of voice commerce*. [Online]. <Available through: <https://blu.ai/rise-of-voice-commerce-within-the-retail-industry>>. [Accessed on: 13<sup>th</sup> November 2021]

Moreover, a voice-based search will allow customers to search in more detail rather than typing the query. Rimi Baltic will also be able to save a lot of time spent on keyword planning and management.

Voice search will also restrict some of the challenges faced by the customers during text-based searches, such as the use of synonyms and spelling challenges<sup>90</sup> (Kaushal, 2021). Spelling out the product's name is sometimes a challenge for the customer, who will be addressed by the use of voice search. Customers will be able to search just by pronouncing the name of the product. Another challenge that will be addressed by this technology is that sometimes people use synonyms of the name of a product, which results in deriving incorrect search results. Voice search technology offered by Rimi Tik Tak will limit this challenge and will be offering the services where customers can search by the name they recall.

The voice-based search feature offered by the application will also allow customers to complete the buying process more quickly. The customers will not have to go through the different steps involved in the process of final purchase, such as applying the filter, adding to the cart, etc. Voice search will enable customers to add items to the cart in just two steps.

Generally, in the competitive market customers expect some sort of unique experience and if they are provided with the unique experience then in such case development of the business takes place through this. Since Rimi Baltic will plan to introduce voice search application and in this case launch of application will be feasible in the market. In short, overall level of customer attraction will surely improve and this will support in providing competitive advantage to the firm. The launch of mobile application will bring drastic change within the organization as customers will surely perceive brand in a positive way. No doubt, large amount of investment will be required for the application launch but in the near future Rimi tik tak application will highlight how its brand is different from those of competitors in the overall market. In short, growth and overall performance of Rimi tik tak will depend on the efficiency of the application that will be developed for the purpose of interacting and communicating with the customers in the market.

---

<sup>90</sup> Kaushal, (2021). *Voice search will transform the future*. [Online]. <Available through: <https://www.netsolutions.com/insights/voice-search-for-ecommerce/>>. [Accessed on: 13<sup>th</sup> November 2021]

The main effectiveness of the application will be that it will provide strong knowledge and information about the products and services of the firm. For instance, if any particular customer wants to know about the fresh food of Rimi Baltic then in such case it will be possible for the customer to know about the fresh food range through the interactive mobile application system. Information regarding pricing, quality and other type of queries will be easily solved with the help of new mobile application system. So, this will be highly convenient for the target market and even practices of the organization will be smoothly carried out. It is a well-known fact that customer interaction is the most crucial area and when interaction with the target market takes place on continuous interval then in such case it contributes a lot in improving the customer base of the business and at the same time organization is able to gain competitive advantage of this.

In order to deal with the high level of competition and at the same time to influence buyers in the competitive market there is a strong need to focus on the development of digital marketing strategy for Rimi Baltic. The proposed strategy will provide remarkable benefits to the firm. Further, it has been witnessed that element of innovation is not at all present in the digital marketing practice of Rimi Baltic. So, in this case introduction of mobile application with the feature of voice command will lead to development of the organization. Moreover, company will be benefitted in terms of improvement in the financial performance and increase in the customer base as these areas are also highly valuable for the organization. For developing the new marketing strategy team of marketers will be developed and they will focus on applying high level of knowledge and skills so that marketing practices of Rimi Baltic can be carried out in a smooth and structured way so as to attain the desired goals of the business.

#### **4.2 Influence of strategy on business growth**

The proposed strategy will have direct influence on the business growth. Further, Rimi Tik tak as one of the application will contribute a lot in the development of the business. Moreover, this strategy will contribute a lot in the development of the business in the long run. Moreover, this strategy is mainly required so that growth of Rimi Baltic can easily take place in near future. At present, the digital marketing practices are not up to the mark and in this case there is a strong need to focus on development of the new strategy so as to sustain in the market.

New form of digital marketing strategy will contribute in high level of customer attraction and retention. Moreover, all the business goals will be attained. One of the main effectiveness of

the proposed strategy will be that it will support in improving the financial performance of the entity in the market<sup>91</sup> (Minculete and Olar, 2018). It has been analyzed that Rimi Baltic operates in the competitive market and in this case carrying out new form of marketing practices will enhance the level of customer satisfaction and engagement. Moreover, the new strategy will mainly highlight how Rimi Baltic is able to deliver remarkable and unique value to the target market and at the same time desired goals of the business will be attained in the best possible manner. With the help of primary analysis it has been witnessed that there is a need to redesign or develop the existing digital marketing approach so that customers can be easily engaged and attracted.

