

***Digital Marketing Strategy of High Value
Added Fishery Products from Central Java in
Egyptian E-commerce***

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Abstrak

This study investigates the effectiveness of digital marketing strategies tailored to high value-added fishery products from Central Java within the Egyptian e-commerce marketplace. By employing a mixed-method approach, the research integrates quantitative analysis of 2,500 online transactions with qualitative assessments of consumer behavior to provide a comprehensive understanding of the market dynamics. Specifically, this dual approach results in a 156% increase in conversion rates and a 78% improvement in customer retention, demonstrating its efficacy in fostering sustained consumer relationships and driving sales growth. The study offers a practical framework for designing and implementing digital marketing strategies in the Middle Eastern e-commerce ecosystem. This framework emphasizes the importance of integrating data-driven insights with cultural sensitivity to address the unique characteristics of the target market. It underscores the role of localized digital content as a bridge to connect Central Java's high-quality fishery products with Egyptian consumers in a competitive online marketplace. The implications of these findings extend beyond the immediate context of Central Java's fishery products, providing valuable lessons for businesses aiming to penetrate international e-commerce markets. By highlighting the critical role of personalization and localization, this research contributes to the broader discourse on global digital marketing strategies. Ultimately, it offers actionable insights for practitioners and policymakers seeking to optimize their approach to cross-border e-commerce in the Middle East and other culturally diverse regions.

Abstract

Studi ini menyelidiki efektivitas strategi pemasaran digital yang disesuaikan dengan produk perikanan bernilai tambah tinggi dari Jawa Tengah dalam pasar e-commerce Mesir. Dengan menggunakan pendekatan metode campuran, penelitian ini mengintegrasikan analisis kuantitatif terhadap 2.500 transaksi online dengan penilaian kualitatif terhadap perilaku konsumen untuk memberikan pemahaman komprehensif tentang dinamika pasar. Secara khusus, pendekatan ganda ini menghasilkan peningkatan 156% dalam tingkat konversi dan peningkatan 78% dalam retensi pelanggan, menunjukkan kemanjurannya dalam membina hubungan konsumen yang berkelanjutan dan mendorong pertumbuhan penjualan. Studi ini menawarkan kerangka kerja praktis untuk merancang dan menerapkan strategi pemasaran digital di ekosistem e-commerce Timur Tengah. Kerangka kerja ini menekankan pentingnya mengintegrasikan wawasan berbasis

data dengan kepekaan budaya untuk mengatasi karakteristik unik dari target pasar. Ini menggarisbawahi peran konten digital lokal sebagai jembatan untuk menghubungkan produk perikanan berkualitas tinggi Jawa Tengah dengan konsumen Mesir di pasar online yang kompetitif. Implikasi dari temuan ini melampaui konteks langsung produk perikanan Jawa Tengah, memberikan pelajaran berharga bagi bisnis yang bertujuan untuk menembus pasar e-commerce internasional. Dengan menyoroti peran penting personalisasi dan lokalisasi, penelitian ini berkontribusi pada wacana yang lebih luas mengenai strategi pemasaran digital global. Pada akhirnya, ia menawarkan wawasan yang dapat ditindaklanjuti bagi para praktisi dan pembuat kebijakan yang berusaha mengoptimalkan pendekatan mereka terhadap e-commerce lintas batas di Timur Tengah dan wilayah beragam budaya lainnya.

INTRODUCTION

The exponential growth of e-commerce in Egypt, with a market value reaching USD 7.7 billion in 2023, underscores significant opportunities for international seafood suppliers aiming to penetrate this dynamic market (Hassan & Mohamed, 2023). As a pivotal fishery production center in Indonesia, Central Java faces persistent challenges in leveraging its digital presence to capitalize on this lucrative e-commerce landscape. Despite the region's renowned product quality and competitive pricing, its market share in Egypt's burgeoning online seafood sales remains disappointingly below 5%, even as the sector experienced a staggering 245% growth between 2020 and 2023 (Al-Sayyad et al., 2023).

Digital marketing has been identified as a cornerstone for success in penetrating Middle Eastern e-commerce markets, particularly for high-value products. Ibrahim and Thompson (2023) argue that well-crafted digital marketing strategies have the potential to

boost market penetration by up to 300% for premium food items. Additionally, Martinez et al. (2024) reveal that 67% of Egyptian online shoppers exhibit a preference for international seafood products when these are promoted through culturally resonant digital campaigns. Such insights emphasize the untapped potential for suppliers like those in Central Java, provided they can align their strategies with consumer preferences and behaviors in the region.

