

# INFLUENCE OF DIGITAL MARKETING ON BRAND BUILDING

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## Introduction

The investigation of showcasing an item is a deep-rooted idea. The adjustment of the general public that is, specific, the social difference in individuals, the systems utilized by a dealer for selling an item likewise different. In the web period, the advertising methodology utilized by the makers to sell an item online can be called Digital Marketing in the present time. Prior computerized advertising has Impact of Digital Marketing on Brand Building arisen simply by offering text-based item data. Be that as it may, presently with the development in the utilization of the web, it has been seen that advanced promoting isn't simply selling of items alone, but additionally including the spreading of data about the items. It fills in as a publicizing stage and assists the producer with collaborating with its clients. Advanced promoting assists the producer with building a brand name for their item. There are countless items accessible on the lookout. Each maker must separate their image from the contender's image. The brand picture is significant for all businesses. A solid brand picture is an important resource for any business. So, the organizations give more significance to constructing a brand in the personalities of the clients. In basic terms, the brand is the guarantee made by the maker to their clients. Philip Jones (1993) characterizes "a brand as an item that gives useful advantages in addition to added values that a few clients esteem enough to purchase".

In this manner, brand building can be characterized as the most common way of making worth to the clients. It includes everything that client knows, feels, and experiences about the item. So, assembling a brand assumes a significant part of the outcome of the business. Brand building isn't simply bringing the item name to the personalities of the client, yet additionally, making the client trust the brand. This study distinguishes advanced channels and resources utilized to impart a brand's situating as a component of a multichannel brand correspondence or commitment program where the advanced promotion can be called computerized marking or advanced correspondence.

## Abstract

*Advanced promoting has arisen as a specialism over the past ten years with its starting point established in direct showcasing. The expansion in the number of individual gadgets and their utilization implies brand advertisers have a lot more methods of correspondence straightforwardly and by implication with their objective shoppers. The review centers around the impacts of advanced showcasing on the marking of a specific item. The review centers around how advanced advertising has made individuals find out about the brands and the improvement of the brands in the market through innovation. The exploration gives the outline of various computerized advertising apparatuses like email showcasing, SEO, portable promoting,*

*publishing content to a blog, associated promoting, and so forth, and its effect on brand working among the clients. This study assists promotion in deciding the connection between computerized promotion and brand building. The advanced promotion makes the customers recall the eye-infectious subtitle which flickers on their computerized gadgets beginning from their email to their web indexes. The review recognized that advanced channels and resources are utilized to impart a brand's situating as a component of a multichannel brand correspondence or commitment program where the computerized promotion can be called advanced marking or computerized correspondence.*

## Objectives

- To understand the concept of digital marketing
- To examine the characteristics of a successful digital marketing campaign.
- To study the awareness of digital marketing among consumers
- To examine how it helps in building brands.

## Keywords

Digital Marketing, Brand, Building, Social Media, Online, Advertising

## Literature Review:

Afrina Yasmin examines how digital marketing attracts clients and allows them to interact with the company via digital media. The study depicts the connection between traditional and digital marketing. The study also discusses the various elements of digital marketing which have an impact on the firm's sales. The research lists the advantages of digital marketing to the customers. The study concludes that digital marketing has no boundaries for reaching the customers and it has a positive impact on the sales of the products.

Yusuf Kamal (2016) examines the different aspects of digital marketing through the trend analysis method to determine the future shape of digital marketing in the business environment. The researcher pointed out the digital marketing trends institutions have included mobility, social media, social local mobile marketing, customized content marketing, advanced analytical, search engine marketing, and search engine optimization. He listed out the different domains in business that needs the incorporation of digital marketing like outsourcing,

segmentation, remarketing, etc., He concludes that the two marketing strategies of digital marketing such as the customer side strategy and customer and system side strategy.

In the mobile phone market, Dunuwille and Pathmini (2016) investigate the impact of brand image on consumer happiness. The study explains the nature and level of customer satisfaction and brand image in the market and also identifies the brand image factors which influence the mobile phone customer satisfaction and found out mostly influencing brand image factor on the mobile phone customer satisfaction and provides recommendations to improve customer satisfaction through the brand image in the mobile phone market. Perceived quality, brand loyalty, brand awareness, and brand association are all positively associated with customer happiness, according to the study.