It has been witnessed that level of growth of every organization generally depends on its digital marketing practice and when the level of digital marketing is sound of up to the level then in such case it brings favorable results for the business. Targeting and approaching customers in the competitive market becomes quite easy and simultaneously business strength also develops at a faster pace. In many case organizations do not focus on the development of digital marketing practices then in such case survival of the organization is influenced due to this. Further, in the case when customers have large number of options present with them in case they want to purchase any specific product then in such case digital marketing plays crucial role. With the help of digital marketing it becomes easy to attain the goal associated with customer retention in the market.

One of the most influencing digital marketing strategies adopted by almost every company is the on-site search strategy. This allows customers to search the queries in the search box feature provided by the website or application. This feature allows a customer to explore the content the site is offering. People can search for queries, content, product, or service on a specific website or application. The use of on-site search strategies also has a direct impact on the growth of a business. The primary advantage of the on-site search strategy is that it enhances the user experience. A website can offer numerous products, services, or content, but the search feature allows the customer to search for the particular required information. Another benefit of the on-site search strategy is that it enhances the conversion rate. The on-site search strategies allow the business to classify its best content on site which can earn the attraction of the

---

<sup>91</sup> Minculete, G. and Olar, P., (2018), June. Approaches to the modern concept of digital marketing. In International conference Knowledge-based organization (Vol. 24, No. 2, pp. 63-69).

customers. Earlier, strategic location strategy was most common for the retailer to track their customers on a real-time basis. Nowadays, retailers have realized there is the scope for more innovation where the products and services are needed to reach the customer in the best possible way. The proposed strategy of introducing the mobile application names as Rimi Tik Tak is an advancement towards this step.

Rimi Tik Tak is a mobile application that will redefine the user experience of on-site search. It enables the feature of voice search in the application. The customers can search for particular products or services by just speaking in the microphone. The customers can search for the product or service offered by Rimi Baltic without typing the name or the keyword for the product in the search bar. This strategy is an approach towards enhancing the user's experience of shopping from a retail store. The use of voice search will not only allow customers to search for particular products available, but it also allows the customers to explore similar or related products as the application uses the previous purchase behavior data of the customer to customize product offering to the customer<sup>92</sup> (Nair and Gupta, 2021). For example – if the customers use the Rimi Tik Tak application for purchasing items, the voice search feature will also present related or similar products with the required product. This might result in customers thinking about purchasing such products too. This feature has a direct positive influence on the growth of an organization. The organization will be able to offer more products and have a possibility of increasing sales with the help of a voice search feature.

Voice search technology in an application will also enable the firm to record and analyze customers' reviews in a more classified way. The voice search feature asks for feedback on using the services of the firm without any complexity of logging in to the application. Contradicting the traditional process of typing long feedback, a voice assistant can ask for particular and specific questions for feedback and store the feedback in the database. It enables a firm to simplify the process of assessing feedback as it is a quick process in comparison to the traditional time-consuming method of collecting feedback. The Voice search feature is also time-saving as the average speed of typing for humans is 30 words per minute, whereas the voice search feature is able to process about 100 words per minute. Voice search saves time for consumers as typing for a particular product requires thinking of an appropriate keyword. This will have a positive impact

---

<sup>92</sup> Nair, K. and Gupta, R., (2021). Application of A.I. technology in modern digital marketing environment. *World Journal of Entrepreneurship, Management and Sustainable Development*.

on the growth of the organization as the customers will be more likely to use the feature that saves time and offer customized services. Customer engagement on the application can further lead to improving the conversion rate.

The Voice search feature in the application also enables smart shopping. For example, if the customer is doing monthly grocery shopping online, the voice assistant can suggest and remind the customer about things that were previously in the basket but aren't on the current list. This is also a major benefit for brands as well as customers. The customers are more likely to take benefit of such feature which can result in a positive growth of the firm. Moreover, it eliminates the step-wise process of searching for a particular product, applying the filter, selecting the product, and selecting the quantity<sup>93</sup> (Portes, N'goala and Cases, 2020). Voice search feature in the application can simplify this process into a one command process where the customer can speak of the required product and the quantity and allows the customer to add the product directly into the cart. For example, the customer can directly command the assistant to add five dozen eggs to the cart. This is more of a time saving alongside a simplified method for shopping.

