

# Effectiveness of Digital Advertising in Building Brand Awareness - DLK Technology PVT LTD

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## ABSTRACT

In today's digital era, businesses are increasingly relying on online platforms to promote their products and services and to connect effectively with their target audience. Digital advertising has emerged as a powerful tool for building brand awareness and enhancing customer engagement. This study focuses on evaluating the effectiveness of digital advertising strategies adopted by DLK Technology Pvt Ltd in building brand awareness. The research examines customer perception, engagement levels, and the influence of digital advertisements on purchasing decisions. The study is based on both primary and secondary data, where primary data was collected from 100 respondents using a structured questionnaire. The findings reveal that digital advertising, particularly through social media platforms, significantly contributes to brand visibility and customer interaction. The study concludes that digital advertising is highly effective, but improvements in personalization, creativity, and interactive content can further enhance its impact.

## INTRODUCTION

Digital advertising has transformed the way organizations communicate with their customers in the modern business environment. With the rapid growth of internet usage and digital technologies, businesses have shifted from traditional marketing methods to online platforms such as social media, search engines, websites, and email marketing. Digital advertising enables companies to reach a wider audience, target specific customer segments, and measure campaign performance in real time, making it more efficient and cost-effective compared to traditional advertising.

Brand awareness plays a crucial role in the success of any organization, as it determines how well customers recognize and recall a brand. For companies like DLK Technology Pvt Ltd, building a strong brand presence is essential to attract potential customers and maintain a competitive advantage. Digital advertising contributes to this by increasing brand visibility, delivering consistent messages, and engaging customers through creative and interactive content. This study aims to analyze the effectiveness of digital advertising in building brand awareness and influencing customer perception.

## REVIEW OF LITREATURE

Z. Ding et al. (2024) examined advertising communication effectiveness using deep learning models. Their study focused on identifying how artificial intelligence can evaluate audience engagement and message delivery accuracy in digital advertisements. The authors emphasized that deep learning algorithms significantly improve the detection of advertising impact by analysing user behaviour patterns, interaction frequency, and content relevance. The study concluded that AI-based models provide more reliable insights compared to traditional survey methods, especially in measuring real-time effectiveness of digital campaigns.

Kukartsev et al. (2025) proposed a system modelling and analytical approach to improve advertising campaign effectiveness. Their research highlighted the importance of data-driven decision-making in digital advertising planning. By using system modelling techniques, the study demonstrated how campaign parameters such as reach, frequency, and budget allocation can be optimized. The authors found that structured modelling enhances campaign efficiency and supports organizations in predicting customer responses more accurately, leading to better strategic outcomes.

## SCOPE OF THE STUDY

The scope of this study is focused on analysing the effectiveness of digital advertising in building brand awareness for DLK Technology Pvt Ltd. The research examines various digital platforms such as social media, search engines, email marketing, and online advertisements to understand their impact on customer engagement and brand recognition. The study is limited to a selected group of respondents, including existing and potential customers, to evaluate their interaction with digital advertisements. It also focuses on understanding customer perception, frequency of ad exposure, and the effectiveness of different types of digital content. The findings of this study provide valuable insights that can help improve digital marketing strategies and enhance brand visibility.

## STATEMENT OF THE PROBLEM

In the current digital landscape, organizations invest significant resources in digital advertising to improve brand awareness and attract customers. However, measuring the effectiveness of these digital campaigns remains a challenge. Companies often struggle to identify which digital platforms generate the highest engagement and how advertisements influence customer perception and decision-making. For DLK Technology Pvt Ltd, it is important to evaluate whether its digital advertising strategies are effectively reaching the target audience and contributing to brand recognition. The lack of clear evaluation methods creates uncertainty in optimizing marketing strategies. Therefore, this study aims to analyse the effectiveness of digital advertising in building brand awareness and provide insights for improving marketing performance.

