IMPACT OF DIGITAL MARKETING ON BRAND BUILDING

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Abstract

This past decade has seen the rise of digital marketing as a distinct sector. Direct marketing can be traced back to its origins. Brand marketers have many more options to engage directly and indirectly with the clients they are attempting to attract because of the increasing number and frequency of personal devices. Digital marketing's impact on a particular product's brand is the focus of this research. As this study investigates, customers exposed to digital marketing can understand more about firms and how technology has helped brands thrive in the market. Digital marketing techniques like email, SEO, mobile, blogging, affiliate marketing, and other similar strategies are discussed in the study, as well as the effects they have on building a brand among customers. This study was conducted to better understand how digital marketing and brand development are intertwined. As a result of digital marketing, people are more likely to remember the attention-grabbing headlines that flash on their digital devices, such as email and internet search results. To convey a brand's positioning, digital platforms and assets are increasingly employed as part of multichannel branding and engagement campaigns. Digital marketing can be referred to as digital communication or digital branding.

Keywords : Brand Building, Communication, Digital Marketing, Brand Awareness, DigitalBranding,

1. Introduction:

The concept of educating oneself about how to promote a product is quite ancient. The approaches a vendor takes to market a product have evolved in response to shifts in society and, more specifically, in the behaviours of individuals. When businesses attempt to make a sale of a product over the internet in this day and age, they employ a method that is known as "digital marketing." In the beginning, all that was included in internet marketing was text about various products. However, as the number of people who use the internet continues to rise, it has become abundantly evident that digital marketing is about much more than simply selling items. In addition to that, it includes spreading awareness about the products. It is a venue for advertising and facilitates communication between the company and the customers across differnetcountiresi.e Pakistan, india, Bangladesh, srilanka, Bhutan, The manufacturer of the goods can increase its brand recognition with digital marketing assistance. There is an overwhelming variety of options available on the market today. Every business must make it a priority to ensure that their brand stands out from that of their rivals by establishing

clear distinctions between the two. Every company should pay attention to the way its brand is presented. A powerful brand image is beneficial to the success of any kind of organisationacross differnetcountiresi.e Pakistan, india, Bangladesh, srilanka, Bhutan. Therefore, cultivating a brand in the minds of one's target audience is of greater significance to enterprises.

Simply put, a brand is the assurance that the firm provides to its clientele in the form of a promise. In his article "Brands," published in 1993, Philip Jones defined a "brand" as a product that offers both functional benefits and additional qualities that a subset of consumers values highly enough to purchase. Consequently, the process of developing a brand can be conceptualised as the act of providing clients with something of value. It encompasses the entirety of the customer's knowledge, thoughts, and feelings with the product. Therefore, developing a name for one's company is an essential step in making a business successful. When you're trying to build a brand, it's not enough to just get people to remember the product's name; you also need to earn their faith in the brand. This study demonstrates how digital channels and assets are utilised to promote a company's positioning as part of a multichannel brand communication or engagement program. Digital communication and branding are both names that can be used to refer to the same thing: digital marketing.

2. Related work

Businesses must adapt to keep up with the times and find new ways to communicate with, approach, engage with, and cater to the needs of today's consumers because of digitalization. People are no longer going to physical stores to buy things. They use computers, tablets, and smartphones to make purchases from the convenience of their own homes. It's easier to compare prices, quality, quantity, and so on when you purchase online than when you go to the store because there are more options available. A digital world means manufacturers must adapt to current trends and keep up with the expectations of their customers. As a result of the research, we have an in-depth understanding of how the company builds its brand through digital marketingacross differnetcountiresi.e Pakistan, india, Bangladesh, srilanka, Bhutan. Even building a brand involves some separate steps, including identifying what the brand is, how it differs from other brands, and where it belongs in the market; making the brand more personal; and evaluating the brand. The following are some steps in creating a successful brand: Initiating the process presents yourself as the best value for your money 4. The power of the brand Marketing the brand to the wider public is also a part of this. Because of this, digital marketing allows organisations to engage with their customers, share information, and collect feedback from those customers, all of which contribute to the growth of a company's brand. Research on the MI mobile phone was chosen because of its popularity and the fact that it competes with other smart phones aimed at middle-class consumers. MI phones have established themselves as a successful brand in Pakistan through several online marketing platforms.

3. Literature review

Customers are drawn to a company's products and services via digital media, according to Afrina Yasmin and her colleagues (2015), who explain how digital marketing works. Traditional and digital marketing can work together, according to the study. Various facets of digital marketing are also examined in the study, and how they affect an organization's sales. These are the things to keep in mind: According to studies, digital marketing's benefits are very clear for potential customers. A recent study has found that digital marketing increases revenue and can reach customers worldwide. Using a technique known as "trend analysis," Yusuf Kamal (2016) tries to predict how digital marketing features will evolve in the corporate world in the years to come. Mobile, social media, social local mobile marketing, customised content marketing, advanced analytical, search engine marketing, and SEO are some of the current trends in digital marketing for businesses and organisations, according to the researcher's report. He outlined the various areas of a company's operations that call for digital marketing, such as outsourcing, segmentation, remarketing, and so on. The customer-side strategy and the customer-side strategy paired with the customer and system-side strategy are two separate approaches to digital marketing strategy, according to his research.