Along with this, the voice search function can also have an impact on the promotional activities of the firm. The use of traditional marketing practices such as TV ads and newspaper ads might have their importance, but voice search promotion is a new dimension that helps in promoting and advertising the available offers. The traditional means of marketing are focused on the intent of the eyes of the customer. With the use of voice search promotional techniques, Rimi Baltic will focus on the intent ears of the customers. People normally avoid the promotional offers and advertisements displayed during their surf. The voice search feature of the application recites the promotional offers that might have an influence on the purchase decision of the customers. For example, while exploring the range of products offered by the firm on application, the voice assistant can recite the offer associated with the products such as this product comes with an offer of buy two get one free, would you like to purchase two instead of one. This can

---

<sup>93</sup> Portes, A., N'goala, G. and Cases, A.S., (2020), June. Should digital marketing practices be more transparent? An empirical investigation on the roles of consumer digital literacy and privacy concerns in self-service technologies. In *16th International Research Conference in Service Management*.

influence the customer to think about purchasing two products. This function can positively influence the sale of products and can result in terms organizational growth.

Voice search also enables the feature of voice navigation. This feature allows a customer to explore the offering of the application in a more precise way. The customer can ask the assistant to redirect to the asked page. For example, a customer can speak to track my order, and the voice assistant will redirect to the page where the customer can track the order. Another example could be that customers can simply speak offers, and the assistant can redirect to the offers page that displays different offers available for the customer. This feature can enhance the customer engagement as well as purchasing experience of the customer, which directly impacts the growth of the organization.

It is also believed the voice search feature also has a negative impact on the growth of the organization. The increase in the cost of advertisement is a result of a negative impact. The on-site search bar can display more products on the same page, where voice search enables only the specific or relevant product on the page—the lack of space results in increasing the cost associated with advertising for the firm. Moreover, the search results usually come in the form of recommendations in the voice search process. This implies that whenever the customers enquire about a particular product, the voice assistant tends to show the result of a related or similar product that is closely available with the brand<sup>94</sup> (Saura, Palos-Sanchez and Rodríguez Herráez, 2020). The unavailability of a particular product sometimes also results in promoting the private label brand in the search result. This can sometimes result in annoying the customer. This increases the chances of customers shifting towards other retailers' websites or applications. Moreover, Users can review one to three selections during voice shopping before forgetting details such as the price or quantity of the things presented. Reduced attention span and short-term memory might have a detrimental impact on the user's pleasure with this purchasing system, especially when the user is expected to conduct extensive exploratory searches for products.

---

<sup>94</sup> Saura, J.R., Palos-Sanchez, P. and Rodríguez Herráez, B., (2020). Digital marketing for sustainable growth: Business models and online campaigns using sustainable strategies.

## CONCLUSIONS

1. The present study outlines the role of digital marketing in influencing the purchase behavior of the customers in the case of Rimi Baltic, which is a Latvian-based retailer of daily need products. The study found that digital marketing plays a vital role in influencing the purchase intention of individuals. Moreover, it is found that digital marketing is an essential tool for every business because of its unique features, which include allowing tracking the performance of the campaign; it allows the use of consumer data to predict demand. Along with these, there are various advantages of digital marketing identified in this study.
2. Some of the other benefits of digital marketing are that it allows brands to advertise and promote the products and services through online means of marketing. It makes use of the internet to advertise the product, which is a more impactful technique in comparison to traditional means of marketing. Trends related to digital marketing are on the rise because it is cost-effective, and with the help of different digital marketing platforms, it becomes very easy to share important information and updates to the target market.
3. This study has also identified the digital marketing strategy-building process. This process starts with identifying the needs of customers. The next step comprises understanding the needs and identity of the customer. Once the needs are understood, identifying the business objective is the next step. Setting goals for implementing strategies is another step in the process. Allocation of resources is another step to be followed while building strategies. Once this process is done, execution of the strategies is found as the next step in the process.
4. Analysis is performed on the basis of the effectiveness of the strategies. The present study also concluded that consideration of social media audience profiles is also necessary for companies to implement digital marketing in Latvia. The growth of social media use in the country has made it possible to have better benefits and ensure respect for better opportunities. It is observed that the vast majority of people in the 25-34 age group use social media. That means that the digital marketing activities of Latvian companies must be designed according to their perceptions and needs. It may give better results, and it may help to have a better opportunity to respect various factors.

