

Investigating the Impact of Digital Marketing on Brand Awareness

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Abstract

The progress in information technology has significantly impacted the implementation of marketing strategies in the industry, resulting in the emergence of many platforms and techniques to enhance consumer brand recognition. Commonly employed in diverse industries within our rapidly advancing technology, digital marketing tactics encompass search engine advertising, social media marketing, content marketing, and email marketing. This article offers a comprehensive examination of the correlation between different digital marketing methods and brand awareness. Considering this, the research methodology employed in this study is correlation and regression, and the main dataset utilized consisted of information collected from 115 digital media consumers. The data was assessed using the SPSS 29. The notion underwent testing, and the findings unveiled a substantial and favorable correlation between digital marketing and brand awareness. The study can be extended by incorporating data from diverse age groups, geographic areas, and more digital marketing tactics that were not explored in this particular study.

Keywords – Digital Marketing, search engine advertising, social media marketing, content marketing, email marketing and brand awareness.

Introduction

With the advancement of information technology, digital marketing has emerged as the most contemporary kind of marketing. The rapid advancement of technology allows firms to leverage many forms of digital marketing, enabling them to reach a national or international audience (Makrides et al., 2020).

The occurrence of technological advancements and breakthroughs serves as a catalyst for the emergence of digital marketing. Digital marketing is a dynamic process that utilises technology to facilitate seamless collaboration between firms, customers, and partners. Its primary objective is to establish and sustain effective communication that effectively conveys the value of the organisation (Kannan & Li, 2017). Hence, employing digital media marketing can enhance brand recognition by enabling customers to become more acquainted with the brands promoted by the firm in a more efficient manner (Ahidin et al., 2019).

Nevertheless, the execution of digital marketing initiatives encounters obstacles. Initially, due to the proliferation of many digital media platforms, consumers are faced with numerous distractions of information, emphasising the importance of capturing their attention. Furthermore, the market is experiencing a growing level of rivalry, necessitating organisations to consistently develop and enhance their digital marketing tactics in order to sustain a competitive edge.

Ultimately, digital marketing strategies must be in harmony with consumer expectations and demands, since any misalignment may result in detrimental effects on a company's brand image.

What is Digital Marketing?

Digital marketing is a modern marketing approach that employs several digital platforms and tools such as social media, search engines, and email to carry out promotional activities in the market. Digital marketing offers organizations increased opportunity to forge stronger connections with consumers and provide up-to-the-minute information. Social media sites like Face book, Twitter, and Instagram can be utilized in digital marketing strategies to capture consumers' attention and increase brand awareness through advertising campaigns and promotional activities. Moreover, due to the widespread use of the internet and mobile devices, digital marketing tactics have the capability to provide customized information to potential customers in a more focused manner, hence enhancing sales volume and revenue.

Digital marketing refers to all marketing activities that utilize electronic devices or the internet. Businesses utilize digital platforms, including search engines, social media, email, and websites, to establish connections with existing and potential consumers. These terms can also be used interchangeably: 'online marketing', 'internet marketing', or 'web marketing'. Digital marketing refers to the utilization of various digital strategies and platforms to engage with clients in the online realm, where they often allocate a significant portion of their time. From a website to a business's online branding assets, such as digital advertising, email marketing, and online brochures, there exists a range of strategies that can be categorized as "digital marketing."

Advancements in technology have led to the increasing prevalence of various digital marketing techniques, including Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games. Currently, digital marketing has expanded to include non-Internet platforms that offer digital media, such as mobile phones (SMS and MMS), callback services, and on-hold mobile ring tones.

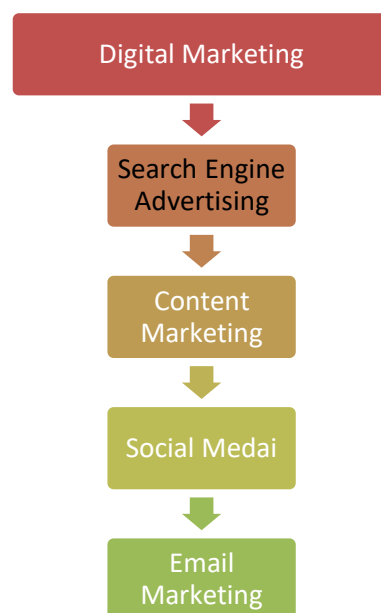


Fig. 1 Forms/Components of Digital Marketing

Search Engine Advertising

Search Engine advertising (SEA) refers to the systematic method of enhancing a website's visibility in search engine results pages, leading to a higher ranking and consequently attracting a greater volume of organic traffic without incurring any cost. The platforms that derive advantages from SEA encompass Websites, Blogs, and Info graphics.