The transformation of traditional seafood trading to digital platforms has attracted growing academic attention, highlighting best practices for effective market entry and expansion. Wang and Abdullah (2023) identify several critical success factors, including the implementation of localized content strategies, a mobile-first approach, and the integration of traditional trading relationships into digital frameworks. These strategies ensure not only consumer engagement but also the seamless transition of existing business models to digital

environments. Despite these advances, there remains a notable gap in the literature concerning specific digital marketing strategies tailored for high-value fishery products targeting the Egyptian market (Davidson & Ahmed, 2023).

The significance of e-commerce in Egypt is undeniable, driven by an increasingly tech-savvy population, expanding internet access, and a growing preference for online shopping among urban and rural consumers alike. The shift from conventional market systems to digital platforms has disrupted traditional trading methods, creating both opportunities and challenges for international suppliers. Central Java's inability to capture a substantial share of this rapidly growing market highlights the need for a targeted approach that addresses both the structural and cultural dynamics of Egyptian e-commerce.

Culturally adapted digital marketing campaigns have proven instrumental in fostering consumer trust and driving engagement in the Egyptian market. For instance, Martinez et al. (2024) emphasize that campaigns integrating elements of local culture, such as Arabic language content, region-specific imagery, and culturally relevant messaging, significantly enhance consumer affinity for international products. Central Java's seafood suppliers, despite their

premium quality, have struggled to achieve such resonance with Egyptian consumers. This gap underscores the necessity of adopting marketing strategies that prioritize cultural sensitivity while leveraging the unique value propositions of Indonesian fishery products.

Localized content strategies play a pivotal role in bridging the cultural and linguistic gaps that often hinder effective communication in cross-border e-commerce. Wang and Abdullah (2023) advocate for the use of localized content to align product narratives with the cultural contexts of target markets. This approach entails tailoring promotional materials, advertisements, and product descriptions to reflect the values, traditions, and language preferences of the intended audience. For Egyptian consumers, this could mean emphasizing the health benefits of Central Java's seafood products, their adherence to halal standards, and their alignment with dietary practices commonly observed in the region.

Moreover, the mobile-first approach highlighted by Wang and Abdullah (2023) is critical in a country like Egypt, where the majority of e-commerce transactions occur via mobile devices. Mobile-optimized websites, user-friendly interfaces, and efficient mobile payment systems are essential for capturing the attention of

Egyptian consumers. For Central Java's seafood suppliers, developing a robust mobile presence can ensure that their products are accessible, visually appealing, and easy to purchase on the platforms most frequently used by the target audience.

Another key consideration is the integration of traditional trading relationships into digital ecosystems. Egyptian seafood markets have long been characterized by strong interpersonal relationships between suppliers, distributors, and retailers. Transitioning these relationships to digital platforms requires building trust and maintaining the relational dynamics that underpin successful trade partnerships. Establishing dedicated support teams, engaging with local distributors, and ensuring transparent communication can facilitate this integration, thereby enhancing market penetration and customer retention.

While these strategies provide a strong foundation for digital market entry, the unique characteristics of high-value fishery products demand additional considerations. High-value seafood items often carry premium price tags, necessitating a marketing approach that highlights their quality, exclusivity, and value for money. Ibrahim and Thompson (2023) stress the importance of emphasizing product differentiation in such cases, using digital storytelling techniques to convey the origins,

sustainability, and superior quality of the products. For Central Java's seafood suppliers, leveraging Indonesia's reputation as a leading global seafood producer can serve as a compelling narrative to attract Egyptian consumers.

The role of data analytics in shaping effective digital marketing strategies cannot be overstated. By analyzing consumer behavior, preferences, and purchasing patterns, suppliers can gain valuable insights to refine their marketing efforts. Personalized marketing, driven by data, has been shown to significantly enhance conversion rates and customer loyalty. For instance, tailored product recommendations, targeted advertisements, and personalized email campaigns can create a sense of exclusivity and relevance for consumers. Central Java's suppliers could harness these tools to deliver more impactful marketing messages and foster stronger connections with their target audience.

Another avenue for exploration is the use of social media as a marketing tool. Platforms such as Instagram, Facebook, and TikTok are widely popular in Egypt and offer unique opportunities for seafood suppliers to showcase their products through visually engaging content. Social media campaigns that feature high-quality images, video testimonials, and interactive content can

captivate audiences and encourage them to explore Central Java's seafood offerings. Collaborations with local influencers and chefs can further enhance the visibility and credibility of these products, making them more appealing to Egyptian consumers.

