

ANALYZING THE IMPACT OF INTERNET MARKETING ON THE MAKING OF PROFITS IN THE CONSTRUCTION INDUSTRY.**^{1*}Priyanga.V, ²Dr.SP.Mathiraj**¹Ph.D Research Scholar, Department of Commerce, ²Professor, Department of Corporate Secretaryship,^{1,2}Alagappa University, Karaikudi, Tamil Nadu, Pincode: 630 003.¹*Corresponding Author Email Id: priyangaram1994@gmail.com**Abstract**

The research study looks into the ways digital marketing helps enhance business success in the construction industry. Earlier construction businesses were using offline methods to reach clients. But due to the change in technology and customers, usability of digital marketing is getting more essential. The objective of the research is to explore and identify the key digital marketing factors that influence business success and its profitability. The regression test shows Digital Enablement, Market Competitiveness and Organizational Support has significant positive effect on profitability. The results show the increasing importance of digital tools and strategic planning for achieving business growth in construction. Likewise, internal readiness and market responsiveness are important for digital transformation, it argues. This research gives construction companies real-world advice on how to become more profitable via technology.

Keywords: Digital marketing, Construction Industry, Business Success, Marketing strategies

INTRODUCTION

With the rise of global markets, construction firms are realizing that digital marketing is not a trend but a requirement when it comes to business development and profit making. Digital marketing techniques are gaining more popularity nowadays. A few of the techniques include e-commerce marketing, data-driven marketing, e-mail direct marketing, social media marketing, optical discs and much more. Digital marketing now incorporates non-internet channels like mobile phones that deliver digital content, such as call-back and on-hold mobile ringtones. As a result of the rise of digital marketing, construction companies are using digital channels to better engage with prospective clients and share updates on the project. Furthermore, construction companies share their portfolio using digital channels. Digital marketing gives you more options than traditional marketing techniques. You can use Analytics to measure your metrics in real-time. You can measure the performance of your business through measurable results, and customers' reach. Every business must have a digital marketing strategy to cope up with the fast pace of technological advancements and the changing customer behaviour. For businesses to continue making the necessary adjustments to satisfy their target customers, they must invest in a digital marketing strategy (Ologunobi & Taiwo, 2024). Furthermore, when digital content is maintained on a webpage or social media post it becomes easier for businesses to build credibility and trust with their customers. Moreover, digital marketing helps in targeting the audiences precisely. Companies involved in construction can use Google Ads and LinkedIn to deftly target architect agents,

contractor agents, procurement managers and real estate developer agents. By boosting conversion rates and lowering customer acquisition costs, this technique makes it more cost-effective. Today's market scenario has demanded digital transformation in building sectors of the country. Nowadays, businesses are exhibiting their finished products through visual marketing on Instagram and YouTube. Moreover, SEO-optimized news letters and blog posts increase authority in addition to improving search engine rankings. Furthermore, when taken as one, these digital tactics improve lead generations to increase client retention and eventually boost profitability. A lot of research has shown how the use of digital marketing can relate closely to business performance especially when the strategy used identifies with customer demand and expectation.

REVIEW OF LITERATURE:

According to Cuves (2023), how effective is digital marketing, and how it helps service companies make profits. The findings show that digital marketing enhances consumer engagement, brand awareness and efficiency while reducing operating costs moreover, high significant positive correlation was revealed between profitability and digital marketing efficiency. At the conclusion of the study, the findings suggested that a significant boost to business performance can be obtained by expanding market reach and optimizing advertising spending through digital marketing.

Siahaan, Siboro, and Nainggolan (2024) examined how e-commerce and social media strategies impacted Medan City's MSMEs. Using social media strategies makes it easier for MSMEs to do digital selling. With the right e-commerce usage, this can increase profitability. When MSME's brands engage with consumers on social media platforms like Facebook and Instagram, it enhances their financial performance. With regards digital marketing MSME ; in India to stay competitive business were try out to use digital techniques. And, For that reason is used as an promotion to put more let's say product people. Most importantly, but also next achieve greater efficiency online platforms. But though maintain profitability still depend product regular content engagement and product promotion. And, to stay competitive MSME; for that reason must adapt to digital trends and integrate both online and offline strategies effectively. Subsequently, Deku, Wang, and Preko (2024) examined how SMEs in emerging market are affected by adoption of digital marketing with a particular emerging markets. In Ghana, 178 small and medium-sized enterprises were analysed using SEM. They SME performance is positively influenced by digital marketing, while customer relationship management and technological orientation serve as motivational drivers. To improve profits and competitiveness, SMEs should enhance their marketing capabilities. Thus was their conclusion. Dhungana (2024) studied the effect of digital marketing in SME business and performance. According to a study of 167 organizations that took descriptive and inferential statistical tools, they discover a high positive correlation between Digital Marketing adoption and business performance. You can improve profitability, customer acquisition and income through social media, email marketing and SEO. The business may enhance profit through technical training and smart digital marketing, their findings show. According to a study by Rose, Vander Merwe and Jones (2024) examined effect of digital marketing activities on e-commerce business profitability and brand equity. Digital marketing greatly increased brand awareness, which

