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- » Reviewers

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- » Home
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- » Call For Paper
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PARTICULAR	Page No.
✓ AI Hardware Namratha Peddisetty	1-3
✓ Digital Dynamics for Crafting Strategies for Success in Modern Marketing Arenas with empirical data in Thailand Narathip Naewkhamdee, Somchai Jaisukul	4-13

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Digital Dynamics for Crafting Strategies for Success in Modern Marketing Arenas with empirical data in Thailand

Narathip Naewkhamdee*

Somchai Jaisukul**

Abstract

The research in Digital Dynamics for Crafting Strategies for Success in Modern Marketing Arenas with empirical data in Thailand was a quantitative research which aimed to test the relation of the structural equation model which were consisted with Branding, Marketing and Digital Marketing that has a positive influence on Strategies for Sustainable Success on empirical data. The device used was a 5-part of questionnaire in rating scale as 5 levels. The sampling group was hotel entrepreneurs in Thailand as 210 people. Index of Item-Objective Congruence (IOC) between 0.60-1.00. Total reliability at 0.858.

The research results found that the relation of marketing dynamics to develop a successful strategy in the modern marketing era in Thailand, has been a positive influence on Sustainable_Success which explain the influence of changing in 26.1%. According to considering found that Branding has a positive influence on Sustainable_Success at $\beta=0.165$. Marketing Mix has a positive influence on Sustainable_Success at $\beta= 0.294$ and Digital_Marketing has a positive influence on Sustainable Success at $\beta= 0.296$ Statistically significant at 0.01 and 0.000. The analysis of the structural equation model, with Chi -Square = 337.506, CMIN/df. =2.045, GFI= .931, AGFI= .912, NFI= .899, IFI= .946, CFI= .945, RMR = .070, RMSEA= .049 related with empirical data at satisfied.

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Keywords:

Marketing Dynamics;
Brand, Marketing Mixes;
Digital Marketing;
Sustainable Success;

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1. Introduction

The marketing prospect has undergone profound changes over the past decade. It was driven by the continuous movement of digital technology. While consumers live in the digital space for communication. Rising information and with more commerce, businesses were being forced to adjust

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their marketing strategies. The omnipresence of social media. The rapidly rise of e-commerce and the spread of mobile devices This has led to an era in which digital dynamics shape the interactions between brands and consumers[1], underscoring the important role of digital channels in the modern marketing mix. It reinforced the important role of digital channels in the modern marketing mix.

Digital marketing was not only an add-on it was also the main component which have been required a recalibration of traditional marketing frameworks. This shift has created both unprecedented opportunities and complex challenges for businesses seeking ways to navigate the complex web of digital ecosystems. It has evolved from the past since Web 1.0 have been presented in a read-only format, was static and centralized in nature. Later, Web 2.0 has been introduced more interactive and dynamic content but it was still largely centralized with just a few major platforms dominating as well, Web 3.0 aimed to be more decentralized. They often make use of blockchain technology. This distributes control and data across the network, integrating AI (Artificial Intelligence) and machine learning for a smarter, more personalized user experience. This could be permitted include an advanced recommendation system. natural language processing and predictive analytics. [2], Kotler's Marketing 5.0 Technology for Humanity, 2021 [3] have focused on integrating technology with a deeper understanding of human values and also recognize the importance of human values, emotions, and aspirations in marketing. Creating value together with customers by involving them in the marketing process. Balancing technology with the human sensations.

Dynamic marketing, creating strong and sustainable relationships between consumers and consumer behavior in digital channels have been become a complex of nuances. Consumer empowerment through access to information Influence of social networks and the prevalence of user-generated content which bring to a making traditional consumer decision-making model obsolete. [4]. Understanding how these shifts were affected brand perception and purchasing decisions was essential for businesses which strived to maintain competitiveness the rapid rise of e-commerce has redefined the contrivance consumers engage with brands. Using digital technology from augmented reality in virtual try-ons to a seamless checkout experience. It was presented both opportunities and challenges. The Technology Acceptance Model [5] have provided a theoretical perspective to understand the factors that influence the adoption of these technologies in the e-commerce domain.