The integration of e-commerce platforms with logistics solutions is also critical for the success of seafood suppliers in foreign markets. Ensuring timely and efficient delivery of perishable goods, such as seafood, requires robust supply chain management and collaboration with reliable logistics partners. Central Java's suppliers must prioritize cold chain logistics to preserve the freshness and quality of their products during transit. Furthermore, offering flexible delivery options and transparent tracking systems can enhance customer satisfaction and build trust in the brand.

Despite the clear potential of digital marketing strategies, challenges remain in their implementation. Davidson and Ahmed (2023) highlight several barriers, including limited access to technological resources, insufficient knowledge of local market dynamics, and a lack of skilled personnel to manage digital marketing campaigns. Addressing these challenges requires concerted efforts from both the public and private sectors. For instance, government support in the form of training programs,

subsidies for digital infrastructure, and partnerships with e-commerce platforms can empower Central Java's seafood suppliers to overcome these hurdles and thrive in the Egyptian market.

The exponential growth of e-commerce in Egypt presents an unprecedented opportunity for Central Java's seafood suppliers to expand their market presence and capitalize on the rising demand for high-quality seafood products. By adopting culturally adapted digital marketing strategies, prioritizing mobile-first approaches, and leveraging data analytics, suppliers can enhance their competitiveness and appeal to Egyptian consumers. Additionally, integrating traditional trading relationships into digital platforms, investing in logistics solutions, and addressing implementation challenges will be crucial for achieving long-term success. As the e-commerce landscape continues to evolve, a proactive and adaptive approach will enable Central Java's seafood industry to unlock its full potential and establish a strong foothold in the Middle Eastern market.

LITERATURE REVIEW

The existing body of literature on digital marketing strategies within the Middle Eastern e-commerce sector provides a foundation for understanding the dynamics of

this rapidly evolving marketplace. Several critical themes emerge from recent studies, offering insights into both opportunities and challenges for international suppliers of premium seafood products targeting Egypt's growing online consumer base.

E-commerce Growth in Egypt

Recent research underscores the exponential growth of e-commerce in Egypt, driven by factors such as increased internet penetration, widespread adoption of smartphones, and shifting consumer preferences towards online shopping. Al-Rahman et al. (2023) highlight that the Egyptian e-commerce sector has achieved unprecedented growth, with food products experiencing the highest annual penetration rate at 34%. This surge in online demand is particularly significant for premium seafood products, which have witnessed an extraordinary 178% increase in online sales over the past three years (Thompson et al., 2023).

This growth trajectory reflects both the rising affluence and evolving consumption habits of Egyptian consumers, particularly among the urban middle and upper classes. The increasing demand for high-value products such as premium seafood presents a unique opportunity for international suppliers to enter and establish a foothold in this burgeoning market. However, the competition among local and international brands

necessitates the adoption of innovative and culturally sensitive digital marketing strategies to differentiate offerings and capture market share.

Digital Consumer Behavior

Understanding the behavior of digital consumers in Egypt is pivotal for designing effective marketing campaigns. Studies by Hassan and Ibrahim (2023) reveal several critical priorities among Egyptian online shoppers, particularly in the context of food and seafood products:

1. **Product Authenticity Verification:** Approximately 82% of consumers prioritize the ability to verify product authenticity. This finding highlights the importance of transparency and trust in online transactions. Suppliers must incorporate authentication mechanisms, such as QR codes and blockchain-based traceability systems, to address this concern.
2. **Detailed Nutritional Information:** Around 76% of online shoppers value comprehensive nutritional information as part of the product description. Providing detailed, accurate, and visually appealing nutritional labels can enhance consumer confidence and satisfaction.
3. **Halal Certification Visibility:** A staggering 94% of Egyptian consumers consider visible halal certification

essential when purchasing food products online. For international seafood suppliers, ensuring halal compliance and prominently displaying certification on digital platforms can significantly influence purchasing decisions.

4. **Real-Time Customer Service:** The availability of responsive customer service is a key consideration for 88% of consumers. Real-time interaction via chatbots, social media platforms, and dedicated support teams can improve user experience and foster brand loyalty.

Localized Digital Marketing Strategies

Localized marketing strategies are consistently emphasized across the literature as critical to success in Middle Eastern markets. Al-Sayed and Thompson (2023) argue that cultural adaptation—including the use of Arabic language, culturally relevant visuals, and local idioms—is a non-negotiable element for engaging Egyptian consumers. Personalized marketing campaigns that resonate with cultural norms and values are particularly effective in driving engagement and conversions.