According to research by Peter S.H. Leeflang and colleagues (2014), marketing organizations cannot keep up with the increasing complexity of markets.

Additionally, the paper identifies the four major digital marketing difficulties, including the growth of data and social media, an increase in the number of channels, and a shift in the consumer demographicsacross differnetcountiresi.e Pakistan, india, Bangladesh, srilanka, Bhutan. In digital marketing, there are ten sources of tension, according to the conclusions of the research. Consumer insights; breakthrough; social media; online opportunity; price transparency; automated interactions; metrics; talent gap; and organisation are just a few examples. To better understand how social networks have impacted product branding, Marina Johansson performed study in 2010. Increasing brand awareness can help firms grow their brand value. Recognization, recall, being at the forefront of one's consciousness, and word-of-mouth are the four layers of brand awareness. Researchers found that social media has significantly impacted several aspects of branding. It explains the brand's value, its strategy, and the different ways people are aware of it.

In 2016, CaitLamberton and Andrew T. Stephen published an article examining how technology has evolved over the past 10 years, and how it has affected our lives. For the goal of this study, we'll look at how consumers use digital marketing tools to advertise themselves, how they use technology to learn about the industry, and how they use digital marketing tools to communicate with one another. It was found that there were three separate eras based on the study's analysis of articles. It is important to note that digital media influences consumer behaviour, especially how purchasers behave, and that social media is the era of social media. Digital marketing is expected to benefit producers and consumers alike, as researchers have used this period to explain how the industry has evolved and make predictions.

Brand identity and brand reputation are examined by Christian Hoffmann and Lisa Weithaln in their 2015 study. Consumers' impressions of brands and their influence on their purchasing decisions are the focus of this study, which examines the impact of various online communication platforms. Research shows that a brand's reputation is based on its originality, trustworthiness, simplicity of recognition and desire to assist, accountability, and dependability. In today's digital world, all of these aspects play a role in influencing how people feel about a specific company.

There are several challenges to face to build a brand on a worldwide scale according to Mohammed RizwanAlam in his book, Brand Building on the Global Scale, released in 2016. According to the author, global businesses face time, loyalty, innovation, positioning, quality, language and communication, counterfeits, and a changing environment. The study proposes that management give a brand time to mature before striving to maintain clients and secure their loyalty to the company. According to the study's findings, the brand manager must have a thorough awareness of the brand to effectively deal with challenges brought about by fakes. In a 2014 study, Nan Feng emphasised the importance of building a strong brand in the minds of consumers. There are four components to the brand: positioning, naming the brand, securing sponsors, and constructing the brand. To build a strong brand, these four criteria must be considered, including product line expansions, brand extensions, multiple brands and the creation of new ones. Brand perception and consumer satisfaction in the mobile phone business are examined by Dunuwille and Pathmini (2016). Customer satisfaction and brand image are part of the study's scope. In addition, it determines the factors that influence customer satisfaction in the mobile phone business, such as brand image. It was found that the most important brand image feature had the biggest impact on customer satisfaction in the mobile phone industry, and it provided ideas for how brand image could be leveraged to improve consumer satisfaction in the mobile phone market. There appears to be a correlation between consumer satisfaction and criteria including perceived quality, brand loyalty, and brand awareness. because

4. Research methodology

Both a descriptive and analytic account are given in this study. Data collection and analysis were carried out according to a predetermined plan by the researcher. Results of this study are based on the firsthand experiences of those who participated in the study. MI phones are being used in research programmes that have selected 150 participants. The study's subjects were chosen using "judgmental sampling." On a Likert scale, the survey asked participants to score each question from 1 to 5, and the results were analysed. SPSS 23 is used to do the statistical calculations. The study also relied on data that had already been released to the public. Regression, component analysis, and the percentage technique were used in the study's analysis.

