

AN EXAMINATION OF THE INFLUENCE OF DIGITAL MARKETING ON INTEGRATED MARKETING COMMUNICATION AND ORGANISATIONAL PERFORMANCE WITHIN MOBILE PHONE ENTERPRISES IN CHINA

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ABSTRACT

This study aimed to assess the overall performance of enterprises within China's mobile phone sector and in order to analyse how integrated marketing communication has been affected by digital marketing. This was one of the main goals of the research. The goal of this study was to see how digital marketing strategies affect a tech firm that is recognised for having a lot of competition in terms of operational efficiency and communication consistency. This quantitative study method involved sending standardised questionnaires to marketing managers and communication professionals from several Chinese mobile phone companies. The study included China as well. The statistical methods were used to look at the data and figure out how strong the connections were between the company's performance, digital marketing, and integrated marketing communication. Studies demonstrate that digital marketing has a big effect on how well companies communicate with one other and how well they do overall. Integrated marketing communication also worked as a link, making the relationship between the digital marketing strategy and the results even stronger. This was accomplished by fortifying the connection between the two. This should be seen as important because it made the link between the two people stronger. The essay talks about how important data analytics, social media, and digital technologies are for improving marketing collaboration and keeping a competitive edge. This study's findings are a wonderful place for Chinese legislators, business leaders, and marketers to start if they wish to use digital innovation to increase communication and alignment across mobile phone companies. The research was conducted in China.

KEYWORDS: Digital Marketing, Integrated Marketing Communication, Organisational Performance, Mobile Phone Enterprises.

INTRODUCTION

A new paradigm in digital marketing is emerging as a means for businesses to reach their objectives and engage with consumers. All of this is being done so that they may reach their company goals. The use of digital technology, social media, and data analytics allows firms to reach a wider audience, generate interest in their offerings, and elevate their brands' perception. In order to stay ahead of the competition, many companies have turned to digital technologies. A key factor in China's ongoing development is the country's booming mobile phone sector, which has seen tremendous expansion in recent years. A effective digital marketing campaign, on the other hand, will cover more ground than just communication. Additionally, it must aid in the arranging process. "Integrated marketing communication" is a marketing term that describes how a company's many marketing channels work together to effectively convey a single brand message. As a result, the overall performance of the organisation improves. Despite the growing importance of digital marketing, few studies have attempted to deduce how this phenomenon affects the integration of communication and the overall success of companies in China's mobile phone sector. Nevertheless, this persists even though the field of digital marketing is rapidly expanding. The goal of this quantitative research is to look at how Chinese mobile phone businesses' digital marketing, integrated marketing communication, and organisational performance are related. This study aims to provide light on the mobile phone carriers in China. In this investigation, Chinese mobile phone companies will be the main subjects (Rehman et al., 2022).

BACKGROUND OF THE STUDY

In today's digital age, traditional marketing methods have been supplanted with technology-driven plans that put a lot of emphasis on real-time customer connection and communication. These tactics have evolved from conventional methods to technology-driven ones. This trend happened because more and more businesses are using digital technologies in their ads. Digital marketing is becoming a more and more vital part of running a company since it helps firms improve their performance, get more visibility, and interact with their consumers (Li et al., 2023). This is true even though the mobile phone business in China is one of the most competitive in the nation. These organisations are able to reach their aims of getting more people to know about their brands and keeping their customers by using a lot of digital marketing tools including social media, online ads, and e-commerce sites. This is done by stressing how important these tactics are. Integrated marketing communication is an important part of making sure that digital marketing operations are in line with the aims of the business. To achieve this, it makes sure that messages are sent out on a number of different platforms in a way that is clear and consistent. When looking at how well digital marketing works to help a firm do better, it's important to remember that the level of use of different communication methods is a big part of it. Get better at what they do, and keep up with the ever-changing digital world, they need to know a lot about how digital marketing, integrated marketing communication, and their businesses' performance are all related. This is due to the fact that the digital world is always changing. This study seeks to provide empirical insights into the effectiveness of marketing within the Chinese mobile phone industry by using a quantitative approach to assess the relationships among these variables. The objective of this work is to provide these insights (Gao et al., 2023).