Ali et al. (2023) highlight the importance of understanding regional consumption patterns and preferences. For example, seafood products that align with traditional Egyptian culinary practices, such as fish stews or grilled fish, are more likely to

succeed when marketed with recipes, cooking tips, or local endorsements. This approach not only enhances product appeal but also fosters a sense of connection with the target audience.

Role of Social Media in Consumer Engagement

Social media platforms play a pivotal role in shaping consumer preferences and driving purchasing decisions. In Egypt, platforms such as Facebook, Instagram, and TikTok dominate the digital landscape, offering unique opportunities for brand visibility and consumer engagement. Research by Martinez et al. (2024) highlights that 73% of Egyptian consumers discover new food products through social media, making it an essential channel for seafood suppliers.

Interactive content, such as live cooking demonstrations, user-generated content, and influencer collaborations, can be highly effective in showcasing product quality and versatility. Additionally, leveraging paid advertising on social media can help suppliers target specific demographics based on age, location, and interests, thereby optimizing campaign reach and impact.

Importance of Mobile-First Strategies

Egypt's e-commerce ecosystem is predominantly mobile-driven, with the majority of transactions occurring via smartphones. Hassan and Abdullah (2023) stress the necessity of adopting mobile-first

strategies to ensure accessibility and usability.

Key considerations include:

Mobile-Optimized Websites: Ensuring fast loading times, intuitive navigation, and mobile-friendly design.

Seamless Payment Solutions: Incorporating secure and locally preferred payment methods, such as mobile wallets and cash-on-delivery options.

Localized Applications: Developing apps tailored to Egyptian consumers, featuring Arabic language support and user-friendly interfaces.

By addressing these aspects, seafood suppliers can enhance the overall shopping experience, reducing friction and increasing conversion rates.

Challenges in Digital Marketing Implementation

Despite the potential of digital marketing, several challenges persist in its implementation within the Middle Eastern context. Davidson and Ahmed (2023) identify key barriers, including limited digital literacy among certain consumer segments, logistical constraints, and regulatory complexities. For instance, ensuring the timely delivery of perishable seafood products requires robust cold chain logistics, which can be challenging in regions with inadequate infrastructure. Furthermore, navigating local regulations and

obtaining necessary certifications can pose additional hurdles for international suppliers.

Integration of Technology and Innovation

Technological advancements have opened new avenues for enhancing digital marketing strategies. For example, the use of artificial intelligence (AI) and machine learning enables personalized product recommendations, predictive analytics, and dynamic pricing. Blockchain technology, as noted by Wang et al. (2023), can improve transparency and traceability, addressing consumer concerns about authenticity and sustainability.

Virtual and augmented reality tools also hold potential for creating immersive shopping experiences. Imagine virtual seafood markets where Egyptian consumers can explore product details, watch live preparation techniques, and interact with sellers in real time. Such innovations can differentiate brands and provide a competitive edge in a crowded marketplace.

Policy and Institutional Support

The role of policy and institutional support in facilitating digital market penetration cannot be overlooked. Governments and industry associations can play a critical role by providing training programs, subsidies for technological adoption, and platforms for international trade collaboration. Central Java's seafood industry, for instance, could benefit from

partnerships with Egyptian trade associations to co-develop marketing initiatives and streamline market entry. The literature on digital marketing strategies for the Middle Eastern e-commerce sector highlights a rapidly growing market with significant opportunities for international suppliers, particularly those offering premium seafood products. By addressing consumer priorities such as authenticity, halal certification, and real-time support, and adopting localized, mobile-first strategies, suppliers can enhance their market presence in Egypt. Overcoming challenges related to logistics, technology, and policy will require coordinated efforts and innovative solutions, paving the way for sustainable growth in this lucrative sector.

METHODOLOGY

This study employed a mixed-method approach to comprehensively explore the effectiveness of digital marketing strategies for high-value seafood products in the Egyptian e-commerce marketplace. The integration of quantitative and qualitative methods provided a robust framework for examining both numerical data and nuanced consumer and managerial perspectives. By combining these approaches, the study ensured a holistic understanding of market dynamics, consumer behavior, and the

strategic elements contributing to digital marketing success.

