

# An Analysis on building Brand Awareness through Digital Marketing Initiatives

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**Abstract:** The study aims to investigate the effects of Digital marketing in brand awareness. Data were collected through random questionnaires and has been given to the consumers. The collected data has been analyzed with the help of various statistical tools and techniques. The final results indicate that Digital marketing activities are influential in building brand awareness and also that Digital marketing activities bears on perceived quality, brand awareness and brand loyalty. Then, all research variables are approved.

**Keywords:** Brand awareness, Brand Loyalty, Content marketing, Email marketing, Perceived Quality, SEM, SEO, Social media marketing.

## 1. Introduction

Digital marketing is one sort of marketing being widely used to promote products or services and to arrive at consumers using digital channels. Digital marketing extends beyond internet marketing including channels that don't require the utilization of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, Search Engine marketing and numerous different types of digital media.

Digital Marketing is an ever-evolving beast that spreads its tentacles into every single process that businesses have used for decades, altering the appearance of industries globally. The digital transformation of marketing has led companies to embrace Artificial Intelligence, cognitive computing capabilities, and other new technologies, which help firms capture significant gains across the value chain and promise to alter behaviors, interactions, and experiences in the near future (Loebbecke & Picot, 2015; Lombardi, Lardo, Cuzzo, & Trequattrini, 2017). Thus, more people than ever before have access to the Internet, shifting the power away from companies and enabling consumers to take control (Berthon, Pitt, Plangger, & Shapiro, 2012; Makrides, 2017). Their role has changed from passive to active, choosing what type of information to receive, how, and when (Lamberton & Stephen, 2016). By placing consumers in the driver's seat, the future of Digital Marketing lies in personalization and transparency. As digital channels enable two-way interactions, companies increasingly seek to create a digital relationship with customers and to become partners with them to drive customer loyalty and advocacy as

well as business value.

Digital marketing is different than traditional methods of marketing; therefore, it requires special attention and strategy building to achieve brand equity. Social media marketing is related to relationship marketing, where the firms need to shift from "trying to sell" to "making connections" with the consumers (Gordhamer, 2009). Companies also need to keep away from "big campaigns" and stick with "small acts" since some small campaigns can easily reach lots of people and accomplish the objectives in a very short period of time (coon, 2010). Digital marketing is also more sincere in its communication with the consumers, trying to show what the brand is rather than trying to control its image. Finally, today's customers are more powerful and busy; therefore, companies should be reachable and available in every social media communication channel such as Face book, Twitter, Blogs, Forums at any time (Gordhamer, 2009). Thus, it can be said that Digital marketing helps firms to increase brand equity through networking, conversation, and community building.

## 2. Review of Literature

*Hamed Karamian, Mehdi Ahmadi Nadoushan and Alireza Ahmadi Nadoushan (2015)* conducted a study on "Do Social Media Marketing Activities Increase Brand Equity?". (Social media marketing is different than traditional methods of marketing; therefore, it requires special attention and strategy building to achieve brand equity. Thus, it can be said that social media marketing helps firms to increase brand equity through networking, conversation, and community building.

*Afrina Yasmin, Sadia Tasneem and Kaniz Fatema (2015)* conducted a study on "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study". The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms' sales. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales.

*Margarita Išoraitė and Vilniaus kolegija (2016)* conducted a study on "Raising Brand Awareness Through The Internet

Marketing Tools”. The opinions of different authors on raising brand awareness. The article analyzes the opinions of different authors on raising brand awareness. The concept of internet marketing and its implementation The article analyses website, internet advertising, social networks and the search engine optimization.

Ragini Bhati, Harsh V. Verma (2018) conducted a study on “Online Brand Building: Lessons From Top Brands”. The purpose of the present conceptual paper is to identify the elements of online brand building, based on a literature review and mini case studies of successful brands. It is based on a thorough analytical review of literature and an extensive web-based search. It finds that brand-building efforts need to be aligned with the changing technology and provides a basis for the formulation and implementation of online branding strategies.

