

# Yashil

## IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

8  
2023



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(Navoiy viloyati)

08.00.01 Iqtisodiyot nazariyasi  
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08.00.04 Qishloq xo'jaligi iqtisodiyoti  
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7491

ISSN: 2992-8982



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*Elektron nashr. 228 sahifa, 30-avgust, 2023-yil.*

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### Jurnalning ilmiyligi:

"Yashil iqtisodiyot va taraqqiyot"  
jurnali

O'zbekiston Respublikasi  
Oliy ta'lim, fan va innovatsiyalar  
vazirligi huzuridagi Oliy  
attestatsiya komissiyasi  
rayosatining  
2023-yil 1-apreldagi 336/3-sonli  
qarori bilan ro'yxatdan  
o'tkazilgan.



# DIGITAL ADVERTISING OASIS: QATAR'S E-MARKETING REVOLUTION

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**Abstract:** This article investigates the study of the effectiveness and impact of digital marketing and advertising on the experience of Qatar. Analysis of static data, a description of the many types of digital advertising, and the essential suggestions for choosing the best application for digital advertising are all provided. Furthermore, the success of e-marketing can be seen in Qatar's development into a popular travel destination worldwide.

**Key words:** marketing, digital marketing, digital advertising, artificial intelligence (AI), global tourism.

## RAQAMLI REKLAMA OAZISI: QATARDA ELEKTRON MARKETING INQILOBI

**Annotatsiya:** Ushbu maqolada Qatar tajribasiga asosan raqamli marketing va reklamaning samaradorligi va ta'sirini o'rganish masalalari tadqiq etilgan. Statistik ma'lumotlar tahlil qilingan, raqamli reklamaning ko'p turlari tavsifi va raqamli marketing uchun eng samaralisi bo'yicha muhim takliflar berilgan. Raqamli marketing muvaffaqiyatini Qatarning butun dunyo bo'ylab mashhur sayyohlik joyiga aylanganidan dalolat beradi.

**Kalit so'zlar:** marketing, raqamli marketing, raqamli reklama, sun'iy intellekt, global turizm

## ОАЗИС ЦИФРОВОЙ РЕКЛАМЫ: РЕВОЛЮЦИЯ ЭЛЕКТРОННОГО МАРКЕТИНГА В КАТАРЕ

**Аннотация:** В данной статье исследованы вопросы изучения эффективности и влияния цифрового маркетинга и рекламы на опыте Катара. Проанализированы статистические данные, раскрыты типы цифровой рекламы, даны необходимые рекомендации для выбора эффективности применения цифровой рекламы. Также Превращение Катара в глобальную туристическую точку является свидетельством синергии электронного маркетинга.

**Ключевые слова:** маркетинг, цифровой маркетинг, цифровая реклама, искусственный интеллект, глобальный туризм

## INTRODUCTION

The digital era has been warmly welcomed by Qatar, a country that is fast rising and is famed for its futuristic cityscape and booming economy. This transition has resulted in a notable movement toward e-marketing in the nation, altering how companies advertise their goods and services. This article examines the e-marketing revolution taking place in Qatar, its effects on the corporate environment, and the primary sources that helped fuel this change. Qatar's particular combination of heritage and modernity has made it a well-liked tourism destination on a worldwide scale in recent years. Thanks to its stunning architecture, extensive cultural heritage, and breathtaking landscapes, Qatar has been successful in attracting a steady stream of tourists from all over the world. Actually, e-marketing, a generally undervalued force, is what's causing this rise in tourism. Qatar has been successful in drawing a regular stream of tourists from all over the world thanks to its gorgeous architecture, rich cultural legacy, and amazing landscapes. E-marketing, a frequently underappreciated force, is actually what's driving this increase in tourism. Technology and marketing tactics have been combined to great effect, turning Qatar into a digital haven that entices tourists.

### Qatar's Emergence on the Global Tourism Stage

This literature review delves into the various aspects of Qatar's emergence as a global tourism destination and the pivotal role played by e-marketing in this journey. Qatar's ascent as a prominent global tourism destination has been a subject of interest for researchers and industry experts alike. Qatar's strategic investments



in infrastructure, cultural development, and sports events have been key drivers of its tourism growth. The country's commitment to hosting international events like the FIFA World Cup 2022 has positioned it as a hub for sports tourism (Al-Thani, S., 2018). The landscape of e-marketing has evolved significantly over the past decade, driven by advancements in technology and changes in consumer behavior. Mobile marketing and social media marketing (Al-Emran et al., 2019) have emerged as dominant trends, allowing businesses to reach and engage with consumers in more personalized ways. Additionally, the integration of AI and machine learning in e-marketing strategies (Choudhury & Harrigan, 2018) has enabled data-driven decision-making and improved customer targeting.