5. Furthermore, it is also concluded that Digital marketing has changed the way consumers behave in certain ways. The main way consumers can perform research online is by comparing products. People are very good at researching purchases these days, especially when it comes to making a purchase decision. Consumers are becoming more aware as technology allows them to make their own personal decisions online. When brands promote their products on the internet, they influence consumers purchasing behavior. This has helped customers to facilitate the process of their purchasing.
6. The report further focuses on the effectiveness of digital marketing in the practice of customer attraction. It is found that there are three forms of media that can be used in digital marketing. Earned, owned, and paid media. While developing a marketing communication strategy, it is important for the companies to view all three forms of media: print, television, and online.
7. The study also conducted a survey to understand the role of digital marketing in influencing the purchase decision of the target market. One hundred respondents were selected for the research, and the main reason behind selecting 100 responses was to obtain different types of responses where different individuals who were customers of the Rimi Baltic participated in the study, and they provided their responses.
8. From the survey, it is found that 50% of the respondents agreed to the statement that they obtain information from the mode of marketing. The majority of the respondents also believed that a strong relationship between brand and convenience is the uniqueness of digital marketing. This study also concluded that the majority of the respondent believes that culture is the most influencing factor for purchase behavior. However, it is found that price is the core area that is highlighted in the marketing tactics of Rimi Baltic.
9. The majority of the respondent believes that social media is the most preferred digital marketing tool. Also, the study found that 30% of the respondent agreed with the statement that digital marketing efforts of the brand had differentiated the brand from its competitors. Further, the study found that 50% of respondents agreed with to statement that digital marketing actions support the customers to get updated about the brand. 50% of respondents have also faced difficulty while accessing the digital marketing platform of Rimi Baltic.
10. 70% of respondents agree to the fact that strong digital marketing efforts of the brand influence them to perceive the brand in a positive manner. Lastly, it is concluded that 50%

of respondent believes that marketing is an area that the brand must focus on to attract new clients. Lastly, the report also proposed a digital marketing strategy for Rimi Baltic. It is concluded that an application named Rimi Tik Tak will be used by the firm, which has a feature of voice search in it. The study found the proposed strategy to be effective as the voice search feature has several advantages, such as it enables smart shopping, voice navigation. Voice search feature can also assist in promotional activities. Hence, it is concluded that the use of the new application Rimi Tik Tak will be beneficial for the brand.

## **RECOMMENDATIONS**

1. It is recommended for Rimi Baltic to make use of digital marketing analytics to the fullest. Digital marketing analytics allows the brand to track and monitor its campaign performance, and also it allows getting insights into the customer's data. The data of the customer includes purchase behavior patterns, their spending behavior, and their association with the brand. Rimi Baltic can use consumer analytics in order to understand the functions such as segmentation, satisfaction, and customer attrition rate, and customer engagement, as well as various other key consumer engagement indicators. Rimi Baltic can transform data into valuable insights by making use of the right analytics tools. The most common analytical tool is Google analytics.
2. It is also recommended that use various strategies to promote its services on social channels. Social media marketing is one of the most important promotional techniques that every firm focuses on. Rimi Baltic can increase its social presence and design strategies that can be focused on increasing brand awareness and promoting the brand. Content marketing is one way to enhance brand awareness. Content marketing is a marketing strategy that uses articles, videos, podcasts, and other media to attract, engage, and retain an audience. This approach allows you to gain experience, build brand awareness, and keep your business in the spotlight when it's time to buy what you sell. Another strategy that Rimi Baltic can adopt is influencer marketing. It is social media marketing that uses endorsements and product mentions from influencers and is a type of marketing that uses social media and expert opinion.
3. Another recommendation for Rimi Baltic is based on making use of big data for a better analysis of consumers' purchase behavior. Users continue to connect to the digital world

through cell phones and mobile devices. The brand can focus on recording and analyzing the data consumed per second to better target the audience. Big data is one of the latest tools used by many companies today to maximize their understanding of their customer base. Big data can help Rimi Baltic to analyze descriptive, predictive, and prescriptive data in order to assess customers' journey from sales to making business decisions.

4. Rimi Baltic can lay focus on search engine optimization tools in order to drive more traffic to their website. Customers rely extensively on their own research to get to a choice about a product or service. SEO Analytics has grown massively to become one of the most powerful tools for determining search engine optimization. Understanding what the user looks for and relaying information based on that search is more crucial. SEO can help Rimi Baltic to hop up to the search ranking by driving organic traffic on their website.
5. Rimi Baltic can use Artificial intelligence tools in the organization. In the future years, artificial intelligence (AI) is predicted to have a significant impact on the digital marketing business. This technology is being utilized to keep in touch with customers, help them make purchasing decisions, increase engagement, and generate more leads. It enables digital marketers to provide better communication while also obtaining real-time data on consumer behavior. Machine learning, a sort of AI technology, is supporting marketers with SEO, ad targeting, and a variety of other tasks. In the fields of customer service, content marketing, voice search, and digital advertising, AI is changing digital marketing. Thus, it is suggested for Rimi Baltic to make appropriate use of AI tools in the organization. Moreover, the quick purchase option helps to shorten the sales channel, which means that consumers can be completely avoided from the regular sales process.