The involvement of the digital marketing arena required a strategic and nuanced approach for businesses to thrive. According to [6] emphasizes, businesses that effectively manage this complexity will be set up for success. Meanwhile, businesses that lag behind face extraneous risks. The importance of beneficial these challenges consequently lies in their potential to provide actionable insights to businesses, could be used to make strategic decisions. Crafting strategies that adapt to the complexity of the digital landscape is essential for sustainable success. The work of [7] highlights the need for businesses to adopt a strategic approach that drives with data come digital marketing. Creating innovative strategies that were consistent with consumer behavior technological trends and ethical considerations It was essential for staying ahead in a rapidly evolving environment.

Regarding these challenges and the transformative potential of an effective digital marketing strategy. This research aimed to delve into the digital dynamics. Unraveling the complexity and devise strategies which help businesses not only survive but thrive in the modern marketing arena and continue to be sustainable.

2. Purpose of study

1. To study the dynamic factors of digital marketing for developing a successful strategy in the modern marketing arena with empirical data in Thailand; what does it look like?
- 2.To test the consistency of factors to study the dynamic factors in digital marketing for developing a successful strategy in the modern marketing arena with empirical data in Thailand or not?

3. Concepts, Theories and Relating Researches

Branding was a creating of awareness for individuals and it was the interaction between consumers and brands that is positive [8] in order to reflected the competitiveness and efficiency of the brand

[9,10] that today's entrepreneurs need Must pay attention to Product Standardization and Regulatory Compliance[11], Creative advertising is more effective at inspiring people to buy a product than ads that catalog the product's features or benefits [12]. Marketing research plays an important role in accessory a business to success in current's competitive environment which influences various aspects of strategic decision-making and practical effectiveness.[13]. Communication channels were an essential for businesses to effectively reach their target customers and engage them effectively with the brand [14]. Pricing strategies and distribution networks have to consider many factors, equally market demand, competition, and production costs and perceived value to customers[15]. Customer service and advocated long-term customer loyalty and retention. energetically help businesses create stronger relationships with customers and increase customer satisfaction, drive profitability as well. [16].

Instant 's Marketing Mix 5.0 focused on using data-driven strategies to enable brand and maintain competitive advantage in the rapidly changing digital marketing world[17]. Historical data and consumer behavior earned a valuable prediction about future market trends and customer needs[18]. Able to meet the changing needs of each customer segment. [19]

Digital Marketing: Entrepreneurs should to pursue excellence in data-driven strategies to keep up with the changes in the digital age. By proactively forecasting market trends regarding emerging trends and consumer behavior with precision and foresight. To create marketing campaigns tailored to the unique needs and behaviors of each target demographic [20], From personalized email newsletters to dynamic social media content. Every interaction with the brand into meaningful and memorable experiences by using cutting-edge tools and platforms. Since, data analysis software to blockchain marketing solutions with integration to advance efficiency and effectiveness of business operations. [21].

Could not be denied that sustainable success has been related to financial performance, customer indicators, sales, marketing indicators, innovation indicators and operational efficiency. Besides indispensable is compliance with the law and ethics. [22].

4. Research Conceptual Framework

Provide a statement that what is expected, as stated in the "Introduction" chapter can ultimately result in "Results and Discussion" chapter, so there is compatibility. Moreover, it can also be added the prospect of the development of research results and application prospects of further studies into the next (based on result and discussion).