S. Yuvaraj and R. Indumathi (2018) conducted a study on “Influence of Digital Marketing On Brand Building”. Digital marketing has emerged as a specialism over the last decade with its origin rooted in direct marketing. The increase in the number of personal devices and its use means brand marketers have many more ways of communication directly and indirectly with their target consumers. The study focuses on the effects of digital marketing on branding of a particular product. The research provides the overview of different digital marketing tools like e-mail marketing, SEO, mobile marketing, blogging, affiliated marketing etc., and its influence on brand building among the customers. This study helps to determine the relationship between the digital marketing and brand building.

### 3. Research Methodology

*Research Model:* The research model guiding this research is depicted in Figure 1. The proposed model draws from the diverse research. The research model in Figure 1 posits the digital marketing activities have a positive effect on brand awareness.

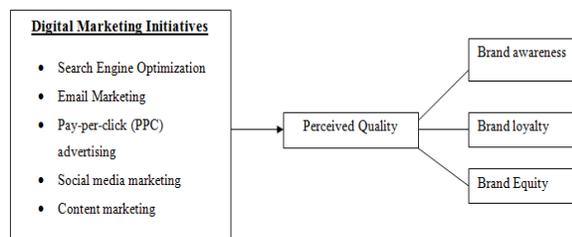


Fig. 1. Research model

*Source of the data:* The study is based on both primary and secondary data collected. A structured questionnaire is prepared and being circulated which contains set of statements so that the respondent will find it easy to give the level of agreement on the given statements. For this study, various articles, google analytics data, journals and web sources in the field of brand

awareness and digital marketing in digital market place are considered.

*Sample size:* The total number respondent of the study is 70 and it includes respondent who are aware of Digital marketing factors.

*Data Collection method:* Data is collected by means of Questionnaire and other secondary sources like articles, journals and web sources.

*Type of study:* The type of the study is Exploratory in nature. Exploratory research tries to understand a subject of study in a preliminary way. Research designs for exploratory work usually depend on direct observation of a small selection of what is to be studied. Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research.

### 4. Data Analysis and Interpretation

#### A. Tools Used

The collected data were classified, tabulated and analyzed with some of the statistical tool SPSS and the following analysis has been done.

- Reliability Analysis
- Correlation Analysis
- Regression Analysis

Table 1  
The most frequently used social media channel

| Particulars | Respondents | Percentage |
|-------------|-------------|------------|
| Linkedin    | 30          | 43%        |
| Youtube     | 17          | 24%        |
| Facebook    | 11          | 16%        |
| Pinterest   | 7           | 10%        |
| Instagram   | 5           | 7%         |

#### Interpretation:

Most of the respondents used Linkedin frequently. 24 percent of respondent uses Youtube and 16 percent uses Facebook followed by Pinterest and Instagram with 10 and 7 percentages.

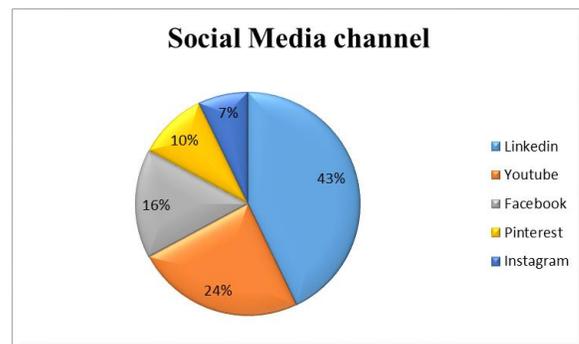


Fig. 2. Social media channel

#### B. Reliability Analysis

Reliability analysis is used to measure the internal

consistency of the scales via Cronbach's  $\alpha$ . Reliability analysis refers to the fact that a scale should consistently reflect the construct it is measuring.