Marketing experts must come up with attractive websites, find a way to attract customers to visit the website, keep them there for a while and make them frequently come back to their website.’ (Kotler, P., Bowen, T. John., Makens, C. James 2010). This is especially true for businesses that are only present online like the tourism industry. Websites work as digital destinations for audiences wherein a business can define its brand’s experience. It is very important to keep the website content concise and ensure that the USPs are visible. A good website should have all the services listed down along with the relevant information. Adding high-resolution images of various services being offered like hotel rooms, spas, etc. will enable the users to make an informed decision. Users tend to read webpage as compartmentalized chunks of information by swiping their eyes from left to right, and then continuing down the page in an F-shaped pattern, skipping a lot of text in between. Long content should be broken up into sections so that users may simply skim down the page. It's also crucial to leave enough breathing room between the various images, texts, and buttons on the page. Appropriate space between items on a page makes reading more enjoyable and allows you to focus on the specific pieces of a page without getting distracted by the rest of the page. To prevent disrupting the visitors' current experience, many websites open price lists, menus, and packages in a new window. The website must be built to allow the users to purchase without the need for any kind of assistance. It must be updated frequently to reflect the changing demands and tastes of customers. To avoid an increase in bounce rate, the navigation tab should contain a clear option for deals/packages. A good website reflects the high quality that the company stands for, thus it should be designed and maintained with the industry's functioning in mind.

Consumer needs continue to grow and change along the times (Andreassen & Lindestad, 1998). It means that companies need to understand consumer behavior to know the development of consumers’ needs, because products created by the company, need to be in line with consumers’ desires and needs. Every concept of a product or service that will be offered to consumers must be appropriate to consumers’ desires (Lii & Lee, 2012). In understanding consumers’ desires, it is necessary to notice what is happening in the market (Grewal et al., 1998). The first is identifying the market, the second is understanding market needs, the third is distributing market needs, and the fourth is conveying the advantages of the product to the market (Anisimova, 2016; Radman, 2005; Subawa et al., 2020). The stage of observing the market provides opportunities for marketers to create products that are according to consumers’ needs. In principle, companies always prioritize three important things in making a business, such as consumer needs, company analysis, and competitor analysis (Ruvio et al., 2008). Understanding consumers’ needs through emphatic maps by feeling what consumers want (Garriga, 2014), and is the main analysis in running a business. After that, we examine the internal and external companies which can have an impact on business travel (Stamatović et al., 2008). It is important to understand consumer needs because the sustainable performance of the company is depending on how far a company fulfills its consumer’s needs.

Brand awareness is consumers’ ability to recognize and remember a brand by seeing something unique from the brand identity (Sanyal & Datta, 2011). Brand images are very much, such as colors, logos, writing, or other visualizations, and those images give the brand an important place in consumers’ minds (Bojei & Hoo, 2012). Brand awareness is very important as a first step in positioning a company’s brand in the market (Doni Purnama Alamsyah et al., 2020). There are too many brands that provide complications for consumers to remember or even to be loyal to one brand (Zhang et al., 2015). So that companies need consumer brand awareness. Brand awareness is an ongoing process because it is obtained by companies through consumers for a long time (Du et al., 2007; Lii & Lee, 2012). However, having consumer brand awareness can trigger consumers to choose our products and even be loyal to the products offered. There are many advantages of brand awareness when it is achieved by the company like it influences consumers to make purchases (Yaseen

& Tahira, 2011). Moreover, consumer brand awareness is commonly used in measuring the performance of a brand in the market (Bojei & Hoo, 2012).

