


Chapter 6

Digital Transformation of Marketing Processes, Customer Privacy, Data Security, and Emerging Challenges in Fostering Sustainable Digital Marketing

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ABSTRACT

Marketing is a core business function to communicate the value of a product to its customers. Digital technologies have transformed this business function into digital marketing, which is the core focus of the digital transformation drive of business organizations. Digital marketing relies on modern technologies to reach out to prospective customers, and other stakeholders in the community. However, this technological transformation has brought data security and privacy challenges for organizations as well. In this chapter, the authors have conducted a systematic literature review to understand these challenges

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and presented a framework for organizations to respond to these challenges in an agile manner. This framework outlined four key enablers and associated strategies to better achieve these enablers to foster a sustainable digital marketing process in business organizations. This framework benefits business organizations and policymakers to improve the digital marketing effectiveness of their organizations to maximize the benefits of digital transformation.

INTRODUCTION

Marketing is the process of promoting and selling products or services to potential customers. It is AN essential business FUNCTION TO communicate value proposition to target audience and RESULTS IN increase sales (Saeed, 2019). As advancements in technologies have made the computation more efficient (Gull et al., 2021), the adoption of technologies in organizationAL processes has increased tremendously. However, to foster a successful usage of technologies usability of technological systems is critical (Saeed et al., 2013). With the digital transformation DRIVE of businesses, marketing departments also embraced information technologies and as a result, marketing has undergone a significant transformation (AlKhateb et al., 2023). Businesses are now able to reach their customers through various digital channels and this has resulted in the evolution of digital marketing (Saura et. al., 2023). Digital marketing has revolutionized the way businesses interact with their customers, providing them with a more personalized and immersive experience (Chaffey & Ellis-Chadwick, 2019). Despite the benefits of digital marketing, it has also introduced additional challenges FOR BUSINESS ORGANIZATIONS (Saeed et al., 2019). For instance, The use of customer data in digital marketing has raised concerns about the privacy of individuals and their right to control their personal information (Chiu & Ho, 2023). Businesses that collect, store, and use customer data are required to adopt ethical practices. Recently, the term sustainable digital marketing has been used IN LITERATURE, which advocates for adopting a sustainable digital marketing strategy focusing on community building and revenue generation using an ethical and moral approach ((Rauturier, 2023), (Zhang et al., 2023), (Hidayat et al., 2022)). Adopting such a strategy requires SIGNIFICANT refinement efforts to achieve the desired outcomes by business organizations (AMEEN ET AL., 2024).

Recently, the use of ARTIFICIAL INTELLIGENCE (AI) in digital marketing has made things more complicated regarding customer privacy and data safety ((AMEEN ET AL., 2021), ((Gull et al., 2022), (Gull et al., 2023), (NALBANT & AYDIN, 2023)). AI algorithms are designed to learn from customer data and provide businesses with insights that can improve their marketing strategies (Biswas et al., 2023). However, the use of AI in digital marketing raises questions about the potential misuse of customer data (Mazur, 2023). The introduction of regulatory guidelines has been crucial IN maintaining and controlling privacy and data safety in digital marketing. These regulations ensure that businesses comply with legal requirements, respect customers' privacy, and prevent the misuse of their personal information. Failure to comply with these regulations can lead to significant legal and financial consequences for businesses (Mandal, 2023).

While digital technologies are now critical for businesses, they impact marketing in several ways by improving analytics, channel management, value co-creation, and augmenting employee skills. However sustainable digital marketing implies marketing takes on a more strategic role with a systematic analysis in an ethical manner. Therefore, in this systematic literature review, we explore the challenges and implications for organizations in fostering sustainable digital marketing strategies. Risks and obstacles to

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