Quantitative Analysis

The quantitative component of the study involved the collection and analysis of extensive datasets, which were essential for identifying trends, measuring performance metrics, and assessing the impact of various digital marketing strategies. The key elements of the quantitative analysis included:

1. Analysis of 2,500 Online Transactions:

A detailed examination of 2,500 online transactions provided insights into purchasing patterns, product preferences, and pricing strategies. The dataset was drawn from leading e-commerce platforms operating in Egypt, focusing on seafood categories. Variables such as order frequency, average transaction value, and repeat purchase rates were analyzed to understand consumer loyalty and spending behavior. This analysis also highlighted the most effective product listings and promotions.

2. Social Media Engagement Metrics:

Social media platforms were a critical focus due to their prominence in influencing Egyptian consumer behavior. Metrics such as likes, shares, comments, and video views were analyzed to evaluate consumer engagement levels with digital content. These metrics provided insights

into the types of content that resonated most with the target audience, helping to identify best practices for digital campaigns.

3. Conversion Rate Tracking:

Conversion rates were monitored to assess the effectiveness of digital marketing strategies in driving sales. The study examined the relationship between specific marketing tactics—such as targeted advertisements and personalized email campaigns—and their impact on converting website visitors into buyers. Conversion rate tracking also shed light on the effectiveness of different call-to-action techniques.

4. Customer Retention Data:

Customer retention metrics, including repeat purchase rates and customer lifetime value, were analyzed to understand the long-term impact of digital marketing efforts. The study explored the role of loyalty programs, follow-up communication, and personalized offers in fostering sustained consumer relationships.

Qualitative Assessment

The qualitative component of the study aimed to capture the experiential and contextual aspects of digital marketing in the Egyptian e-commerce sector. This involved gathering rich, detailed data through various methods to explore perspectives, motivations,

and challenges faced by key stakeholders. The main elements of the qualitative assessment included:

1. In-Depth Interviews with E-Commerce Managers:

A total of 45 in-depth interviews were conducted with e-commerce managers from leading platforms and seafood suppliers operating in Egypt. These interviews provided valuable insights into the strategic and operational aspects of digital marketing. Managers discussed the challenges of penetrating the Egyptian market, their experiences with culturally adapted campaigns, and the technological tools they employed to optimize marketing performance. The interviews also highlighted the importance of logistics and supply chain management in ensuring product freshness and customer satisfaction.

2. Focus Group Discussions with Online Consumers:

To understand consumer perspectives, 12 focus group discussions were held with a diverse cross-section of Egyptian online shoppers. Participants were segmented by demographics such as age, gender, and income level to capture a wide range of viewpoints. These discussions explored factors influencing purchase decisions, perceptions of product quality, and the effectiveness of various marketing

messages. Consumers also shared their experiences with e-commerce platforms, including their expectations for user interface design, payment options, and customer support.

3. Content Analysis of Successful Digital Campaigns:

Successful digital marketing campaigns targeting Egyptian consumers were systematically analyzed to identify common themes and best practices. This involved examining campaign elements such as visual design, messaging, language use, and promotional tactics. Particular attention was paid to campaigns that achieved high engagement and conversion rates. By comparing these elements across campaigns, the study identified key factors contributing to their success, such as the integration of local cultural references and the use of influencers to build trust.

Data Collection and Analysis

Data collection for this study was conducted over a six-month period, ensuring sufficient time to capture seasonal variations in consumer behavior and marketing trends. Quantitative data were collected through partnerships with e-commerce platforms, which provided anonymized transaction records and engagement metrics. Qualitative data were gathered through a combination of

virtual and in-person interviews and focus groups, ensuring inclusivity and convenience for participants.

The analysis was carried out using a mix of statistical and thematic methods. Quantitative data were analyzed using statistical software to identify patterns, correlations, and significant trends. Techniques such as regression analysis and time-series analysis were employed to assess the impact of marketing strategies on sales performance. Qualitative data were analyzed using thematic coding to identify recurring themes and insights, with findings triangulated across data sources to ensure validity and reliability.

Ethical Considerations

Ethical considerations were paramount throughout the study. Participants in interviews and focus groups provided informed consent and were assured of confidentiality. Data from e-commerce platforms were anonymized to protect consumer privacy. The research adhered to institutional ethical guidelines and received approval from relevant review boards.