## RESEARCH METHODOLOGY

This study aims to investigate the effectiveness and impact of e-marketing strategies in the Qatari context. To achieve this, a quantitative research approach is adopted. Quantitative research allows for the collection and analysis of numerical data, enabling us to establish relationships, patterns, and trends related to e-marketing practices in Qatar.

### The Role of E-Marketing in Qatar's Tourism Growth

E-marketing has played a crucial role in Qatar's tourism growth, helping to shape its image and attract a diverse range of travelers. Research emphasizes the effectiveness of social media platforms in promoting Qatar's attractions and cultural experiences (Choudhury, P., & Harrigan, P., 2018). The study underscores the impact of user-generated content, where travelers' photos, videos, and reviews create an authentic portrayal of the destination, influencing potential visitors' perceptions.

The importance of influencer partnerships in e-marketing campaigns is highlighted by (Marwaha, S., & Al-Ansari, Y., 2016), who suggest that collaborations with travel influencers can significantly impact destination awareness and interest. Qatar's tourism authorities have strategically engaged influencers to showcase various facets of the country, from its luxury offerings to its rich cultural heritage.

**E-Marketing Strategies:** Numerous e-marketing techniques have been successful in raising brand awareness and encouraging client interaction. Content marketing has been popular as a way to give customers useful information while establishing brand authority. For increasing online visibility and bringing visitors to websites, search engine optimization (SEO) and pay-per-click (PPC) advertising are still essential. The email marketing is still a profitable strategy for developing client relationships and increasing conversion rates (Kumar & Pansari, 2016).

**E-marketing challenges:** Despite its advantages, e-marketing has difficulties that companies must overcome. Due to growing privacy concerns, strict data protection laws like the GDPR have been implemented (Hashem et al., 2019). This is because data collecting and tracking have expanded. Maintaining constant visibility and engagement on social media platforms is difficult due to the algorithms' quick changes (Kaplan & Haenlein, 2016). Furthermore, the reach of e-marketing initiatives may be constrained by the digital divide among populations (Al-Atwan & Cheong, 2015).

**E-Marketing in Qatar:** E-marketing is essential for addressing the tech-savvy people in Qatar, a country with significant internet penetration and mobile device usage. Businesses in Qatar have used e-marketing methods adapted to the regional context with an emphasis on maintaining cultural values (Smith, J. K., & Al-Mansoori, R., 2020). However, while creating e-marketing campaigns for the Qatari market, it is important to take into account difficulties such as linguistic preferences and cultural sensitivities.

## ANALYSIS AND RESULTS

### Digital Advertising

Digital advertising has gained significant traction in Qatar as businesses strive to connect with their target audience in the digital landscape. With a high internet penetration rate and a tech-savvy population, various digital advertising strategies have emerged to effectively engage consumers. Let's explore some key digital advertising methods in Qatar, including audio advertising, banner advertising, classifieds, influencer advertising, search advertising, and video advertising, supported by relevant references.

1. **Audio Advertising:** Audio advertising involves promoting products or services through audio channels such as podcasts, streaming music platforms, and radio apps. In Qatar, where mobile usage is prominent, audio advertising offers a way to reach consumers on-the-go. Brands can create captivating audio ads that resonate with listeners, delivering their message in a non-intrusive manner (Deloitte, 2019)



2. **Banner Advertising:** Banner advertising involves placing visual ads, such as banners or display ads, on websites and mobile apps. These ads can be static or dynamic, and they appear across various digital platforms. Banner advertising is an effective way to increase brand visibility and drive traffic to a brand's website or landing page. (Al-Thani, S., 2018).
3. **Classifieds:** Classified advertising involves promoting products, services, or job vacancies through online platforms dedicated to classified listings. These platforms are popular in Qatar, providing an avenue for individuals and businesses to buy, sell, or advertise services within the local community (Marwaha, S., & Al-Ansari, Y. (2016).
4. **Influencer Advertising:** Influencer marketing leverages the popularity of social media influencers to endorse products or services. In Qatar's digital landscape, influencers play a significant role in shaping consumer opinions and preferences, making influencer advertising a valuable strategy for brand promotion. (Wadha, S., 2020).
5. **Search Advertising:** Search advertising involves placing ads within search engine results pages, targeting users based on their search queries. This strategy allows brands to capture the attention of users actively seeking relevant products or services. It includes pay-per-click (PPC) campaigns and keyword optimization. (Cri. org. qa, 2020)
6. **Video Advertising:** Video advertising encompasses placing video ads on various online platforms, such as social media, streaming services, and video-sharing websites. Video ads can be engaging and convey a brand's message effectively, making them a popular choice for digital advertising in Qatar. (Zia, R. A., & Afzal, M., 2019).