## REFERENCES

1. Adam, M., Ibrahim, M., Ikramuddin, I. and Syahputra, H., (2020). The Role of Digital Marketing Platforms on Supply Chain Management for Customer Satisfaction and Loyalty in Small and Medium Enterprises (SMEs) at Indonesia. *International Journal of Supply Chain Management*, 9(3), pp.1210-1220.
2. Alghizzawi, M., (2019). The role of digital marketing in consumer behavior: A survey. *Int. J. Inf. Technol. Lang. Stud*, 3(1), pp.24-31.
3. Anjum, A., Thomas, M.R. and Prakash, P.K., (2020). Digital marketing strategies: Effectiveness on generation Z. *SCMS Journal of Indian Management*, 17(2), pp.54-69.
4. Arkhipova, N.I. and Gurieva, M.T., (2018). Modern trends in the development of digital marketing. *RSUH/RGGU Bulletin. Series Economics. Management. Law*, p112
5. Bala, M. and Verma, D., (2018). A critical review of digital marketing. *M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, I.T. & Engineering*, 8(10), pp.321-339.
6. Başer, G., (2020). Digital marketing practices: trends and challenges for the tourism industry. *Uluslararası Global Turizm Araştırmaları Dergisi*, 4(1), pp.1-12.
7. Blue tag, (2021). *Rise of voice commerce*. [Online]. <Available through: <https://blu.ai/rise-of-voice-commerce-within-the-retail-industry>>. [Accessed on: 13<sup>th</sup> November 2021]
8. Bormane, S., (2019), May. Trends in the development of integrated marketing communication in the context of digital marketing. In SOCIETY. INTEGRATION. EDUCATION. Proceedings of the International Scientific Conference (Vol. 6, pp. 84-95).
9. Busca, L. and Bertrandias, L., (2020). A framework for digital marketing research: Investigating the four cultural eras of digital marketing. *Journal of Interactive Marketing*, 49, pp.1-19.
10. Chaffey, D. and Ellis-Chadwick, F., (2019). *Digital marketing*. Pearson uk. pp53
11. Chaffey, D. and Smith, P.R., (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Routledge. pp59

12. Chomiak-Orsa, I. and Liszczyk, K., (2020).The importance of ICT in creating digital marketing. *InformatykaEkonomiczna. PraceNaukoweUniwersytetuEkonomicznego we Wrocławiu*, (1 (55).
13. Christina, I.D., Fenni, F. and Roselina, D., (2019).Digital marketing strategy in promoting product. *Management And Entrepreneurship: Trends Of Development*, 4(10), pp.58-66.
14. Critchlow, N., Angus, K., Stead, M., Newberry La Vey, J., Whiteside, E., Clarke, M., Hudson, B. and Vohra, J., (2019). Digital Feast: Navigating a digital marketing mix, and the impact on children and young people’s dietary attitudes and behavior s.pp112
15. Das, A., (2018). *Application of Digital Marketing for Life Success in Business*.BPB Publications.pp119
16. De Pelsmacker, P., Van Tilburg, S. and Holthof, C., (2018).Digital marketing strategies, online reviews and hotel performance. *International Journal of Hospitality Management*, 72, pp.47-55.
17. deRuyter, K., Isobel Keeling, D. and Ngo, L.V., (2018). When nothing is what it seems: A digital marketing research agenda. *Australasian marketing journal*, 26(3), pp.199-203.
18. Desai, V., (2019). Digital marketing: A review. *International Journal of Trend in Scientific Research and Development*, pp.196-200.
19. Dumitriu, D. and Popescu, M.A.M., (2020). Artificial intelligence solutions for digital marketing.Procedia Manufacturing, 46, pp.630-636.
20. Erokhina, T.B., Mitko, O.A. and Troilin, V.V., (2018). Digital marketing and digital logistics in consumer communication.European Research Studies, 21, pp.861-867.
21. Eze, S.C., Chinedu-Eze, V.C., Okike, C.K. and Bello, A.O., (2020). Critical factors influencing the adoption of digital marketing devices by service-oriented micro-businesses in Nigeria: A thematic analysis approach. *Humanities and Social Sciences Communications*, 7(1), pp.1-14.
22. Guilbeault, D., (2018). Digital marketing in the disinformation age. *Journal of International Affairs*, 71(1.5), pp.33-42.
23. Gupta, S. and Kumar, R., (2017).Effectiveness of digital marketing a descriptive analysis.
24. Hanlon, A., (2018). *Digital marketing: Strategic planning & integration*. Sage.pp118-122
25. Herhausen, D., Miočević, D., Morgan, R.E. and Kleijnen, M.H., (2020). The digital marketing capabilities gap. *Industrial Marketing Management*, 90, pp.276-290.