LITERATURE REVIEW

The 1950s were the decade in which the concept of marketing began to take form. This was a significant shift from the "make-and-sell" approach, which was centred on the items themselves, to the "sense-and-respond" strategy, which was centred on the consumers. As a result of this shift in marketing, people's perceptions of the activity shifted from "hunting" to "gardening." The objective of this new style of thinking is to locate items that are suitable for the requirements of the audience that is being targeted. It is the primary principle that underpins this idea that in order for a company to achieve success, it must provide its consumers with a higher level of value than its primary rivals (HUNDERA, 2025). The theory is supported by research that was conducted in the subject of marketing orientation. The findings of this study highlight the importance of matching the strategy of a firm with the requirements of a wide variety of customers. It acknowledges that marketing is more than simply advertising; in order for marketing to be successful, it must have a great deal of knowledge about how consumers act and the ability to modify products depending on that behaviour. Since the beginning of the 20th century, the idea of marketing has had a tremendous impact on the development of marketing education as well as the culture that is increasingly more prevalent in corporations (Wang et al., 2024). In the course of the development of information technology, one of the most significant developments has been the realisation that marketing should work closely with general management rather than functioning as a distinct entity. The majority of the time, businesses that use this type of collaboration are more successful in producing goods and services that are tailored to the requirements of their customers. It is because of the expansion of this hypothesis that more research has been conducted on a notion that is often referred to as "market orientation." An organisation that is focused on the market embodies these principles by giving equal weight to the nine requirements of consumers and the elements that influence competition (Juska, 2021). This demonstrates that modern businesses have a greater knowledge of how the market operates than their ancient counterparts.

PURPOSE OF THE STUDY

The objective of this research is to assess the impact of digital marketing on integrated marketing communication and the overall performance of firms within the mobile phone industry in China. The investigation will concentrate on enterprises within the mobile phone sector. The goal of this project is to find out how digital marketing tactics may help businesses communicate more clearly, get more people involved, and be more successful overall. The research also aims to

investigate the function of integrated marketing communication in establishing a connection between digital marketing practices and enhanced organisational results.

RESEARCH QUESTIONS

- How does digital marketing influence the organisational performance of mobile phone businesses in China?
- How much of an effect does digital marketing have on the evolution of integrated marketing communication on Chinese mobile phone companies?
- How does integrated marketing communication influence the relationship between digital marketing and organisational performance in mobile phone businesses in China?

RESEARCH METHODOLOGY

➤ RESEARCH DESIGN

Using SPSS version 25, the quantitative data was examined. To ascertain the direction and intensity of the statistical link, the odds ratio and 95% confidence interval were used. Researchers determined that $p < 0.05$ is a statistically significant criterion. The primary features of the data were identified by a descriptive analysis. Data changed by computing tools for statistical analysis and data gathered from surveys, polls, and questionnaires are often treated using quantitative techniques.

➤ SAMPLING

Once the questionnaire had been pilot tested with 20 Chinese consumers, the research was conducted with a final sample of 500 customers. Customers were chosen at random and 735 of them were emailed surveys. Because they were not filled out, the researcher had to exclude 235 questionnaires from the study.

➤ DATA AND MEASUREMENT

The majority of the information for the research came from a questionnaire survey. Part one of the survey asked for basic demographic information, while part two used a 5-point Likert scale to collect responses on characteristics related to online and offline channels. Secondary data was collected from a broad range of sources, with a focus on internet databases.