As we can see, there are various forms of digital advertising. By looking at the statistics from 2017 to 2027, we can determine which of these forms of advertising was effective in Qatar for attracting tourists and clients during the previous seven years, as well as make predictions for the following three years. The market for digital advertising is anticipated to reach \$576 million in 2023, according to projections made by Statista. com. With a market value of \$204 million in 2023, banner advertising will continue to be the leading segment. By 2023, \$71. 80 will be spent on advertisements on average per user in the banner advertising market. Mobile devices will be responsible for 46% of all ad spending in the digital advertising market in 2027. By 2027, programmatic advertising will account for 79% of the digital advertising market's income. In 2022, Google's market share in the digital advertising market and a particular region will be 31%.

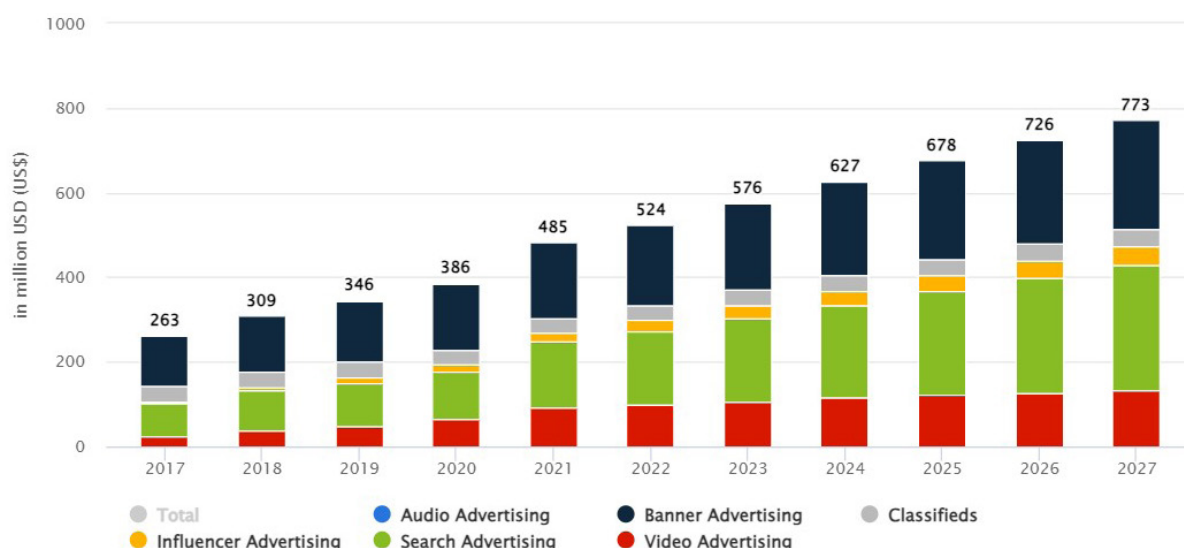


Figure 1. The Volume of advertising expenditures in the digital advertising market in Qatar. (Statista. com, 2023)

As we can see, Qatar's administration has been putting a lot of time and effort into getting ready for the FIFA World Cup Qatar 2022. A record 13 years have gone since Qatar was awarded the privilege to host the World Cup in Zurich in 2010. They have begun to develop the city into a smart city throughout that time, adding new stadiums, an automated metro system, etc. Figure 2 shows that, according to Statista. com figures, there are two categories of digital advertising—banner and search advertising—for which more money is invested and spent than on other forms of advertising like video, audio, etc.



in million USD (US\$)

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
<b>Audio Advertising</b>	1	1	1	1	1	2	2	2	2	2	2
<b>Banner Advertising</b>	120	132	144	159	180	189	204	219	232	244	257
<b>Classifieds</b>	36	37	37	32	34	36	37	38	39	40	41
<b>Influencer Advertising</b>	5	8	13	18	22	26	30	34	38	41	44
<b>Search Advertising</b>	77	93	103	110	155	174	196	220	246	271	296
<b>Video Advertising</b>	23	39	47	66	92	98	107	114	121	127	133
<b>Total</b>	263	309	346	386	485	524	576	627	678	726	773

Figure 2. Statistical data on types of digital advertising in Qatar (Statista.com, 2023).