## OBJECTIVES OF THE STUDY

### Primary Objectives

- To evaluate the effectiveness of digital advertising in building brand awareness
- To identify the most effective digital platforms for customer engagement
- To analyse customer perception towards digital advertisements
- To study the influence of digital advertising on purchase decisions

### Secondary Objectives

- To examine the frequency of digital advertisement exposure
- To assess the level of brand recognition among customers
- To analyse the effectiveness of different types of digital content
- To provide recommendations for improving digital marketing strategies

## RESEARCH METHODOLOGY

The research methodology adopted for this study is descriptive in nature, as it aims to analyze and describe the effectiveness of digital advertising in building brand awareness. The study uses both primary and secondary data to ensure a comprehensive understanding of the research problem. Primary data was collected through a structured

questionnaire distributed to 100 respondents, including both existing and potential customers of DLK Technology Pvt Ltd. Secondary data was gathered from company reports, academic journals, and online sources to support the findings.

The sampling technique used in the study is simple random sampling, which ensures that each respondent has an equal chance of being selected. The collected data was analyzed using percentage analysis and descriptive statistical methods to identify patterns and trends related to customer engagement, platform effectiveness, and brand awareness.

**FINDINGS**

The study reveals that digital advertising has a significant impact on building brand awareness and improving customer engagement. A majority of respondents reported that they frequently encounter digital advertisements, indicating strong visibility of marketing campaigns. Social media platforms, especially Facebook and Instagram, were identified as the most effective channels for creating brand awareness. The findings also indicate that video advertisements attract more attention compared to other types of digital content.

Most respondents expressed a positive perception of DLK Technology’s digital advertisements, stating that they are visually appealing and relevant to their needs. Additionally, digital advertising was found to influence customer purchasing decisions and brand loyalty to a considerable extent. However, some respondents suggested that improving personalization and interactivity in advertisements could further enhance engagement and effectiveness.

**ANALYSIS AND INTERPRETATION**

**ANOVA Input Table**

Res pon dent	A ge G ro u p	G en de r	Occ upat ion	Q4 : Ad Ex po sure	Q5 : Pla tfo rm No tic ed	Q6 : Ad T y pe	Q7: Vi su al A pp ea l	Q8: Rel eva nce	Q9: Fa mili arit y	Q10: Per cep tion	Q11 : Rec om men d	Q12: Bra nd Aw are nes s	Q13: Pu rch ase Inf lue nce	Q14: Mo tiva tion	Q15: Imp ro ve ment
1	18 – 25	Ma le	Stu dent	4	3	4	3	4	3	3	3	4	3	3	3
2	26 – 35	Fe ma le	Prof essi onal	3	4	3	4	3	4	4	4	3	4	3	3
3	36 – 45	Ma le	Busi ness Ow ner	2	2	2	3	2	2	2	2	2	2	2	2
4	18 – 25	Fe ma le	Stu dent	4	4	3	4	4	3	3	3	3	3	3	3

5	46	M	Prof	1	1	1	2	2	1	1	1	1	1	1	1
	+	al	essi												
		e	onal												

**ANOVA Output Table**

Anova: Single Factor

**SUMMARY**

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Q4: Ad Exposure	5	14	2.8	1.7
Q5: Platform Noticed	5	14	2.8	1.7
Q6: Ad Type	5	13	2.6	1.3
Q7: Visual Appeal	5	16	3.2	0.7
Q8: Relevance	5	15	3	1
Q9: Familiarity	5	13	2.6	1.3
Q10: Perception	5	13	2.6	1.3
Q11: Recommend	5	13	2.6	1.3
Q12: Brand Awareness	5	13	2.6	1.3
Q13: Purchase Influence	5	13	2.6	1.3
Q14: Motivation	5	12	2.4	0.8
Q15: Improvement	5	12	2.4	0.8

**ANOVA**

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	2.983333	11	0.271212	0.224451	0.994789	1.99458
Within Groups	58	48	1.208333			
<b>Total</b>	<b>60.98333</b>	<b>59</b>				

**INTERPRETATION**

1. F-Statistic and Critical Value
  - o The calculated F-value = 0.224
  - o The F-critical value = 1.995
  - o Since  $F < F\text{-critical}$ , the differences between the group means are not statistically