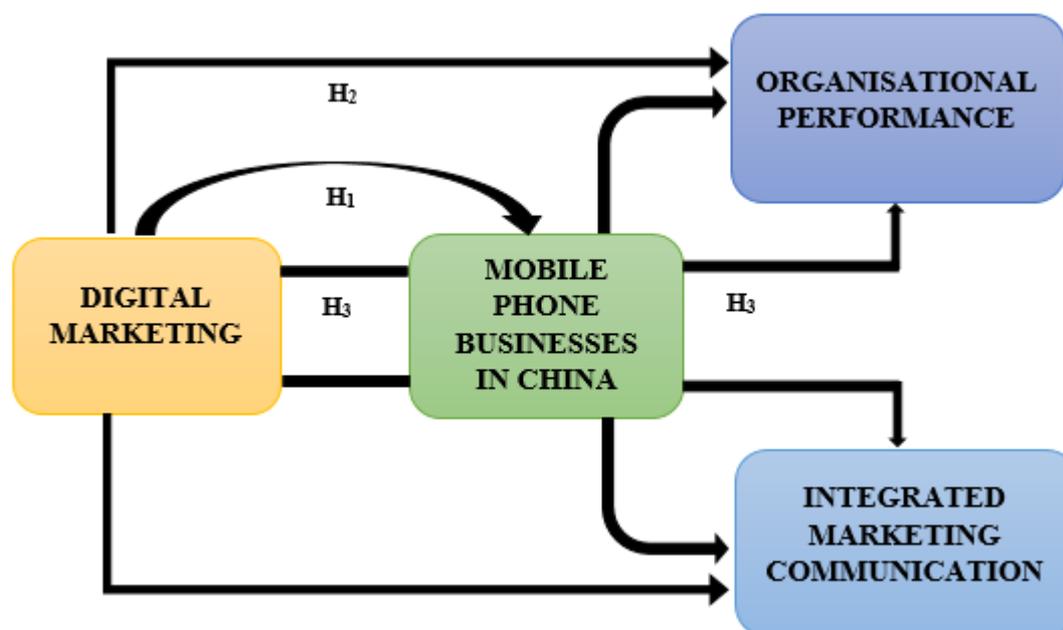
➤ STATISTICAL SOFTWARE

Statistical analysis was conducted using Excel and SPSS 25.

➤ STATISTICAL TOOLS

Descriptive analysis was used to comprehend the fundamental characteristics of the data. The researcher must using ANOVA to examine the data.

CONCEPTUAL FRAMEWORK



RESULT

➤ FACTOR ANALYSIS

When applied to observable data, Factor Analysis (FA) often verifies the existence of hidden components. When there are no readily apparent visual or diagnostic indicators, it is usual practice to generate evaluations using regression coefficients.

succeed in FA, you need models. Modelling aims to detect mistakes, invasions, and apparent connections. The Kaiser-Meyer-Olkin (KMO) Test is one tool for evaluating datasets that have been generated by numerous regression analyses. That is, they make that the model and the variables in the sample are really representative. There seems to be data duplication based on the numbers. Data is more easily comprehensible when proportions are smaller. A value between 0 and 1 is the output of KMO. A sufficient sample size is defined as a KMO value between 0.8 and 1. According to Kaiser, these are the acceptable limits: Here are the requirements that Kaiser has set for admission:

A dismal 0.050 to 0.059, worse than the typical 0.60 to 0.69

Grades in the middle often fall between 0.70 to 0.79.

Ranging from an 80 to an 89 on the quality point scale.

What fascinates them is the interval from 0.90 to 1.00.

Table 1: Knowledge Management Outcomes and Bartlett's Test

Examination for both KMO and Bartlett's

Kaiser-Meyer-Olkin.940-Based Assessment of Sampling Adequacy

Here are the outcomes of Bartlett's sphericity test:

approximately chi-square

df=190

sig.=.000

All of this demonstrates that the assertions that were made for the express purpose of sampling are accurate. The researchers used Bartlett's Test of Sphericity in order to guarantee that the correlation matrices were suitable for their purposes. According to the Kaiser-Meyer-Olkin method, a sample size of 0.940 is deemed to be suitable. The sphericity test developed by Bartlett resulted in the production of a p-value of 0.00. Based on the results of a valid Bartlett's sphericity test, it seems that an identity matrix is not the same thing as the correlation matrix.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.940
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

In this instance, it is possible to demonstrate that the statements made about the method that was employed to carry out the sample are accurate. Statistical significance of the correlation matrices was evaluated by the researchers by the use of Bartlett's Test of Sphericity. The Kaiser-Meyer-Olkin criteria state that if the result is 0.940, the sample is regarded to be suitable for the project. Bartlett's sphericity test yielded a p-value of 0.00, which indicates that the test was successful. In accordance with the sphericity test developed by Bartlett, the identity matrix and the correlation matrix are two separate matrices altogether.