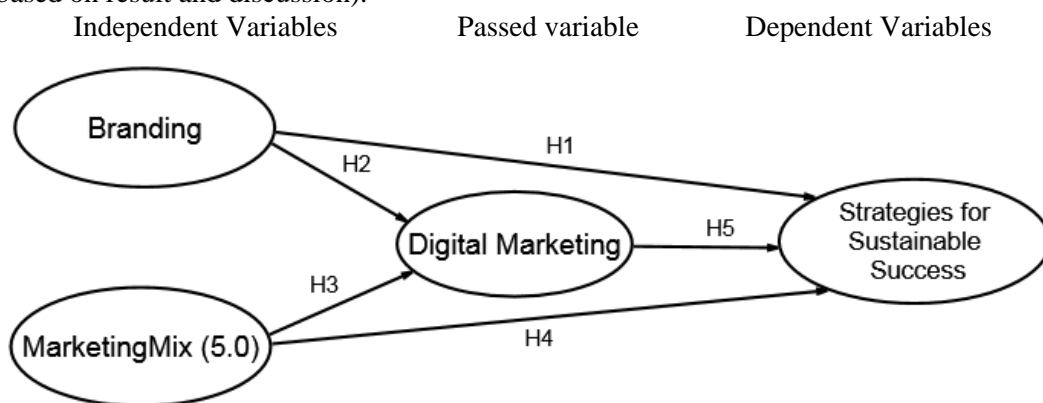


Figure 1 Research Conceptual Framework

5. Research hypothesis

H: 1 Branding has a positive influence on Strategies for Sustainable Success

H: 2 Branding has a positive influence on Digital Marketing

H: 3 Marketing (5.0) has a positive influence on Digital Marketing

H: 4 Marketing (5.0) has a positive influence on Strategies for Sustainable Success

H: 5 Digital Marketing has a positive influence on Strategies for Sustainable Success

6. Research methodology

The study in Digital Dynamics for Crafting Strategies for Success in Modern Marketing Arenas with empirical data in Thailand was survey research by using questionnaire to collect data from hotel operators in Thailand. (ISIC 5510). Number of 12,101 cases.[23].

To determine the sampling size, the researcher used a ready-made program. Statistics Calculators Anticipated effect size=0.3. Desired statistical power level=0.8. Probability level= 0.05. Minimum sample size to detect effect:137. Minimum sample size for model structure:116. Recommended minimum sample size:137. [24,25,26]. Concerning [27] sampling designation, the sampling size should be 10-20 times the observed variable. The number of observed variables were equal to 21 variables, 21 in Thailand by the online method through the Google Form program, the tools used in this research have 5 parts as followed:

(1) General information of the questionnaire

(2) Factors of branding have been consisted with Product Standardization and Regulatory Compliance (PSR), Advertising (ADV), Marketing Research (MKR), Communication Channels (COM), Pricing Strategies and Distribution Networks (PRI), Customer Relationship Management (CRM).

(3) Marketing Mix 5.0 have been consisted with Data-Driven Marketing (DDM), Agile Marketing (AGM), Predictive Marketing (PRM), Contextual Marketing (CONM), Augmented Marketing (AUM).

(4) Mediator Variable and Digital Marketing have been consisted with Data driven (DAD), Proactive market forecasts (PROF), (Creating a personalized experience (CPE) and Implementation of technology (IMT).

(5) Dependent Variable including Strategies for Sustainable Success that contained with Financial Performance (FINAP), Customer Metrics (CUSM), Sales and Marketing Metrics (SMM), Innovation Metrics (INNO), Operational Efficiency (OPE).

Using 5 rating scale (Likert Scale) The criteria for varying the score [28] which as follows: 4.51-5.00 was very concerned, 3.51-4.50 was concerned, 2.51-3.50 was very neutral, 1.51-2.50 was unconcerned and 1.00-1.50 was very unconcerned. Test for internal validity (Index of Item – Objective Congruence or IOC) by 3 experts that take the IOC between 0.60-1.00 and test (Try out) of them with sampling group as 40 people for check a reliability that should be not less than 0.7 [29]. The confidence value for the entire questionnaire was obtained as 0.858.

7. Data analysis

1. Descriptive Statistics have been used for general information including gender, age, education level. Characteristics of accommodation business, age of business, data analysis using Frequency statistics, Percentage. Furthermore, the data on branding factors, Marketing Mix 5.0), Digital Marketing and Strategies for Sustainable Success have been analyzed by Mean) and Standard Deviation.

2. Structural Equation Model (SEM); to test the model and the research hypothesis was an analysis of causal relationships by analyzing the relationship between various factors. Used relying on causal relationships from the conceptual framework and theory used. There were two parts to evaluating: 1) evaluating the harmony of the empirical data model as a whole (Overall Model Fit Measure), 2) evaluating the harmony of the results in important components of the model (Component Fit Measure) which was the chi-square ratio with degrees of freedom (χ^2/df). Root mean square difference approximation (RMSEA), relative consistency (Relative Fix Index) which both parts Normed Fit Index (NFI) and Comparative Fit Index (CFI). The root mean square index of the normalized residuals (SRMR) to ensure that the results meet the criteria of the specified statistical values. The evaluation in

this section will lead to further development of the model with criteria used to validate the model in the research.