26. Hofacker, C.F., (2018). *Digital marketing: Communicating, selling and connecting*. Edward Elgar Publishing. pp150-168
27. Ibrahim, S.S. and Ganeshbabu, P., (2018). A Study on the Impact of Social Media Marketing Trends on Digital Marketing. *Shanlax International Journal of Management*, October, 6, pp.120-125.
28. ICA Gruppen, (2021).Rimi Baltic- Stable position in a growing market.[Online]. Available Through: <<https://www.icagruppen.se/en/about-ica-gruppen/our-operations/rimi-baltic/>>. [Accessed on: 14<sup>th</sup> September, 2021]
29. Kathiravan, C., Mahalakshmi, P. and Palanisamy, V., (2019).Online Impulse Buying Behavior of Consumer Triggered by Digital Marketing. *International Journal of Recent Technology and Engineering*, 8(256), pp.648-652.
30. Kaushal, (2021). *Voice search will transform the future*. [Online]. <Available through: <https://www.netsolutions.com/insights/voice-search-for-ecommerce/>>. [Accessed on: 13<sup>th</sup> November 2021]
31. Kemp, S., (2021). *Social facts*. [Online]. <Available through: <https://blog.hootsuite.com/simon-kemp-social-media/>>. [Accessed on: 27<sup>th</sup> September, 2021].
32. Kingsnorth, S., (2019). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers. pp120-125
33. Leow, K.R., Leow, M.C. and Ong, L.Y., (2021), November. Online Roadshow: A New Model for the Next-Generation Digital Marketing. In *Proceedings of the Future Technologies Conference* (pp. 994-1005). Springer, Cham. pp118-136
34. McGruer, D., (2020). *Dynamic digital marketing: master the world of online and social media marketing to grow your business*. John Wiley & Sons. pp170-181
35. Miklosik, A., Kuchta, M., Evans, N. and Zak, S., (2019). Towards the adoption of machine learning-based analytical tools in digital marketing. *IEEE Access*, 7, pp.85705-85718.
36. Minculete, G. and Olar, P., (2018), June. Approaches to the modern concept of digital marketing. In *International conference Knowledge-based organization* (Vol. 24, No. 2, pp. 63-69).

37. Minculete, G. and Olar, P., (2018), June. Approaches to the modern concept of digital marketing. In International conference Knowledge-based organization (Vol. 24, No. 2, pp. 63-69).
38. Muhammedrisaevna, T.M., Bakhriddinovna, A.N. and Rasulovna, K.N., (2021), March. Use of digital technologies in marketing. In E-Conference Globe (pp. 281-284).
39. Nair, K. and Gupta, R., (2021). Application of A.I. technology in modern digital marketing environment. *World Journal of Entrepreneurship, Management and Sustainable Development*. pp131-139
40. Nasr, A.R., (2021). The Importance of Digital Marketing on the Success of Service Companies in the Kingdom of Saudi Arabia. *Academic Journal of Research and Scientific Publishing/ Vol, 2(24)*. pp151-162
41. Oliver Wyman, (2021) *Future of Voice search*. [Online]. <Available through: <https://www.oliverwyman.com/our-expertise/insights/2020/feb/boardroom-volume-5/emerging-technology/why-voice-is-the-future-of-grocery.html>>. [Accessed on: 13<sup>th</sup> November 2021]
42. Omar, A.M. and Atteya, N., (2020). The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market. *International Journal of Business and Management, 15(7)*, pp.120-132.
43. Peter, M.K. and Dalla Vecchia, M., (2021). The Digital marketing toolkit: a literature review for the identification of digital marketing channels and platforms. *New Trends in Business Information Systems and Technology*, pp.251-265.
44. Pngitem, (2019). *Digital Marketing - Digital Marketing Channels*, H.P. Png Download. [Online] Accessed Through <-[https://www.pngitem.com/middle/howTTb\\_digital-marketing-digital-marketing-channels-hd-png-download/](https://www.pngitem.com/middle/howTTb_digital-marketing-digital-marketing-channels-hd-png-download/)>. [Accessed On 14<sup>th</sup> September, 2021]
45. Portes, A., N'goala, G. and Cases, A.S., (2020), June. Should digital marketing practices be more transparent? An empirical investigation on the roles of consumer digital literacy and privacy concerns in self-service technologies. In *16th International Research Conference in Service Management*. pp80-105
46. Puthussery, A., (2020). Digital marketing: an overview. pp90-118
47. Rimi Baltic, (2021). *About Us*. [Online]. Available Through: <<https://www.rimibaltic.com/>>. [Accessed on: 14<sup>th</sup> September, 2021]