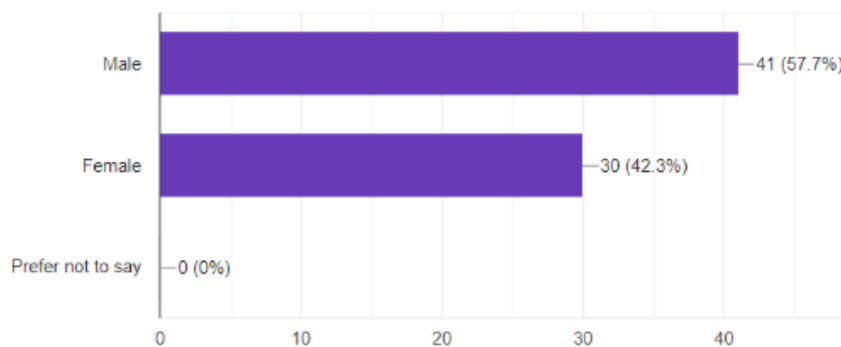
## Research Methodology:

This study focused on three variables, were digital advertising preference, consumer needs, and consumer brand awareness. The study was conducted to find a research model related to digital advertising preference. The measurement of each variable was determined based on the previous literature review, in which each variable was measured by five indicators. All of the research instruments were in the form of a quantitative questionnaire with predetermined entries by using a Liker scale approach.

## Data Analysis-

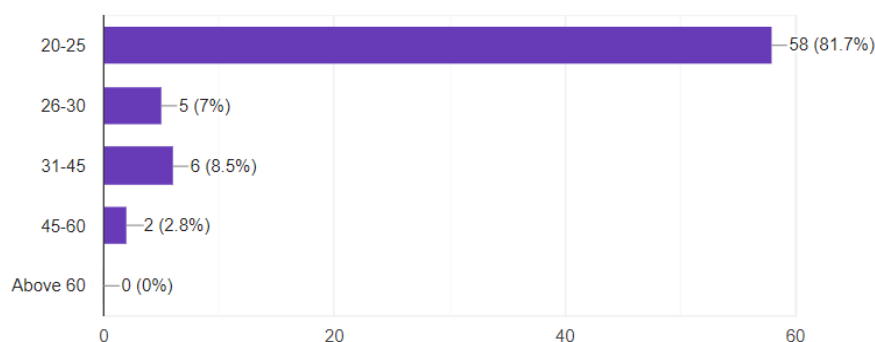
### Gender

71 responses



We collected the data, where 57.7% are male whereas 42.3% are female for how digital marketing affects the building of brands.

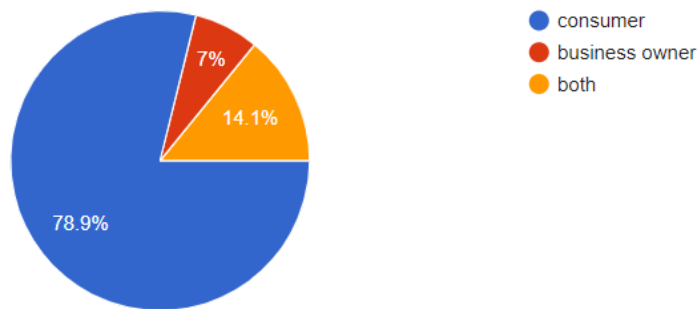
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The age group mostly belongs to 20-25 years is 81.7%, 26-30 years is 7%, 31-45years is 8.5%, and 45-60years is 2.8%.

Who are you ?

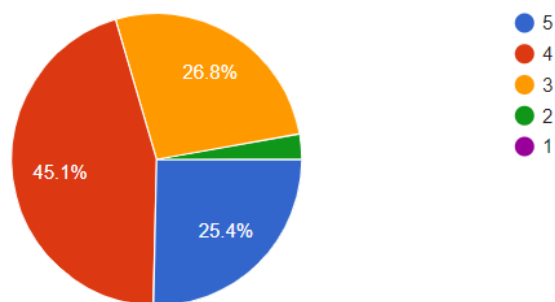
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We get data from the research that 78.9% is a consumer, 7% is a business owner whereas the rest belongs to both.

How much are you influenced by digital advertising on online platform?