8. Results of Data analysis

Most of informants were female as 89.8%), aged 26-35 years as 54.4%, followed by aged 36-45 years as 22.3%, aged 25 years or younger as 16.3%, aged 46 years and over as 7.0%) had marital status as 45.8%), single status as 45.6%, widowed/divorced/separated status as 8.6%), bachelor's degree education as 57.9%), followed by less than bachelor's degree level as 23.0% and postgraduate as 19.1% appropriately.

KMO and Bartlett's Test = 0.884 Chi-Square = 3326.569, df = 210, P-Value = 0.000* < 0.05 Cumulative % of Eigenvalues= 57.457 Initial=1.00 Extraction of Communalities 0.170-0.706 as showed in table 1.

Table 1: KMO and Bartlett's Test , Average Variance Extracted (AVE) and Composite Reliability (CR)

Component	Brandin g	Marketing Mix 5.0	Digital Marketing	Strategies forSustainable Success	Average Variance Extracted (AVE)	Composite Reliability (CR)
Branding	COM	0.776			0.980	0.895
	MKR	0.764				
	CRM	0.752				
	ADV	0.704				
	PSR	0.702				
	PRI	0.696				
Marketing Mix 5.0	PRM		0.819		0.980	0.911
	CORM		0.788			
	AUM		0.752			
	DDM		0.717			
	AGM		0.704			
Digital Marketing	PROF		0.763		0.959	0.856
	CPE		0.750			
	DAD		0.704			
	IMT		0.682			
Strategies forSustainable Success	CUSM			0.784	0.979	0.907
	INNO			0.766		
	SMM			0.761		
	FINAP			0.722		
	OPE			0.652		

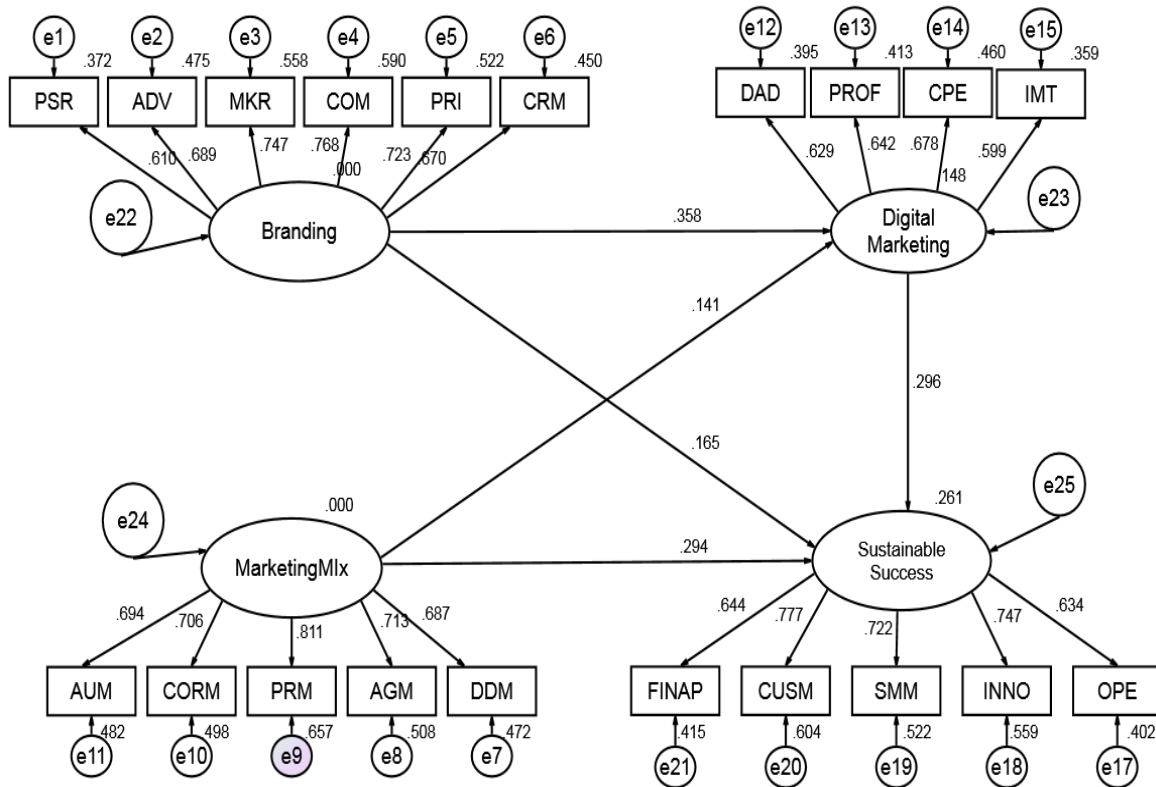
From this table, every component's weight value is greater than 0.40, Average Variance Extracted (AVE) >0.5, and Composite Reliability (CR) >0.7 (Hair, 2017; Nasution et al., 2020)[27.30],