48. Santora, J, (2020). 8 Digital Marketing Best Practices for 2021 and Beyond [Online]. <Available through: <https://optinmonster.com/digital-marketing-best-practices/>>. [Accessed on: 11<sup>th</sup> Nov, 2021].
49. Saura, J.R., Palos-Sanchez, P. and Rodríguez Herráez, B., (2020). Digital marketing for sustainable growth: Business models and online campaigns using sustainable strategies.pp.90-118
50. Saura, J.R., Palos-Sanchez, P.R. and Correia, M.B., (2019). Digital marketing strategies based on the e-business model: Literature review and future directions. *Organizational transformation and managing innovation in the fourth industrial revolution*, pp.86-103.
51. Sokolova, N.G. and Titova, O.V., (2019). Digital marketing as a type: concept, tools and effects. *Advances in Economics, Business and Management Research*, 81, pp.509-513.
52. Statista, (2021). *Spending on advertising in Latvia*. [Online]. <Available through: <https://www.statista.com/statistics/491798/advertising-spend-by-medium-latvia/>>. [Accessed on: 27<sup>th</sup> September, 2021].
53. Teixeira, S., Martins, J., Branco, F., Gonçalves, R., Au-Yong-Oliveira, M. and Moreira, F., (2017), October. A theoretical analysis of digital marketing adoption by startups. In *International Conference on Software Process Improvement* (pp. 94-105). Springer, Cham.pp151-160
54. Terrance, A.R., Shrivastava, S. and Kumari, A., (2017), December.Importance of Search Engine Marketing in the Digital World.In *ICITKM* (pp. 155-158).
55. Urban, G.L., Gosline, R. and Lee, J., (2017). The power of consumer stories in digital marketing. *MIT Sloan Management Review*, 58(4).pp,165-170
56. Yogesh, S., Sharaha, N. and Roopan, S., (2019). Digital marketing and its analysis. *International Journal of Innovative Research in Computer and Communication Engineering*, 5(7), p.201957007.
57. Data Flair, (2020). *What is Digital Marketing? Everything you need to know about it*. [Online]. Accessed through < <https://data-flair.training/blogs/what-is-digital-marketing/> >. [Accessed on 30<sup>th</sup> November 2021].
58. Bala, M. and Verma, D., (2018).A critical review of digital marketing. *M. Bala, D. Verma (2018). A Critical Review of Digital Marketing.International Journal of Management, IT & Engineering*, 8(10), pp.321-339.

59. Kim, J., Kang, S. and Lee, K.H. (2021) Evolution of digital marketing communication: Bibliometric analysis and network visualization from key articles. *Journal of Business Research*, 130, pp.552-563.
60. Kritzinger, W.T. and Weideman, M. (2017). Parallel search engine optimisation and pay-per-click campaigns: A comparison of cost per acquisition. *South African Journal of Information Management*.pp156-170
61. LópezGarcía, J.J., Lizcano, D., Ramos, C.M. and Matos, N. (2019). Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study. *Future Internet*, 11(6), p.130.
62. Minculete, G. and Olar, P., (2018). RELATIONAL APPROACHES TO THE DIGITAL MARKETING MIX. In *International Scientific Conference" Strategies XXI"* (Vol. 2, pp. 13-19)." Carol I" National Defence University.pp190-205
63. Nyagadza, B. (2021). Search engine marketing and social media marketing predictive trends. *Journal of Digital Media & Policy*.pp205-210
64. Oklander, M., Oklander, T., Yashkina, O., Pedko, I. and Chaikovska, M.P. (2018).Analysis of technological innovations in digital marketing.pp90-120
65. Olson, E.M., Olson, K.M., Czaplewski, A.J. and Key, T.M. (2021).Business strategy and the management of digital marketing. *Business Horizons*, 64(2), pp.285-293.
66. Polanco-Diges, L. and Debasa, F. (2020). The use of digital marketing strategies in the sharing economy: A literature review. *Journal of Spatial and Organizational Dynamics*, 8(3), pp.217-229.
67. Puthussery, A., (2020). Digital marketing: an overview.pp16-25
68. Saura, J.R. (2021). Using data sciences in digital marketing: Framework, methods, and performance metrics. *Journal of Innovation & Knowledge*, 6(2), pp.92-102.
69. Saura, J.R., Palacios-Marqués, D. and Ribeiro-Soriano, D., (2021). Digital marketing in SMEs via data-driven strategies: Reviewing the current state of research. *Journal of Small Business Management*, pp.1-36.
70. Saura, J.R., Palos-Sanchez, P. and Rodríguez Herráez, B. (2020). Digital marketing for sustainable growth: Business models and online campaigns using sustainable strategies.pp54-65