significantly improved profitability. The study showed that using an online platform helps to increase revenue and customer awareness. The Digital Marketing Revolution and Its Impact on Corporate Profitability and Efficiency. Kiradoo. 2016. They concluded that digital marketing is an essential tool for developing a contemporary business plan. Companies benefit from greater happiness and customer retention. Due to the emergence of digital channels, small business can expand the growth opportunities. Thus, digital marketing is augmenting long term profits and is replacing traditional methods. Chinkidzwa, and Phiri. In 2020, a study looked at how digital marketing skills affected things like market performance. It is directly responsible for increased sales and profits. So carefully financial planning and proper execution is essential. Inventive and leadership raise awareness and for Agro Processors achieving maximum performance impact need to improve their execution focused digital skills. A study by Judijanto Wahyudi and Surya in 2024 shows that the Indonesian telecom sector finds digitalisation to greatly increase profitability. Investments in digital services and infrastructure generate Digest Financial Returns (DFR). We can make more money by working on the customers and operations. Telecommunications brands should adapt to the demands of ever-evolving accurately digital strategy. According to Yendra(2023)study, the improvement in the financial performance is mainly dependent on the SEO and content marketing. The ROI from this integrated multi-channel marketing has gone up as reach and engagement increase. The important part is the monitoring and improving of marketing efficiency metrics (CAC, ROI, CLV). Changing conditions requires new strategies and tactics like changes in economic conditions, harm technolgies, and so on.

RESEARCH METHODOLOGY

To gather information from 300 individuals in the construction sector, the investigation employed a structured survey utilizing a quantitative strategy. Marketing professionals, project managers and business development officers from construction company responded. Our sample was designed to include only those people who would probably use digital marketing strategies. The team used regression and factor analysis for data study.

OBJECTIVES

To identify the key components of digital marketing that influence in construction industry.

To examine the effect of digital marketing factors on profitability.

ANALYSIS AND INTERPRETATION

Table – 1 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	2386.074
	Df	120
	Sig.	.000

The significant correlation between the variables and the indication that the dataset is well-suited for factor analysis, a KMO value of 0.855 is regarded as fairly high. Higher values are preferred and commonly accepted to be more than 0.6. A rough chi-square value with 120 degrees of freedom is 2386.074 with given p-value is.000.

Table – 2 : Rotated Component Matrix^a

	Component			
	1	2	3	4
Digital tools exists	.834			
CRM Integration	.817			
Mobile friendly website	.816			
Automation usage	.815			
Management Commitment		.863		
Staff training		.847		
Internal Coordination		.837		
Cross team co-ordination		.837		
Competitor activity tracking			.820	
Market Innovation			.803	
Customer digital demand			.800	
Trend responsiveness			.769	
Social Media Use				.794
Feedback Utilization				.787
Response speed				.786
Loyalty program activity				.768

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

The loadings are the Digital tools exists (0.834), CRM Integration(0.817), Mobile friendly website (0.816) and Automation usage (0.815) variables of Digital Enablement. These items show how advanced the technology infrastructure is or their digital transformation.

High loadings are noticed for Management Commitment (0.863), Staff Training (0.847), Internal Coordination (0.837) and Cross-team Coordination (0.837). These variables show that leader involvement and coordination is quite vital for implementation strategies.

Market competitiveness variables include competitor activity tracking (0.820), market innovation (0.803), customer digital demand (0.800), and trend responsiveness (0.769). These reflect how external market dynamics and innovation trends are crucial for maintaining competitive advantage. Customer Engagement: Using Social Media (0.794), Using Feedback (0.787), Speed of Response (0.786), Using Loyalty Program (0.768). These items indicate how actively the organization engages with the customers.

Table – 3 : Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.368	.360	2.01601
a. Predictors: (Constant), Digital Enablement, Organization support, market competitiveness, Customer Engagement				

The R Square value of 0.368 shows that the model explains roughly 36.8% of the variability in the dependent variable, and the moderate value of R (0.607) reflects a moderate positive correlation between the predictors and the dependent variable

Table – 4 : ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	699.199	4	174.800	43.008	.000 ^b
	Residual	1198.971	295	4.064		
	Total	1898.170	299			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Digital Enablement, Organization support, market competitiveness, Customer Engagement						

The ANOVA table 6 tests the overall significance of the regression mode, with F-statistic of 0.43.008 and significance value of 0.000 the model is statistically significant.

Table – 5 : Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	4.849	.591		8.209	.000
	Digital Enablement	.229	.036	.355	6.440	.000
	Organizational support	.086	.025	.163	3.392	.001
	Market Competitiveness	.152	.032	.261	4.692	.000
	Customer Engagement	.014	.031	.022	.470	.639
a. Dependent Profitability						

The Coefficient table shows that Digital Enablement has the strongest and most significant impact with b=0.229, p<0.01 followed by the Market Competitiveness B= 0.152 , p< 0.001 and Organization Support B=0.086, p=0.01. All three are positively associated with the profitability. Customer Engagement though directly doesn't influence but positively influence the profitability. Although customer engagement showed less direct impact on profitability in the regression analysis, it still contributes to long-term customer relationships. Overall, adopting digital

strategies helps construction firms reach their target audiences more efficiently, reduce marketing costs, and stay competitive in a rapidly evolving market.

CONCLUSION

The research concluded that digital marketing has positive impact on success and profitability of construction industry firms. The results from both the factor analysis and the regression analysis show how digital marketing and business performance are related. So, construction companies need to strengthen their digital capabilities and maintain organizational support to combat their competitors in the rapidly developing digital setting to enhance their long-term profitability and business success. To keep up with changing times, businesses need to adapt the digital strategy according to the market and technology.

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