Table 2: Testing problems of interrelat

	PSR	ADV	MKR	COM	PRI	CRM	AUM	CORM	PRM	AGM	DDM	DAD	PROF	CPE	IMT	FINAP	CUSM	SMM	INNO	OPE	
PSR	1																				
ADV	.435**	1																			
MKR	.425**	.541**	1																		
COM	.458**	.540**	.580**	1																	
PRI	.457**	.440**	.537**	.566**	1																
CRM	.456**	.459**	.492**	.492**	.502**	1															
AUM	.177**	.236**	.231**	.183**	.284**	.124*	1														
CORM	.152**	.200**	.204**	.207**	.253**	.138**	.582**	1													
PRM	.196**	.233**	.175**	.198**	.266**	.121*	.544**	.552**	1												
AGM	.227**	.255**	.254**	.268**	.311**	.220**	.450**	.466**	.610**	1											
DDM	.225**	.254**	.240**	.254**	.405**	.215**	.460**	.478**	.562**	.504**	1										
DAD	.123*	.245**	.206**	.140**	.224**	.100*	.115*	.058	.114*	.125**	.063	1									
PROF	.088	.192**	.181**	.235**	.186**	.086	.097*	.092	.091	.110*	.120*	.428**	1								
CPE	.137**	.187**	.179**	.187**	.233**	.185**	.143**	.194**	.156**	.160**	.177**	.441**	.436**	1							
IMT	.134**	.225**	.228**	.218**	.248**	.165**	.128**	.125**	.132**	.118*	.205**	.344**	.402**	.423**	1						
FINAP	.103*	.165**	.214**	.225**	.265**	.212**	.206**	.102*	.177**	.223**	.147**	.230**	.139**	.154**	.208**	1					
CUSM	.139**	.232**	.234**	.225**	.283**	.202**	.213**	.196**	.253**	.281**	.242**	.239**	.164**	.201**	.214**	.573**	1				
SMM	.087	.147**	.123*	.157**	.222**	.105*	.175**	.222**	.239**	.258**	.200**	.203**	.140**	.214**	.176**	.436**	.598**	1			
INNO	.128**	.218**	.194**	.174**	.272**	.202**	.250**	.181**	.250**	.257**	.250**	.237**	.224**	.157**	.155**	.478**	.575**	.568**	1		
OPE	.131**	.232**	.152**	.233**	.311**	.202**	.209**	.167**	.254**	.318**	.252**	.231**	.255**	.293**	.219**	.407**	.447**	.475**	.527**	1	

From this table, all variables do not have a relationship beyond the specified criteria, hence, there was no problem.

Figure 2: Structural equation model Digital Marketing Dynamics For creating success strategies in the modern marketing arena with empirical data in Thailand



Chi-square=337.506 df.= 165 Sig.= .000 CMIN/df. = 2.045 n. 210
 CFI=.945 NFI=.899 GFI=.931 AGFI=.912 IFI=.946
 RMSEA=.049 RMR=.070