While the mixed-method approach provided comprehensive insights, several limitations should be acknowledged. First, the reliance on data from specific e-commerce platforms may limit the generalizability of findings to other platforms or markets. Second, the study's focus on premium seafood products means

that its conclusions may not fully apply to other product categories. Finally, the qualitative component’s reliance on self-reported data may introduce biases related to recall or social desirability. The mixed-method approach adopted in this study offered a robust framework for examining the interplay of quantitative metrics and qualitative insights in understanding digital marketing strategies. By integrating data-driven analysis with contextual perspectives, the study provides a nuanced understanding of the factors influencing the success of high-value seafood products in the Egyptian e-commerce market. The methodology serves as a model for future research aiming to explore similar intersections of digital marketing, consumer behavior, and market dynamics.

RESULTS AND DISCUSSION

Quantitative Results

The quantitative analysis of 2,500 online transactions revealed significant insights into consumer behavior and the performance of digital marketing strategies in promoting high-value seafood products from Central Java within the Egyptian e-commerce market. The key findings are summarized below:

1. Conversion Rates:

Personalized content marketing led to a 156% increase in conversion rates compared to standard marketing techniques. Campaigns incorporating

localized content—such as Arabic language and culturally relevant imagery—achieved conversion rates 74% higher than non-localized campaigns.

2. Customer Retention:

The integration of loyalty programs and follow-up email campaigns improved customer retention by 78%. Repeat purchase rates increased significantly when customers were targeted with personalized recommendations based on previous purchases.

3. Social Media Engagement:

Posts featuring interactive content, such as video demonstrations of seafood recipes, achieved 3.5 times more engagement than static content. Collaborations with local influencers generated a 48% higher click-through rate compared to campaigns without influencer involvement.

4. Transaction Value:

The average transaction value for premium seafood products was 22% higher in campaigns that emphasized quality and sustainability certifications.

Table 1: Quantitative Findings Summary

| Metric | Increase Observed (%) | Key Factors Driving Growth |
|--------|-----------------------|----------------------------|
| | | |

| | | | |
|---------------------------|-----|--|---|
| Conversion Rate | 156 | Personalized and localized marketing content | E-commerce managers emphasized the importance of logistics and supply chain reliability, particularly for perishable goods like seafood. Challenges in adapting digital marketing campaigns to local cultural nuances were frequently mentioned as a barrier to market penetration. |
| Customer Retention | 78 | Loyalty programs, personalized recommendations | |
| Social Media Engagement | 250 | Interactive content, influencer collaborations | |
| Average Transaction Value | 22 | Emphasis on quality and certifications | |
| | | | |

Source: Researcher and data’ publication

Qualitative Insights

The qualitative assessment, derived from interviews and focus groups, provided rich insights into consumer preferences and managerial perspectives:

1. Consumer Preferences:

Egyptian consumers prioritize authenticity, with 82% indicating a preference for products offering clear verification methods. Halal certification visibility is a critical factor, influencing the purchase decisions of 94% of respondents. Real-time customer service availability was highlighted as a key expectation by 88% of participants.

2. Managerial Perspectives:

Discussion

The findings underscore the critical role of personalization and localization in achieving successful market penetration. The increase in conversion rates and customer retention highlights the effectiveness of strategies tailored to consumer preferences and cultural norms. The importance of halal certification and authenticity verification aligns with previous studies (Hassan & Ibrahim, 2023; Martinez et al., 2024), reinforcing the need for transparency and trust-building in digital marketing.

Social media emerged as a powerful tool for consumer engagement, particularly through the use of interactive and influencer-driven content. This aligns with findings by Wang and Abdullah (2023), who emphasized the role of innovative content in driving digital marketing success.

The study also revealed challenges in logistics and cultural adaptation, which require collaborative efforts between

suppliers, logistics partners, and local stakeholders. Investments in cold chain logistics and partnerships with local distributors can mitigate these challenges and ensure product quality.

Figure 1: Social Media Engagement Metrics



Source: mini-research-digitalization-2024

Practical Implications

The study provides actionable insights for seafood suppliers targeting the Egyptian market:

Localization: Develop marketing content in Arabic and incorporate cultural elements to enhance consumer affinity.

Social Media Strategy: Prioritize interactive and influencer-driven content to boost engagement.

Certification and Authenticity: Highlight halal certification and implement transparency tools like QR codes.

Logistics Optimization: Invest in reliable cold chain logistics and collaborate with local partners.

CONCLUSION

The study demonstrates the efficacy of personalized and localized digital marketing strategies in enhancing market penetration for high-value seafood products. By addressing cultural preferences, leveraging data-driven insights, and overcoming logistical challenges, suppliers can significantly improve their performance in the Egyptian e-commerce market. Future research should explore the scalability of these strategies across other Middle Eastern markets to provide broader applicability.

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