TEST FOR HYPOTHESIS

➤ **INDEPENDENT VARIABLE: DIGITAL MARKETING**

Digital marketing is the use of internet platforms, digital technologies, and electronic media to promote products, services, and brands to targeted groups of people. To get people more interested in your business and get them to do anything, people need to employ several marketing strategies including search engine optimisation, social media marketing, email marketing, content marketing, and online advertising. Digital marketing lets firms talk to more people, see what consumers do in real time, and use data analytics to see how well their marketing is working. In today's increasingly competitive digital environment, it plays a big role in making the brand more visible, building relationships with consumers, and making the business as a whole more successful (Veleva & Tsvetanova, 2020).

➤ **DEPENDENT VARIABLE: ORGANISATIONAL PERFORMANCE**

"Organisational performance" is how well a corporation can reach its strategic objectives by using the resources it has in a manner that is both effective and efficient. This ability calls "organisational performance." Financial performance, productivity levels, customer satisfaction levels, employee participation levels, and market competitiveness are some of

the most common metrics used to evaluate it. When an organisation performs well, it means that many of its efforts to encourage growth, profitability, and sustainability have been successful (Garavan et al., 2021).

➤ **DEPENDENT VARIABLE: INTEGRATED MARKETING COMMUNICATION**

Integrated Marketing Communication (IMC) is a marketing approach that uses all of a company's marketing tools, platforms, and messages to provide customers a consistent and unified experience with the brand. It makes sure that all of the marketing operations, including as advertising, public relations, digital media, sales promotion, and direct marketing, work together in a manner that makes the brand more recognisable and the communication more effective. IMC is a way to make all of a business's marketing efforts work together better so that the firm does better and has more relationships with customers (Blakeman, 2023).

➤ **MEDIATING VARIABLE: MOBILE PHONE BUSINESSES IN CHINA**

Mobile phone companies are businesses in China that develop, manufacture, market, and sell mobile phones and other technologies that go with them. These businesses are also called makers of mobile phones. There is a lot of competition in this industry since technology is growing quickly, digital platforms are changing, and consumers' tastes are changing. These companies are up against a lot of other companies in their field. These companies have made digital marketing and strategic communication an important part of their business plans in order to improve the visibility of their brands, the level of engagement they have with their customers, and the overall performance of their businesses on a national and international level (Shi et al., 2022).

➤ **RELATIONSHIP BETWEEN DIGITAL MARKETING AND MOBILE PHONE BUSINESSES IN CHINA**

Companies like Huawei, Xiaomi, and Oppo can get more people to know about their brands and encourage those people to come back by employing digital tools like targeted advertising, data analytics, and influencer marketing. These technologies make it possible to use digital technology. In China's very competitive mobile market, digital marketing might help with sales and new ideas. Also, when regarded as a whole, it might improve communication and the company's overall success. With this in mind, it is very important to find out how consumers feel and to make sure that the industry keeps growing (Yang & Banerjee, 2024).

The researcher hypothesised that digital marketing and mobile phone companies in China had a special connection based on the previous debate.

- *"H₀₁: There is no significant relationship between digital marketing and mobile phone businesses in china."*
- *"H₁: There is a significant relationship between digital marketing and mobile phone businesses in china."*

Table 2: H₁ ANOVA Test

ANOVA					
Sum	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	180	5249.761	929.325	.000
Within Groups	492.770	319	5.649		
Total	40081.390	499			

Outcomes from this study are outstanding. There is statistical significance (F=929.325, p=.000), which is lower than the .05 alpha level. Thus, accept *"H₁: There is a significant relationship between digital marketing and mobile phone businesses in China."* and reject the null hypothesis.

