



Influence of Digital Marketing on Brand Building

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To Cite this Article

Dr. K. Madhu Babu and Dr. Mohd Abdul Haffez. Influence of Digital Marketing on Brand Building. International Journal for Modern Trends in Science and Technology 2023, 9(05), pp. 310-314.
<https://doi.org/10.46501/IJMTST0905051>

Article Info

Received: 06 April 2023; Accepted: 05 May 2023; Published: 15 May 2023.

ABSTRACT

The discipline of digital marketing has expanded significantly over the past decade, with direct marketing serving as the sector's primary foundation. Because of the expansion in the number of personal devices and the increased use of those devices, brand marketers now have access to a higher number of direct and indirect channels of contact with the people they are trying to reach. The purpose of this study is to investigate the impact that digital marketing has on the branding of a certain product. The purpose of this study is to investigate how recent developments in digital marketing technology have contributed to a heightened awareness among consumers regarding firms and the expansion of their respective markets. The research provides an overview of a variety of digital marketing strategies, such as email marketing, SEO, and affiliate marketing, among others, as well as the impact these strategies have on the development of customer brand awareness. This study contributes to the process of developing a connection between the development of brands and digital marketing. The catchy captions that appear on various digital devices used by customers, such as e-mail and search engines, are made more memorable by digital marketing. According to the findings of the study, the positioning of a brand is often expressed through the use of digital channels and assets as part of a multichannel brand communication or engagement campaign. The term "digital marketing" can also be used interchangeably with "digital communication" and "digital branding".

Key words: Digital Marketing, Brand Awareness, Brand Building

INTRODUCTION

The concept of studying marketing for goods and services is rather old. Because of the profound shift that has taken place in society, there has been a corresponding modification in the manner in which individuals behave, and as a direct consequence, sales strategies have also been modified. The method of marketing that is utilised by manufacturers to sell a product over the internet is referred to as "digital marketing," and the phrase "digital marketing" is the term that is used in the modern day. The manufacturer can build a brand for their product with the help of

digital marketing, which is beneficial to the manufacturer. The market is home to a very diverse range of products. It is the responsibility of every producer to distinguish their own brand from the brands produced by their rivals. Every company should place a strong emphasis on their brand image. A powerful brand image is beneficial to any company, regardless of its industry. As a consequence of this, businesses place a higher emphasis on assisting customers in recognising their brand. To put it another way, a brand is a promise that a business makes to the people who buy its products.

According to Philip Jones, "a brand is a product that combines practical advantages with extra attributes that specific consumers value enough to acquire," and this definition of a brand can be found in his book "The Brand Equity Formula" (1993). Developing a brand can be seen of as the process of creating value for customers, or customers in general. It encompasses everything a customer understands, perceives, and goes through in relation to a certain product. As a consequence of this, building a brand is essential to the success of a firm. In order to establish a brand, it is necessary to not only ingrain the name of the product into the brains of customers, but also to work toward increasing their confidence in the brand.

Adapting to the requirements of digitalization and adopting new methods and technologies to communicate with, reach, meet, and serve today's customers are both problems that are presented to businesses as a natural consequence of the changing conditions in marketing. People in today's society do not travel to traditional marketplaces in order to purchase goods; rather, they shop for these items while sitting in the comfort of their own homes using various electronic devices such as laptops, tablets, mobile phones, and the like. People find that shopping online is more convenient than going to traditional markets. This is due to the fact that when they shop online, they have access to a wider variety of options for the same product, and they are better able to evaluate those options in terms of price, quality, quantity, and other criteria. Since individuals are now immersed in the digital world, it is imperative that manufacturers adapt their products to the ever-shifting demands of the market and the preferences of individual customers. The research makes it abundantly evident how the manufacturer constructs a brand through the utilisation of digital marketing tactics.

The study chose to focus on the Maruti Suzuki passenger car segment as its case study because to the popularity of the automobiles in the market, where they compete with a number of other brands offering vehicles aimed at the upper middle class. The study examines how a successful brand was built by the organisation via the utilisation of a variety of different digital marketing channels among customers in general. The research investigates the influence that various digital marketing strategies, including as email marketing, search engine optimization (SEO), and affiliate marketing, and others,

have on the development of customer brands. This study contributes to the process of developing a connection between the creation of the Maruti Suzuki brand and the digital marketing of passenger automobiles to Maruti Suzuki customers.