Table 2  
Reliability analysis between the constructs

| Reliability Statistics |       |              |
|------------------------|-------|--------------|
| Cronbach's Alpha       |       | No. of Items |
| SEO                    | 0.804 | 3            |
| Email Marketing        | 0.654 | 3            |
| SEM                    | 0.762 | 3            |
| SMM                    | 0.812 | 4            |
| Content Marketing      | 0.660 | 3            |
| Perceived Quality      | 0.810 | 5            |
| Brand Awareness        | 0.768 | 2            |
| Brand Loyalty          | 0.911 | 3            |

Reliability analysis is used to measure the internal consistency of the scales via Cronbach's  $\alpha$ . It is inferred from the table that all constructs had no problems in reliabilities if the Cronbach's  $\alpha$  values exceeded the criterion of 0.60. Table depicts that all variables' Cronbach's  $\alpha$  range between 0.660 to 0.911 which is above the cut-off value of 0.60, implying the survey instrument is reliable to measure all constructs consistently and free from random error.

### C. Correlation Analysis

Correlation analysis is a statistical method used to evaluate the strength of relationship between two quantitative variables. A high correlation means that two or more variables have a strong relationship with each other, while a weak correlation means that the variables are hardly related.

Pearson correlations are performed to check the correlation between the variables (i.e. SEO, Email Marketing, SEM, Social Media Marketing, Content Marketing, brand awareness, brand loyalty, Perceived Quality) The average score of all the Digital marketing factors like SEO, Email Marketing, SEM, Social Media Marketing, Content Marketing is computed and the score was used in correlation analysis. The Correlation between the constructs were done. Pearson Correlation test was utilized in order to examine each hypothesis of the study.

Ho: There is no correlation between Digital marketing activities and Brand Awareness, Brand Loyalty and Perceived Quality.

H1: There is correlation found to be exist between Digital marketing activities and Brand Awareness.

H2: There is correlation found to be exist between Digital marketing activities and Brand Loyalty.

H3: There is correlation found to be exist between Digital marketing activities and Perceived quality.

Table 3  
Correlation analysis between the constructs

| Correlation                  | Brand Awareness | Brand Loyalty | Perceived Quality |
|------------------------------|-----------------|---------------|-------------------|
| Digital Marketing Activities | 0.802           | 0.729         | 0.732             |

### Interpretation:

H1: As shown in table, at error level  $\alpha = 0.05$  and certainty level of 95%, the test result reveals a significant relationship between Digital marketing activities and brand awareness. Correlation coefficient was set at 0.802 which proves positive Correlation and significant relationship (P-value= 0.000). Therefore, the hypothesis is accepted.

H2: As shown in table, at error level  $\alpha = 0.05$  and certainty level of 95%, the test result reveals a significant relationship between Digital marketing activities and brand Loyalty. Correlation coefficient was set at 0.729 which proves positive Correlation and significant relationship (P-value= 0.000). Therefore, the hypothesis is accepted.

H3: As shown in table, at error level  $\alpha = 0.05$  and certainty level of 95%, the test result reveals a significant relationship between Digital marketing activities and brand awareness. Correlation coefficient was set at 0.732 which proves positive Correlation and significant relationship (P-value= 0.000). Therefore, the hypothesis is accepted.

### D. Regression Analysis

The Regression between the dependent and independent variables were done.

Regression analysis between all independent factors and brand awareness

Table 4  
Regression Statistics

| Regression Statistics |                   |          |                   |                            |
|-----------------------|-------------------|----------|-------------------|----------------------------|
| Model                 | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                     | .614 <sup>a</sup> | .378     | .329              | .5244                      |

a. Predictors: (Constant), CM TOTAL, SEM TOTAL, SEO TOTAL, EM TOTAL, SMM TOTAL

Table 5  
ANOVA

| ANOVA |            |                |    |             |       |                   |
|-------|------------|----------------|----|-------------|-------|-------------------|
| Model |            | Sum of Squares | df | Mean Square | F     | Sig.              |
|       | Regression | 10.672         | 5  | 2.134       | 7.762 | .000 <sup>a</sup> |
|       | Residual   | 17.599         | 64 | .275        |       |                   |
|       | Total      | 28.271         | 69 |             |       |                   |

a. Predictors: (Constant), CM TOTAL, SEM TOTAL, SEO TOTAL, EM TOTAL, SMM TOTAL  
b. Dependent Variable: BA TOTAL

### Interpretation:

The regression output is shown in table 4. The adjusted R2 of 0.38 indicated that the independent variables explained 38 per cent of the variance of the dependent variable. The F value of 7.762 is significant at the level of 0.001, which indicates that the model is appropriate and fits the collected data. Thus, the model fit the collected data.