➤ **RELATIONSHIP BETWEEN DIGITAL MARKETING AND ORGANISATIONAL PERFORMANCE**

The degree to which digital tactics contribute to the growth, visibility, and profitability of a firm should be the primary metric used to analyse the link between digital marketing and the success of an organisation. Digital marketing allows businesses to contact more people, learn more about their customers, and make better decisions with the help of data analytics. Businesses may boost their revenue, brand recognition, and customer happiness via the use of internet advertising, social media engagement, and content marketing strategy. Businesses in the mobile phone industry may boost their competitiveness, innovation, and market share by using digital marketing strategies (Paşcalău et al., 2024).

The researcher hypothesised that digital marketing would have a positive effect on organisational performance in light of the preceding debate.

- *"H₀₂: There is no significant relationship between digital marketing and organisational performance."*

- “*H₂: There is a significant relationship between Technical Innovation and Animation Production.*”

Table 3: H₂ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	202	5549.361	1124.035	.000
Within Groups	492.770	297	4.937		
Total	40081.390	499			

Impressive findings are produced by this inquiry. A p-value of .000, which is lower than the .05 alpha criterion, achieves significance with F value of 1124.035. As a result, researcher can say that “*H₂: There is a significant relationship between Technical Innovation and Animation Production.*”

➤ **RELATIONSHIP BETWEEN DIGITAL MARKETING AND ORGANISATIONAL PERFORMANCE THROUGH MOBILE PHONE BUSINESSES IN CHINA**

The link between digital marketing and company success in China's mobile phone industry is a great example of how internet initiatives may help firms in general. Digital marketing may help Chinese mobile phone companies reach huge audiences, get people thinking outside the box, and build loyal customers. These companies can make more money, keep customers, and get more people to know about their brand by using data-driven marketing, engaging with customers on social media, and selling things online. Digital technologies make both communication and day-to-day tasks go more smoothly (Yang & Banerjee, 2024).

The researcher hypothesised that, given the background information, mobile phone companies in China would be good case studies for studying the connection between digital marketing and organisational success.

- “*H₀₃: There is no significant relationship between digital marketing and organisational performance through mobile phone businesses in china.*”
- “*H₃: There is a significant relationship between digital marketing and organisational performance through mobile phone businesses in china.*”

Table 4: H₃ ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	239	5217.392	1013.282	.000
Within Groups	492.770	260	5.149		
Total	40081.390	499			

The findings of this inquiry are very astounding. An F-value of 1013.282 and a p-value of .000, both of which are below than the .05 alpha criterion, indicate statistical significance. This means that the null hypothesis is rejected and the accepted hypothesis is “*H₃: There is a significant relationship between digital marketing and organisational performance through mobile phone businesses in China.*”

DISCUSSION

The findings indicated that enterprises using digital technologies, including social media, search engine marketing, and e-commerce platforms, achieved enhanced communication consistency and superior commercial results. Previous studies have shown that digital marketing enhances customer involvement and brand awareness, ultimately resulting in improved organisational performance. The study findings indicate that Chinese mobile phone companies who strategically used digital marketing initiatives exhibited more innovation and competitiveness relative to their counterparts throughout the same timeframe. The findings of this research suggest that a cohesive communication strategy, bolstered by digital technology, might enhance organisational performance in the mobility industry, characterised by extremely dynamic environments. The study findings indicate a widespread agreement that the integration of digital marketing into strategic management procedures is crucial for improving performance and sustaining growth in the Chinese market. This is because the Chinese market is still quite young.

CONCLUSION

The research demonstrates that companies investing in well-crafted digital marketing strategies exhibit enhanced competitiveness, increased customer satisfaction, and overall industry growth. The study also shows how important it is to keep coming up with new ideas and using new digital technologies in order to be competitive in the rapidly growing Chinese mobile phone market. This is why companies are strongly urged to use digital marketing and communication strategies that cover everything. This will help them stay at the top of the digital marketplace and be successful in the long term.

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