REVIEW OF LITERATURE

The research conducted by Afrina Yasmin and her colleagues in 2015 focuses on the ways in which digital marketing is luring clients and enabling them to engage with a company through the usage of digital media. The study examines how traditional marketing compares and contrasts with digital marketing. The research also discusses the numerous aspects of digital marketing, including how such aspects have an effect on the sales of the company. According to the findings of the research, there are several benefits to digital marketing for the end users. According to the findings of the study, there are no limits when it comes to digital marketing when it comes to reaching customers, and it has a beneficial impact on the sales of items.

Christian Hoffmann and Lisa Weithaler, in their 2015 study, investigate the process through which brand identity might evolve into a favorable brand reputation. The research investigates the ways in which consumers' perceptions are shaped by internet communication channels and examines whether or not this aids consumers in the decision-making process about certain brands. According to the findings of the study, the components that make up a brand's reputation include its capacity to differentiate itself from its competitors, its trustworthiness, its recognizability, its willingness to assist its community, its responsibility, its reliability, and its credibility. Within the context of a customer's attitude toward a particular brand in the modern day, these components are inextricably linked.

Mohammed Rizwan Alam's 2016 article examines the primary obstacles that must be overcome while developing a brand on a global scale. He listed the difficulties associated with managing a worldwide brand in the following categories: time horizon, brand loyalty, innovation, positioning, quality, language and communication, counterfeiting, shifting environmental conditions, and other difficulties. The study suggests that management should allow a sufficient amount of time to develop a brand in order to maintain client retention through the development of brand loyalty.

According to the findings of the study, in order to effectively combat the problems caused by counterfeit goods, brand managers should have comprehensive brand understanding.

According to Iorait 2016, social media marketing is defined as the practise of utilising internet social media technologies (such as Facebook, Twitter, youtube, and so on) to boost brand awareness and to reach consumers in novel ways. The promotion of the company and its brand can be helped along by using social networking. According to the findings of a study that was carried out by Chen and C. Lin in 2019, the analytical findings suggested that the activities associated with social media marketing had an indirect effect on customer satisfaction through social identification and perceived value. At the same time, social identity and perceived value have direct effects on a person's level of pleasure, which in turn determines a person's intention to continue participating, continue participating and make a purchase. In a nutshell, digital marketing, together with its associated media, is widely regarded as an effective method for promoting products to end users. Social networking websites, while their growing popularity and effectiveness as marketing tools, nonetheless present both opportunities and risks to businesses because of the ease with which they can disseminate the opinions of unsatisfied customers.

According to Aake's definition from 1997, brand awareness is the ability of potential customers to recognise or remember that a particular brand belongs to a particular product category.

RESEARCH METHODOLOGY

The study takes both a descriptive and an analytical approach to its subject matter. The researcher utilised methodical procedures for both the data collection and the analysis processes. The primary data for this study came from the people who participated in the survey (respondents). For the research being conducted in the Hyderabad area using Maruti Suzuki passenger automobiles, 100 participants have been chosen as respondents for the study. For the purpose of selecting the respondents, a procedure known as judgmental sampling was used. The survey was carried out with the assistance of a standardised questionnaire that included statements based on a Likert scale. SPSS 20 is the programme that is used to conduct the statistical

calculations. The study also made advantage of the secondary data collected by the researcher. The percentage approach and regression were utilised in the carrying out of the analyses.

OBJECTIVES OF THE STUDY

- The research investigates the influence of various digital marketing tool, including as email marketing, search engine optimization (SEO), and affiliate marketing, on the development of customer brand awareness.
- To study the relationship between brand building and digital marketing tools.

Hypotheses of the study

Ho1: The Email marketing, SEO, and affiliate marketing, have influence on customer brand creation.

Ho2: Digital marketing tools have influence on brand building.