Table of ANOVA shows significance level while the P value is less than significance level which is 0.05 so it is accepted that Digital marketing activities has significant association with brand awareness. Thus, the regression model is a good fit of the data.

A closer examination of the standardized  $\beta$  coefficients of the multiple regressions revealed that all posited hypotheses were supported at  $p < 0.05$ . Thus, H1 was sustained.

Table 6  
Coefficients

| Coefficients |                             |            |                                   |       |      |
|--------------|-----------------------------|------------|-----------------------------------|-------|------|
| Model        | Unstandardized Coefficients |            | Standardized Coefficients<br>Beta | t     | Sig. |
|              | B                           | Std. Error |                                   |       |      |
| (Constant)   | 1.058                       | .477       |                                   | 2.217 | .030 |
| SEO TOTAL    | .237                        | .159       | .213                              | 1.489 | .141 |
| EM TOTAL     | .091                        | .133       | .103                              | .688  | .494 |
| SEM TOTAL    | .070                        | .145       | .072                              | .485  | .630 |
| SMM TOTAL    | .200                        | .170       | .212                              | 1.178 | .243 |
| CM TOTAL     | .122                        | .160       | .119                              | .762  | .449 |

a. Dependent Variable: BA TOTAL

*Multiple regression analysis between all independent factors and brand loyalty*

Table 7  
Regression Statistics

| Regression Statistics |                   |          |                   |                            |
|-----------------------|-------------------|----------|-------------------|----------------------------|
| Model                 | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                     | .773 <sup>a</sup> | .597     | .566              | .3593613                   |

Predictors: (Constant), CM TOTAL, SEM TOTAL, SEO TOTAL, EM TOTAL, SMM TOTAL

Table 8  
ANOVA

| ANOVA |            |                |    |             |        |                   |
|-------|------------|----------------|----|-------------|--------|-------------------|
| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1     | Regression | 12.268         | 5  | 2.454       | 19.000 | .000 <sup>a</sup> |
|       | Residual   | 8.265          | 64 | .129        |        |                   |
|       | Total      | 20.533         | 69 |             |        |                   |

a. Predictors: (Constant), CM TOTAL, SEM TOTAL, SEO TOTAL, EM TOTAL, SMM TOTAL  
b. Dependent Variable: BL TOTAL

*Interpretation:*

The regression output is shown in table 7. The adjusted R2 of 0.597 indicated that the independent variables explained 59.7 per cent of the variance of the dependent variable. The F value of 19 is significant at the level of 0.001, which indicates that the model is appropriate and fits the collected data. Thus, the model fit the collected data.

Table of ANOVA shows significance level while the P value is less than significance level which is 0.05 so it is accepted that Digital marketing activities has significant association with brand awareness. Thus, the regression model is a good fit of the data.

A closer examination of the standardized  $\beta$  coefficients of the multiple regressions revealed that all posited hypotheses were

supported at  $p < 0.05$ . Thus, H2 was sustained.