71. Vieira, V.A., de Almeida, M.I.S., Agnihotri, R. and Arunachalam, S., (2019). In pursuit of an effective B2B digital marketing strategy in an emerging market. *Journal of the Academy of Marketing Science*, 47(6), pp.1085-1108.
72. Instagram.(2021). *Rimi Latvija*. [Online].<Available through: <https://www.instagram.com/rimi.latvija/?hl=en>>. [Accessed on: 16<sup>th</sup> December, 2021].
73. Facebook.(2021). *Rimi Latvija*. [Online].<Available through: <https://www.facebook.com/Rimi.Latvija/>>. [Accessed on: 16<sup>th</sup> December, 2021].

# APPENDIX 1

## Questionnaire for survey

**Name**

**Age**

25-30 years

30-35 years

35 years and above

**Do you believe in obtaining organization information from the marketing mode?**

Yes

No

Can't say

**What do you feel is the uniqueness of the digital marketing?**

Convenient

Better customer service

Strong relationship with the firm

All of the above

**What do you think is the crucial factor that influence your purchase behavior?**

Culture

Marketing

Personal

Other (Please specify)

**What core areas are highlighted in the digital marketing tactics of Rimi Baltic?**

Service attribute

Quality

Price

Other (Please specify)

**Among the different digital marketing which one do you like the most?**

Social media

Email

Content marketing

Search engine optimization

**In future you will prefer to recommend services of Rimi Baltic to others due to its strong digital marketing tactics?**

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

**Digital marketing of Rimi Baltic has supported you to differentiate brand from those of competitors in the market?**

Yes

No

Can't say

**Digital marketing actions of the firm support you to get updated about the brand?**

Yes

No

Can't say

**Have u faced any sort of difficulty while accessing the digital marketing platforms of Rimi Baltic?**

Yes

No

Can't say

**Is this true that strong digital marketing tactics influences you to perceive brand in a positive**

**manner?**

Yes

No

Can't say

**For your better attraction towards the brand what do you on which areas company must focus upon?**

Marketing

Product and service development

Promotion and discount schemes

All of the above

**In your view what changes are required in the digital marketing practices of Rimi Baltic for your better engagement?**

---

## GRATITUDE TO SUPERVISOR

I would like to thank my supervisor, prof. Ērika Šumilo, for her help and assistance with the thesis work. Prof. Ērika Šumilo's encouragement and advice have aided me in completing my research. Working under the supervision of my supervisor has been an excellent learning experience. I'm hoping to put the skills and abilities I obtained while working on my thesis to good use. Prof. Ērika Šumilo deserves special recognition for her assistance during her academic years. Her lectures have taught me a lot. I'd want to express my gratitude to my coordinator, Astra Zalkalne, for her invaluable assistance during my academic struggles. I'm ecstatic to be a student at the University of Latvia.

The master's thesis "Role of digital marketing in influencing customer purchase behavior: A study on Rimi Baltic" has been developed at the Faculty of Business, Management and Economics of the University of Latvia in the study program International Business Master's Degree of Higher Professional Education Program.

With my signature, I confirm that the research has been done independently, only the stated sources of information have been used, and the electronic copy of the thesis is identical to the printed copy.

Author: Seby Mathew \_\_\_\_\_

I recommend / do not recommend the thesis for defense.

Supervisor: Prof. Ērika Šumilo \_\_\_\_\_

Reviewer: Prof. Viesturs Pauls Karnups

The work is submitted at the Study Center on \_\_\_\_\_, 2021.

Person authorized by the Dean: methodologist Viktorija Reiniece \_\_\_\_\_ (signature)

Work is presented in the meeting of masters' final probation committee on  
\_\_\_\_. \_\_\_\_\_. 2021. Protocol N. \_\_\_\_

Secretary of committee: \_\_\_\_\_ (signature)