Data Analysis and Interpretation

Descriptive analysis

Demographic Variables	Categories	Frequency	Percentage of Respondents
Gender	Male	50	50.0
	Female	50	50.0
	Total	100	100.0
Age	25 – 30	16	16.0
	31 – 35	40	40.0
	35 – 40	44	44.0
	Total	100	100.0
Educational Qualification	School Education	2	2.0
	UG	31	31.0
	PG	40	40.0
	Professional	57	27.0
	Total	100	100.0
Occupation	Government	7	7.0
	Public Sector / MNCs	34	34.0
	Private Sector	26	26.0
	Business	16	16.0
	Self Employed	10	10.0
	Others	7	7.0

	Total	100	100.0
Family Monthly Income (In Rs)	<200000	8	8.0
	200001 – 400000	41	41.0
	400001 – 600000	32	32.0
	>2 lacs	19	19.0
	Total	100	100.0
Internet usage per day	Below 2 hrs	50	50.0
	2hrs – 4hrs	19	19.0
	4hrs – 6 hrs	28	28.0
	More than 6 hrs	3	3.0
	Total	412	100.0

Hypotheses Testing

Ho1: The Email marketing, SEO, affiliate marketing, have influence on customer brand creation.

Regression Analysis

Table 1 shows the multiple regression model summary and overall fit statistics. The adjusted R² of the model is 0.213 with the R²= 0.205. Hence, an assumption is made that there is no first order autocorrelation in the multiple linear regression data.

Table -1 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.462 ^a	.213	.205	1.02498
a. Predictors: (Constant), Email marketing, SEO, Affiliate marketing.				

Table-2 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27.774	4	26.944	25.646	.000 ^b
	Residual	88.168	95	1.051		
	Total	105.942	99			
a. Dependent Variable: Brand Awareness						
b. Predictors: (Constant), Email marketing, SEO, Affiliate marketing.						

Table 3 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.35	1.83		7.841	0
	Email Marketing	0.048	0.043	-0.052	-1.14	0.045
	SEO	0.094	0.034	-0.125	-2.744	0.006
	Affiliate marketing	0.452	0.048	0.431	9.386	0
a. Dependent Variable: Brand Awareness						

Inference:

Email Marketing, SEO, and Affiliate Marketing have influence on the Brand Awareness.

Brand Awareness = 14.346 + 0.048 (Email Marketing) + 0.094 (SEO) + 0.452 (Affiliate Marketing)

Hypothesis- 2

Ho2: Digital marketing tools have influence on brand building.

Table 4 shows the multiple regression model summary and overall fit statistics. The adjusted R² of the model is 0.305 with the R²= 0.319. The Durbin-Watson d = 1.957 which is between the two critical values 1.5 & 2.5, hence, an assumption is made that there is no first order autocorrelation in the multiple linear regression data.

Table 4 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.305 ^a	.319	.004	.717	1.957
a. Predictors: (Constant), Digital Marketing tools					
b. Dependent Variable: Brand Building					

Table 5 shows ANOVA results. The F-test values are significant at 0.05 level and it indicates that the model is a good fit for the data. The F-test has the null hypothesis that there is no linear relationship between the variables. Since the p value is 0.007, it is proved that there exists a linear relationship between the variables in this model.

Table 5 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.270	1	1.270	2.470	.007 ^b
	Residual	96.374	98	.514		
	Total	97.643	99			

a. Dependent Variable: Brand Building
b. Predictors: (Constant), Digital Marketing tools

Table 6 Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficient s	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.070	.94		35.154	.000
	Convenience	13.838	.044	-.080	-1.572	.007
a. Dependent Variable: Brand Building						

Hence, the predicted linear regression model is given as:

$$\text{Brand Building} = 0.070 + 13.838(\text{Digital Marketing tools})$$

CONCLUSION

By conducting an analysis of a number of elements that have been derived through a literature review and the responses to a questionnaire, this research endeavours to identify the influence that digital marketing has on the process of creating brand recognition and awareness overall. According to the findings of the study, the digital marketing tools have an influence on the process of generating and creating brand recognition. According to the findings of the study, one of the most important factors in the development of a brand in the modern world is digital marketing. Customers are drawn to digital media in greater numbers than they are to traditional media like as printouts, television, and so on. The shifting patterns of consumer spending force marketers to gain a deeper understanding of their clients in order to design appropriate marketing strategies that will both keep their existing customers and attract new ones. This paves the way for the market to transition from the more traditional marketing approach to the more modern digital marketing approach. Therefore, digital branding can be thought of as a form of digital communication that is served by digital marketing.

Conflict of interest statement

Authors declare that they do not have any conflict of interest.

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