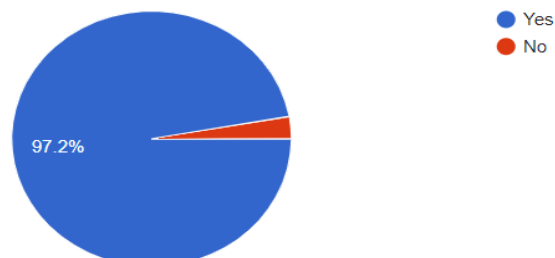
71 responses



From digital advertising, people are influenced on various scales as 45.1 % given 4 out of 5, 26.8% given 3 out of 5, and 25.4% people given 5 out of 5 measure value.

Do you think digital marketing saved time?

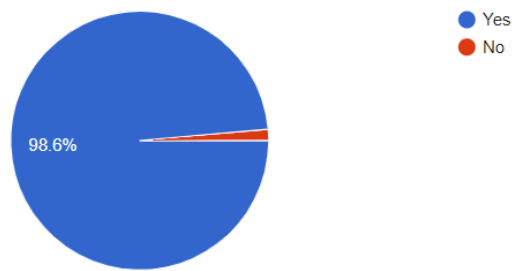
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97.2 % of the audience feel that digital marketing saves their precious time whereas the other 2.8% have said it's not true.

Do you think digital marketing create awareness for new products?

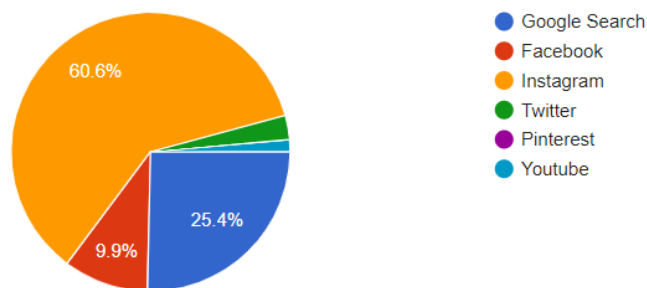
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Awareness of new products being created from digital marketing by 98.6% according to a survey and the rest 1.6% said no to it.

Which platform do create more awareness for digital marketing?

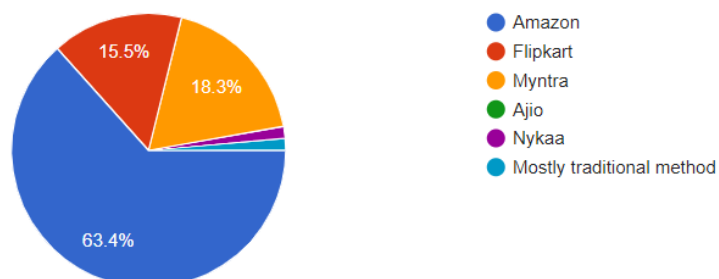
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Individuals become most aware of the various platforms Instagram by 60.6%, Google search is 25.45, Facebook by 9.9%, Twitter is 2.8% and Pinterest is 1.4%.

Which platform do you use mostly while purchasing products through digital marketing?

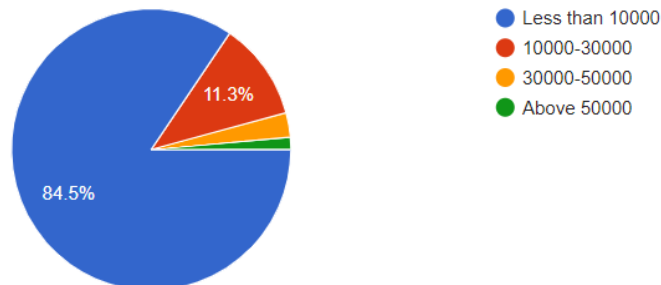
71 responses



While purchasing products through digital marketing platforms mostly is from amazon by 63.4%, Myntra by 18.3%, Flipkart is 15.5%, 1.4% by Nykaa, and are the traditional method by 1.4%.

How much money do you spend on buying through online platform per month?

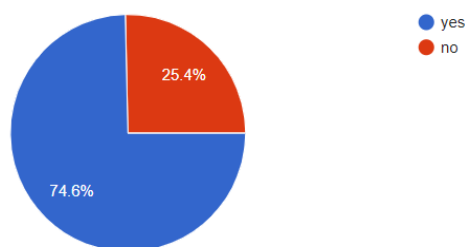
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On online platforms, individuals purchased less than Rs 10000 is 84.5%, 10000-30000 is 11.3%, 30000-50000 is 2.8% and above Rs 50000 is 1.4% per month.