Table 9  
Coefficients

| Coefficients |            |                             |            |                                   |       |       |
|--------------|------------|-----------------------------|------------|-----------------------------------|-------|-------|
| Model        |            | Unstandardized Coefficients |            | Standardized Coefficients<br>Beta | t     | Sig.  |
|              |            | B                           | Std. Error |                                   |       |       |
| 1            | (Constant) | .895                        | .327       |                                   | 2.735 | .008  |
|              | SEO TOTAL  | .168                        | .109       | .177                              | 1.535 | .130  |
|              | EM TOTAL   | .027                        | .091       | .036                              | .301  | .764  |
|              | SEM TOTAL  | .155                        | .099       | .186                              | 1.560 | .124  |
|              | SMM TOTAL  | -.152                       | .116       | -.189                             | -     | 1.305 |
|              | CM TOTAL   | .567                        | .110       | .647                              | 5.165 | .000  |

a. Dependent Variable: BL TOTAL

*Multiple regression analysis between all independent factors and perceived quality*

Table 10  
Regression Statistics

| Regression Statistics |                   |          |                   |                            |
|-----------------------|-------------------|----------|-------------------|----------------------------|
| Model                 | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                     | .739 <sup>a</sup> | .547     | .511              | .3708837                   |

a. Predictors: (Constant), CM TOTAL, SEM TOTAL, SEO TOTAL, EM TOTAL, SMM TOTAL

Table 11  
ANOVA

| ANOVA |            |                |    |             |        |                   |
|-------|------------|----------------|----|-------------|--------|-------------------|
| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1     | Regression | 10.614         | 5  | 2.123       | 15.433 | .000 <sup>a</sup> |
|       | Residual   | 8.804          | 64 | .138        |        |                   |
|       | Total      | 19.418         | 69 |             |        |                   |

a. Predictors: (Constant), CM TOTAL, SEM TOTAL, SEO TOTAL, EM TOTAL, SMM TOTAL  
b. Dependent Variable: PQ TOTAL

*Interpretation:*

The regression output is shown in table 10. The adjusted R2 of 0.547 indicated that the independent variables explained 54.7 per cent of the variance of the dependent variable. The F value of 15.43 is significant at the level of 0.001, which indicates that the model is appropriate and fits the collected data. Thus, the model fit the collected data.

Table of ANOVA shows significance level while the P value is less than significance level which is 0.05 so it is accepted that Digital marketing activities has significant association with brand awareness. Thus, the regression model is a good fit of the data.

A closer examination of the standardized  $\beta$  coefficients of the multiple regressions revealed that all posited hypotheses were supported at  $p < 0.05$ . Thus, H3 was sustained.

Table 12  
Coefficients

| Model |                                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                 | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                      | 1.212                       | .338       |                           | 3.590 | .001 |
|       | SEO TOTAL                       | .057                        | .113       | .061                      | .503  | .617 |
|       | EM TOTAL                        | .200                        | .094       | .272                      | 2.131 | .037 |
|       | SEM TOTAL                       | .116                        | .103       | .144                      | 1.134 | .261 |
|       | SMM TOTAL                       | .073                        | .120       | .093                      | .606  | .546 |
|       | CM TOTAL                        | .251                        | .113       | .294                      | 2.212 | .031 |
|       | a. Dependent Variable: PQ TOTAL |                             |            |                           |       |      |

### 5. Conclusion

Analysis of the correlation between chief research variables indicates that correlation between Digital marketing and brand awareness is positive and significant. From the Regression analysis, it is found that the model is appropriate and fits the collected data. Then, all research variables are approved. The aim of this study was to understand the effect of Digital marketing on brand equity formation from the perspective of the consumers. The results of the study are believed to put significant contribution to practice and literature since Digital marketing can be defined as a new, but rapidly growing platform for building relationships with customers and forming positive image of the brands in their eyes. Companies can use Digital marketing to establish relationships with loyal consumers and affect their personal perception of the product, publish their own information and also learn from and about their customers. So using Digital marketing companies can expand communication with customers and increase customer loyalty day by day. Consumers, identify Digital media as a more trustworthy source of Information compared to the traditional marketing communication tools that companies use.

On this basis, companies can get feedback from customers, according to which they can figure out what the customers' desire and what products are in demand, and supply them faster than their competitors. Finally, the quality of products and services can be enhanced with the use of Digital marketing whose relation to the perceived quality has been approved in this research.

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