5. Analysis and discussion

When analysing statistical data, percentages can be used to describe a sample or the entire population. Percentage analysis involves calculating the sizes of the variables chosen for the study, and the conclusions are easy to understand. Table 1 clearly shows that men comprised 52% of the 150 participants in the survey, while women comprised 48% of the total. In this survey, 22.7% of people said they were married, and the remaining 77.3% said they were single. 65.3% of those polled are between the ages of 15 and 25, 22.0% are between the ages of 25 and 35, 7.3% are between the ages of 35 and 45, and 5.3% are over the age of 45. All of the respondents have advanced degrees. Of those who took the poll, 40% have a bachelor's degree or above, 33.3 percent have a master's or higher, 12.0 percent are professionals in the workforce, 8.7 percent have just finished high school, and the other 6% are in some other group. Only 18.7% of survey participants earn less than $10,000 a month, 33.3% earn between $10,000 and $20,000 a month, 21.3% earn between $21,000 and $30,000 a month, 15.3% earn above $40,000 a month, and 11.3 percent earn between $31,000 and $40,000. 20.7%, 20.0%, 17.3%, and 13.3% of respondents use the internet for more than 4 hours a day; 13.73%, 17.3%, and 13.3% use it for less than 1 hour a day. Respondents who spend more than four hours a day on the internet are more likely to be internet users than those who spend an hour or less.

Table 1 DEMOGRAPHIC PROFILE

S.NO	VARIABLES	CLASSIFICATION	FREQUENCY	PERCENTAGE
1	Gender	Male	78	52.0
		Female	72	48.0
		Total	150	100.0
2	Marital status	Unmarried	116	77.3
		Married	34	22.7
		Total	150	100.0
3	Age(in years)	15-25	98	65.3
		25-35	33	22.0
		35-45	11	7.3

Table 2 FACTOR 1- BRAND LOYALTY

S.NO	STATEMENT	FACTOR LOADING
1	This brand is reliable	0.795
2	This brand is durable	0.777
3	This brand has features that distinguishes itself from competitor's brand	0.689
4	This product has high quality	0.652
5	I am satisfied with the product offered by this brand	0.623
6	This brand provides good value for money	0.621
7	This brand is familiar	0.585
8	I recommend this brand to others	0.552

Table 2 asserts that brand loyalty is based on dependability, longevity, and great quality criteria. As a result, brand loyalty has been presented as a possible explanation. It is clear that the MI brand can be trusted, as the factor loading for brand reliability is so high (0.795). A brand's longevity was the following factor with a loading of 0.777. The factor loading of 0.689 shows that the MI brand is head and shoulders above its competitors. The factor loading of 0.623 shows that customers are quite happy with the MI brand's products. Cost, familiarity with the brand, and whether or not the brand is suggested to others are the next three factors with factor loadings of 0.552 each. Customer loyalty is strengthened as a result.

Table 3 FACTOR 2 - BRAND RECOGNISATION

S.NO	STATEMENTS	FACTOR LOADING
1	I am satisfied with the post service facility of this brand	0.729
2	I buy this brand because it is exclusively available only in online	0.714
3	I am satisfied with the brand ads.	0.711
4	In case of change of mobile I will buy the same brand again	0.664
5	I recognise the brand whenever I see the brand ad	0.663
6	I am satisfied with the brand purchase decision	0.655
7	I am interested in getting more information concerning the product	0.589

According to the statements in Table 3, the brand is widely recognised. As a result, the consumer's familiarity with the brand will be considered. Given its high factor loading of 0.729, we may infer that MI offers exceptional post-purchase support. This brand's factor loading is 0.714 since it can only be acquired on the internet..Brand advertising have a factor loading of 0.711. After seeing commercials for the brand with a factor loading of 0.663, customers can identify it. For the factor, the loading of 0.589 suggests that customers are interested in learning more about the product. Table 4 answers how often the product's information is updated. As a result, digital brand awareness will be taken into account. According to the data shown in the table above, digital advertising is the most heavily loaded element since it allows shoppers to compare products from different brands. For digital advertising, the second greatest factor loading (0.729) is for its capacity to keep customers purchasing, while the factor loading that is the lowest for digital advertising's ability to increase brand awareness is 0.526.

Table 4 FACTOR 3 - FREQUENT UPDATE

S.NO	STATEMENTS	FACTOR LOADING
1	Digital advertisement helps to easily compare this brand with other brands	0.747
2	Digital advertisement leads to 24/7 Shopping	0.729
3	Digital advertisement helps stay updated with products or services	0.712
4	Digital advertisement provides clear information about the products or services	0.639
5	Digital advertisement helps to have Greater engagement with the products	0.568
6	Digital advertisement enhances the brand awareness	0.526

6. Conclusion

An in-depth literature review and survey distribution were used to identify certain factors that may be related to the usage of digital marketing in building a brand. The study found that building a brand relies on brand loyalty and recognition. According to an analysis of digital marketing, several variables must be considered. These include regular updates, brand attachment and digital purchasing. To develop a brand in today's environment, digital marketing is one of the most crucial things you can do, according to the poll results. Traditional media, such as print, television, and other related mediums, are less appealing to customers than digital media. Due to changing consumer spending patterns, marketers must better understand their clientele to devise tactics that keep their current customers happy while also attracting new ones. This can facilitate a shift away from traditional marketing to digital marketing. Thus, digital marketing is a means by which digital branding can communicate through digital media.

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