Effects			λ_x (Lambda; β)	SE.	C.R. (t-value)	P-Value	R ²
Digital_Marketing	<---	Branding	.358	0.051	5.358	***	14.8%
Digital_Marketing	<---	MarketingMIX	.141	0.046	2.204	0.028*	
Sustainable_Success	<---	Branding	.165	0.065	2.683	0.007**	26.1%
Sustainable_Success	<---	MarketingMIX	.294	0.060	4.998	***	
Sustainable_Success	<---	Digital_Marketing	.296	0.093	4.422	***	
ADV	<---	Branding	.689	0.067	12.844	***	47.5%
MKR	<---	Branding	.747	0.066	14.093	***	55.8%
COM	<---	Branding	.768	0.066	14.544	***	59.0%
PRI	<---	Branding	.723	-	-	-	52.2%
PROF	<---	Digital Marketing	.642	0.091	10.079	***	41.3%
CPE	<---	Digital Marketing	.678	-	-	-	46.0%
IMT	<---	Digital Marketing	.599	0.094	9.759	***	35.9%
AGM	<---	Marketing MIX	.713	0.058	15.020	***	50.8%
PRM	<---	Marketing MIX	.811	-	-	-	65.7%
CORM	<---	Marketing Mix	.706	0.067	14.217	***	49.8%

Effects			λ_x (Lambda; β)	SE.	C.R. (t-value)	P-Value	R ²
OPE	<---	Sustainable_Success	.634	0.060	12.768	***	40.2%
INNO	<---	Sustainable_Success	.747	-	-	-	55.9%
SMM	<---	Sustainable_Success	.722	0.065	14.414	***	52.2%
CUSM	<---	Sustainable_Success	.777	0.063	14.998	***	60.4%
DAD	<---	Digital Marketing	.629	0.085	10.045	***	39.5%
FINAP	<---	Sustainable_Success	.644	0.065	12.645	***	41.5%
CRM	<---	Branding	.670	0.070	12.821	***	45.0%
PSR	<---	Branding	.610	0.072	11.681	***	37.2%
AUM	<---	Marketing MIx	.694	0.067	13.974	***	48.2%
DDM	<---	Marketing MIx	.687	0.062	14.171	***	47.2%

*** P<0.001 ** P< 0.01 * P< 0.05

From the test results table of the relationship of digital marketing dynamics. To create a successful strategy in the modern marketing arena in Thailand, together explain the influence of change. Sustainable_Success has a percentage of 26.1%. When considering, it is found that Branding has a positive influence on Sustainable_Success is equal to .165, has a Standard Error (SE) of .065, has a t-value of 2.683, P-Value of .007, Marketing Mix has a positive influence on Sustainable_Success equals .294, has a Standard Error (SE) equal to .060, has a t-value equal to 4.998, P-Value equals .000 and Digital_Marketing has a positive influence on Sustainable_Success is equal to .296, has an error value (SE) of .093, has a t-value of 4.422, P-Value is equal to .000, with Statistical Significance at 0.01 and 0.000 levels, respectively.

9. Conclusion, Discussion and Suggestion

Structural Equation Modeling (SEM) of digital marketing dynamics to develop a successful strategy in the modern marketing era in Thailand, has been a positive influence on Sustainable_Success with Statistical Significance at 0.01 and 0.000. Digital Marketing have been consisted with 4 dimensions of Data driven, Proactive market forecasts, Creating a personalized experience and Implementation of technology which has a positive influence on Sustainable_Success with Statistical Significance at .000 concerned [20] who explain that entrepreneurs should to pursue excellence in data-driven strategies to keep up with the pace of change in the digital era. According to the unique demand or needs and behaviors of each target group to increase efficiency and effectiveness in business management.

As for Branding variables, there were consisted of 6 dimensions as Product Standardization and Regulatory Compliance, Advertising, Marketing Research, Communication Channels, Pricing Strategies and Distribution Networks and Customer Relationship Management which has a positive influence on Digital_Marketing with Statistical Significance at .000 related with [8] express that it could be created awareness for individuals. and the interaction between consumers and brands were positive. To reflect the brand's competitiveness and performance.

In the Marketing Mix aspect has consisted with 5 dimensions as Data-Driven Marketing, Agile Marketing, Predictive Marketing, Contextual Marketing and Augmented Marketing has a positive influence on Digital_Marketing with Statistical Significance at .05 correlated to [18] stated that an analysis of past data patterns and consumer behavior could be able to respond to the changing needs of each customer group.

Suggestion

1. The executives o business should to focus on developing a strong brand to create good relationships with customers by using the dynamics of digital marketing as a driver for success.
- 2.The marketing strategy process should be used the dynamics of digital marketing to drive more reach and respond of customer needs which will lead to sustainable success of the organization in the future.

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