**ROLE OF INFORMATION TECHNOLOGY IN REVOLUTIONISING THE MARKETER’S APPROACH TOWARDS DIGITAL MARKETING: A CASE STUDY OF VOLKSWAGEN**

Table of Contents

[Background of the study 3](#_Toc132385357)

[Summarised literature review and gap 3](#_Toc132385358)

[Research methods 4](#_Toc132385359)

[Conclusion 5](#_Toc132385360)

[Reference List 6](#_Toc132385361)

# Background of the study

* Volkswagen in the global automobile sector has been a highly famed brand.
* The company achieved a high revenue of €279.2 billion as of 2022 worldwide (Statista, 2023).
* The high revenue of the company has been enhanced by its global presence and online marketing approaches in every operating region in recent times.
* The implementation of consecutive information technology (IT) services by Volkswagen has enhanced the company’s approach to increasing digital marketing activities.
* The current study will aim to evaluate the role of IT in increasing the current approaches of Volkswagen to increase digital marketing.
* The objectives will achieve the goals shown below:
  + To evaluate the role of IT in increasing digital marketing at Volkswagen.
  + To analyse the issues to be faced by Volkswagen’s marketers to implement IT for digital marketing.
  + To suggest strategies for marketers at Volkswagen to improve its digital marketing through integrating IT services.

# Summarised literature review and gap

* The implementation of digital marketing approaches can help companies to increase their consumer reach in the global market.
* It can also enhance their brand reputation (Desai and Vidyapeeth, 2019).
* Digital marketing can also help companies to gain a highly engaged consumer base for the organisational processes and products.
* The implementation of IT services in digital marketing activities of companies can enhance the prospects of the firms to increase their promotional activities.
* IT service plays a pivotal role in terms of implementing various online marketing channels, such as social media, email, SEO and mobile applications (Peyravi *et al.* 2020).
* AI and VR services have been crucial parts of IT services, which have increased the services for digital marketing in various global companies in recent times.
* Companies incorporating IT for digital marketing can face issues regarding the lack of the right talent management and communication gaps.
* The implementation of the ***TAM*** model can help companies to analyse the behavioural intentions of consumers to utilise technological support (Soleimani and Zarafshani, 2022).
* On the other hand, the ***AIDA*** model can help marketers to increase their awareness, interest, desire and actions for promotions (Purbaningsih *et al.* 2022).
* The analysis of the literary sources faced a gap in analysing the role of IT in digital marketing.
* The current study has aimed to fulfil the identified gap through consecutive data collection and analysis processes.

# Research methods

* The researcher will use a positivist philosophy to collect data sources for the current study.
* Positivism philosophy helps researchers to evaluate objective reality (Alharahsheh and Pius, 2020).
* A deductive approach to research will be used in the current study.
* The chosen approach aids researchers to analyse the collected data sources through scientific procedures (Pearse, 2019).
* The researcher in the current study will use a descriptive design for the analysis of the collected data sources.
* A primary quantitative data collection process will be used.
* The researcher will create a set of 10 close-ended questions for surveying the consumers of Volkswagen.
* The researcher will survey a total of 100 consumers of the company through online mediums.
* The researcher will use a random-probability sampling method to collect 50 sample survey responses for the data analysis.
* The researcher will utilise MS Excel to represent the survey responses using bar charts and pie charts.
* The researcher will measure the response rates using the LIKERT scale, which will help in the creation of the bar and pie charts.
* The statistical analysis of the data sources will help the researcher to identify the role of IT services to increase Volkswagen’s global digital marketing activities.
* The researcher will maintain the Data Protection Act 2008 to maintain information privacy for the respondents in the survey.

# Conclusion

* The current study will analyse the integration of IT services to increase the digital marketing approach of Volkswagen in the global market.
* The analysis of the literature review identified that the researcher faced a gap in information in previous articles for analysing the role of IT in digital marketing.
* The researcher will aim to collect datasets through primary data collection processes.
* The researcher will use the random probability sampling method to collect 50 samples out of 100 survey responses.
* The survey responses will be represented through bar charts and pie charts.
* These charts will be developed in MS Excel.

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