Have you been compelled to transition to the digital world because of COVID?

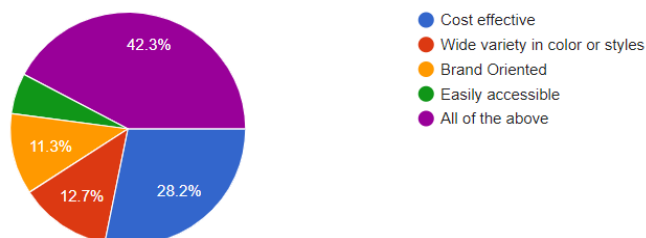
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After the Covid, it compelled the audience to transition to the digital world is 74.6 % other 25.4 % said no to the changing world the digital.

Which feature of the product draws your attention the most when you see it on social media?

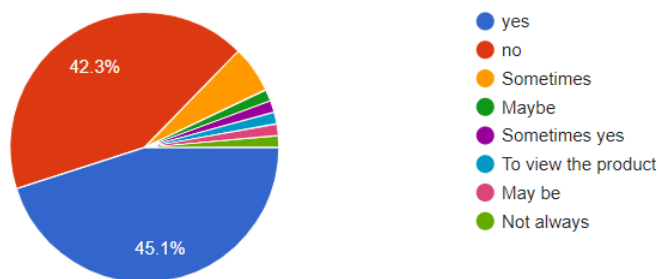
71 responses



5.6% of them depicted that it's easy to access the product draws the attention of the customer, 11.3% is a brand-oriented, 12.7% is a wide variety in color or styles, 28.2% are cost-effective, and rest 42.3% show all of the above options drag attention to social media for the product.

When you see an ad on your page, do you click on it to buy the product or service?

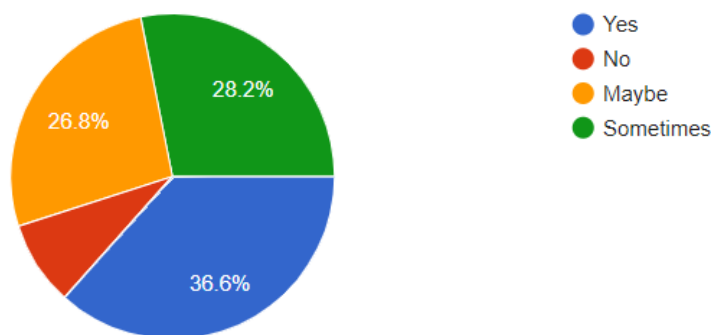
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According to this data, 45.1% of when individuals see an ad and buy it, 42.3% of it does not purchase them directly. 5.6 % belongs to some & 1.4% of it may be, not always, sometimes yes and to view the product is the other options.

Are you loyal to brands when it comes to purchasing products?

71 responses



According to the information, 36.6% of them are loyal to the brands, 26.8% may depend on the products, 28.3% sometimes and 8.5% are not loyal to it.

Research implies the calculation of specific files or measures alongside looking for an example of a relationship that exists among the information gatherings. Investigation might be arranged as unmistakable



investigation and inferential examination. The information gathered through polls is investigated utilizing factual apparatuses to accomplish the targets of the review.

## Conclusion

This study makes an endeavor to character the impact of computerized showcasing on brand building by breaking down different variables which have been gotten from writing surveys and poll criticism. The review found two gatherings for brand-building brand dependability and memorability and drilled down the computerized showcasing factors which assembled into three factors successive updates, brand connection, and computerized shopping. The review figured out that computerized advertising assumes a significant part in building a brand currently. Clients are more drawn in towards advanced media than the customary media like a printout.

Television and so forth. Changing purchasing conduct makes the advertisers comprehend the clients in a better method for conceiving appropriate showcasing techniques to hold the present and to catch the possible market, so the market can move from conventional advertising way to deal with computerized promoting approach. Subsequently, computerized showcasing fills in as an advanced correspondence for computerized marking.

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