Figure 3 shows which sectors spend more and less on digital advertising in Qatar between 2019 and 2022. In those four years, the industry with the highest percentage was FMCG (Fast-Moving Consumer Goods), which spent 30.5% of its budget on digital advertising. After FMCG, the telecom industry saw spending of 15.1% in 2019, a significant amount. However, as you can see in 2022, there was only 8.6% invested in this sector. This makes it clear that Qatar's funding strategy to support digital advertising differs depending on the industry, as we can see that the FMCG sector is regarded as an important and effective industry where they spend more, in comparison to other sectors like telecom, business services, pharma and healthcare, tourism, etc.

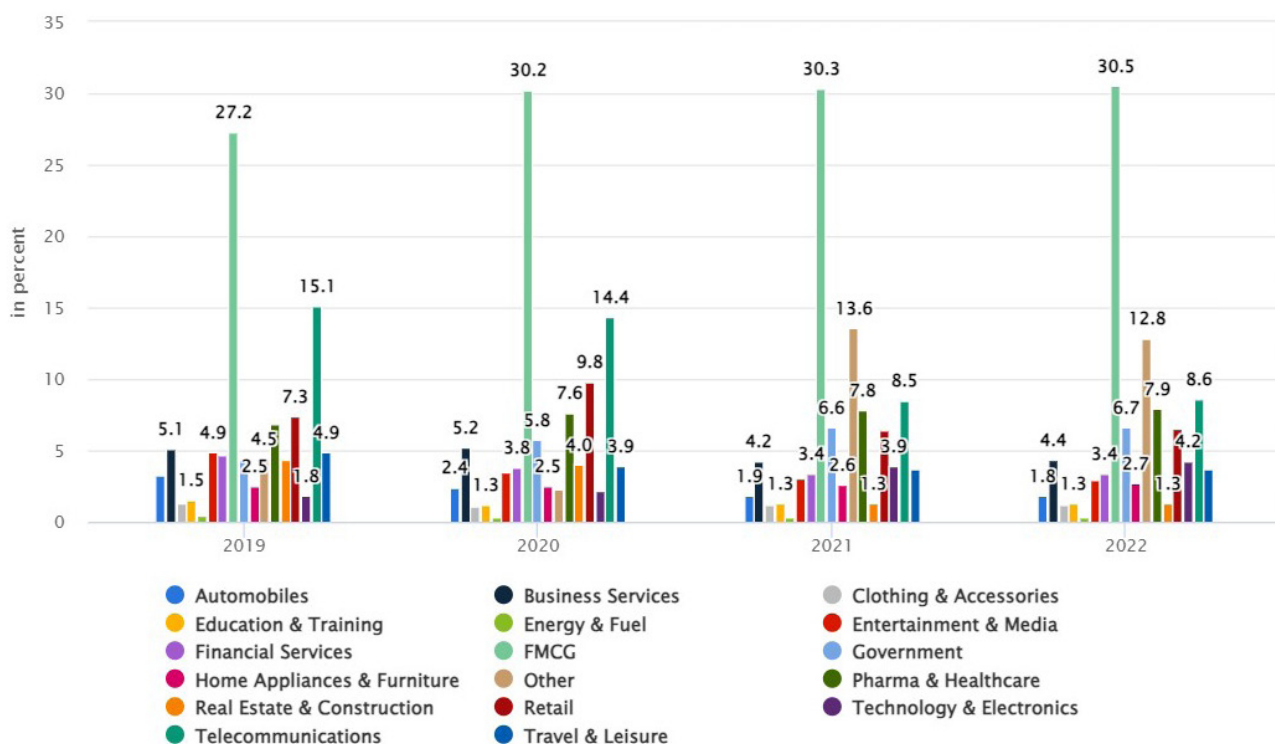


Figure 3. Industries that spent more and less on digital advertising in Qatar between 2019 and 2022. (Statista.com, 2023)



## CONCLUSION

The development of Qatar as a popular travel destination around the world is evidence of the effectiveness of e-marketing and technology. The reviewed literature emphasizes the significance of e-marketing tactics in establishing Qatar's brand, attracting tourists, and increasing participation. The study examined the many forms of digital advertising in Qatar's various industries. In our opinion, banner, search, and video advertising are the forms of digital advertising that are most useful for promoting goods and services as well as drawing in tourists from abroad. Qatar's success story provides as motivation for other destinations wishing to take use of the power of e-marketing for sustainable tourism growth as it continues to innovate and adapt to the shifting digital landscape. Advertising in Qatar has various options to reach target consumers thanks to the country's vibrant online environment. Brands have a variety of tools at their disposal to design successful marketing campaigns that connect with consumers and spur company expansion, from audio and video advertisements to influencer alliances and search engine marketing.

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**2023. № 8**

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