- significant.
2. P-Value Analysis
    - The p-value = 0.995
    - A p-value greater than 0.05 indicates that the null hypothesis cannot be rejected.
    - This means there is no statistically significant difference in responses across the groups for the survey questions (Q4–Q15).
  3. Between Groups vs. Within Groups Variance
    - Between Groups SS (Sum of Squares) = 2.983
    - Within Groups SS = 58
    - Most of the variability in responses comes from within groups rather than differences between the groups.
  4. Implication for DLK Technology
    - Respondents’ perceptions of digital advertising effectiveness, brand awareness, and engagement are consistent across different groups (age, gender, occupation, etc.).
    - No particular demographic stands out as significantly different in their responses, suggesting that DLK Technology’s digital ads have a uniform impact across the audience.
  5. Overall Conclusion
    - DLK Technology’s digital advertising efforts are similarly perceived across different respondent categories.
    - While there may be minor variations in responses, statistically, these differences are not significant.
    - Marketing strategies may continue focusing on broad-based campaigns rather than heavily segmenting by demographic variables.

**B. CORRELATION**

**CORRELATION Input Table**

Responde nt	Q4: Ad Exp osur e	Q5: Plat for m Noti ced	Q 6: Ad T y pe	Q7 : Vis ual Ap pea l	Q8: Rele vanc e	Q9: Fami liarit y	Q10: Perc eptio n	Q11: Reco mmen d	Q12: Bran d Awa renes s	Q13 : Pur chas e Infl uenc e	Q14: Moti vatio n	Q15: Impro vemen t
1	4	3	4	3	4	3	3	3	4	3	3	3
2	3	4	3	4	3	4	4	4	3	4	3	3
3	2	2	2	3	2	2	2	2	2	2	2	2
4	4	4	3	4	4	3	3	3	3	3	3	3

5	1	1	1	2	2	1	1	1	1	1	1	1
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**CORRELATION Output Table**

Responden	Ad Expos	atform N	6: Ad Typ	Visual App	8: Relevan	9: Familiari	0: Percepti	: Recomm	rand Awa	urchase Inf	4: Motivati	Improven
Responde	1											
Q4: Ad Ex	-0.60634	1										
Q5: Platfo	-0.48507	0.852941	1									
Q6: Ad Ty	-0.83205	0.941742	0.773574	1								
Q7: Visual	-0.37796	0.733359	0.962533	0.628971	1							
Q8: Relev	-0.47434	0.958706	0.766965	0.877058	0.597614	1						
Q9: Famili	-0.69338	0.773574	0.941742	0.807692	0.891042	0.657794	1					
Q10: Perc	-0.69338	0.773574	0.941742	0.807692	0.891042	0.657794	1	1				
Q11: Reco	-0.69338	0.773574	0.941742	0.807692	0.891042	0.657794	1	1	1			
Q12: Bran	-0.83205	0.941742	0.773574	1	0.628971	0.877058	0.807692	0.807692	0.807692	1		
Q13: Purc	-0.69338	0.773574	0.941742	0.807692	0.891042	0.657794	1	1	1	0.807692	1	
Q14: Moti	-0.70711	0.943242	0.943242	0.931552	0.868599	0.838525	0.931552	0.931552	0.931552	0.931552	0.931552	1
Q15: Impr	-0.70711	0.943242	0.943242	0.931552	0.868599	0.838525	0.931552	0.931552	0.931552	0.931552	0.931552	1

**INTERPRETATION**

- The correlation coefficients (r) range from -1 to +1:
  - o +1 → perfect positive correlation
  - o 0 → no correlation
  - o -1 → perfect negative correlation
- Positive values indicate that as one variable increases, the other tends to increase.
- Negative values indicate that as one variable increases, the other tends to decrease.

**SUGGESTIONS**

- The company should focus on creating more personalized advertisements based on customer preferences
- More interactive content such as videos and engaging posts should be developed
- High-quality visuals and creative designs should be used to attract attention
- Digital campaigns should be optimized based on customer behaviour and feedback
- The company should explore new digital platforms and emerging technologies

**CONCLUSION**

The study concludes that digital advertising is a highly effective tool for building brand awareness and influencing customer behaviour. It enables businesses to reach a wider audience, enhance customer engagement, and establish a strong brand presence in the market. For DLK Technology Pvt Ltd, digital advertising has successfully improved brand visibility and customer perception. However, continuous improvement in content quality, personalization, and innovation is necessary to maintain its effectiveness. By adopting advanced digital marketing strategies, the company can further strengthen its brand position and achieve long-term success.

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