Content Marketing

Content marketing refers to the development and promotion of content assets with the aim of increasing brand recognition, driving traffic, generating leads, and acquiring customers. The outlets that can contribute to your content marketing plan encompass blog posts, eBooks and whitepapers, infographics, online brochures, and look books.

Social Media Marketing

Social Media Marketing is a strategic approach that aims to enhance the visibility of your brand and content across various social media platforms. Its primary objectives are to raise brand recognition, boost website traffic, and attract potential customers for your business. The available avenues for social media marketing encompass Face book, Twitter, LinkedIn, Instagram, Snap chat, Pinterest, and Google+.

Email Marketing

Email marketing is employed by companies as a means of effectively interacting with their target audiences. Email is frequently employed for the purpose of advertising content, offering discounts and promoting events, as well as guiding individuals to the website of the business. The email types commonly used in an email marketing campaign encompass blog subscription newsletters, follow-up emails to website visitors who have downloaded content, customer welcome emails, holiday promotions targeting loyalty program members, and series emails offering tips or similar content for customer nurturing.

Review of literature

Digital Marketing

In the last twenty years, digitalization has caused significant transformations in brands and enterprises. This method is gaining popularity, particularly as it is increasingly becoming a worldwide trend. The American Marketing Association offers a comprehensive definition of digital marketing, which includes the majority of activities, organizations, and processes driven by digital technologies to communicate, develop, and provide value to clients (American Marketing Association, 2013). Royle and Laing (2014) define digital marketing as a subset of traditional marketing that utilizes contemporary platforms to promote items and primarily engage with stakeholders. The instruments that oversee all actions in digital marketing include media such as online, e-mail, wireless media, and digital data (Chaffey & Ellis-Chadwick, 2019). Contrarily, Todor (2016) discovered that digital marketing is distinct from traditional marketing as it is influenced by digital elements. It is a novel method with unique features and dynamics that may be comprehended to choose efficient marketing tactics and strategies. Similarly, according to Dara (2016), digital marketing is successful in expanding the scope of customers' beliefs and purchasing behavior.

H1- Components of digital marketing are correlated with consumer's attitude toawrds digital marketing.

Consumers' attitude towards digital marketing

As per Kotler (2000), an individual's attitude refers to their assessments, emotional connections, and inclination to take action towards a certain object or idea. This attitude can evolve over time when individuals encounter different perspectives on those ideas or objects (Shaouf et al., 2016). More precisely, attitudes towards digital marketing refer to how customers react to certain digital marketing efforts, either positively or negatively (MacKenzie & Lutz, 1989). In addition, Mehta (2000) stated that consumers' perception of advertising plays a crucial role in determining its effectiveness. A more positive attitude towards advertising leads to an increase in purchase intention (Hameed et al., 2020). The significance of attitude towards digital marketing is examined as a crucial factor in evaluating the effectiveness of various digital marketing strategies (Eid et al., 2020). The crucial factor in this context is the way in which the advertising medium is seen, as it closely mirrors customer views towards various forms of digital marketing.

Search engine advertising

It is strongly believed that search engines play an important role in the Internet marketing strategy of many B2B companies (Kamis & Stohr, 2006) and can help enterprises bring many distinct advantages for both short and long-term plans (Bayer et al., 2020). Moreover, it is an intermediaries tool between companies and consumers (De Corniere & de Nijs, 2016); When customers are forced to search and update information online and limit direct communication, so it gradually becomes a major marketing channel in online advertising today (Fuxman et al., 2008). Primarily, the higher the advertising positions in search results, the more effects on customers (Athey & Ellison, 2011), products will have more visibility, easily get more attention from customers, and influence the purchase intention (Chalil et al., 2020).

Content Marketing

When implemented, content marketing has the potential to enhance a company's conversion rate by up to 30% by increasing the probability of turning an advertisement viewer into a buyer (Putri, 2021). In order to enhance brand recognition, it is imperative for a corporation to provide easily accessible and comprehensible information (Renwarin, 2021). Consumers often regard content as the second most significant factor in marketing. Companies could leverage digital media platforms like Facebook to enhance brand recognition and consumer perception of brands, since it fosters greater engagement between consumers and companies (Makrides et al., 2020).

H1_B – Content marketing is correlated with consumer's attitude towards digital marketing.

Social Media Marketing

Social media marketing facilitates online client engagement and expedites the establishment of brand visibility (Ahmed et al., 2017). Social media marketing has a vital role in shaping a company's brand recognition (Ahmed et al., 2017). Ganesha K S (2019) does additional research on the positive and meaningful connection between social media and brand awareness, ultimately determining that a company's presence on social media can have a major impact on brand awareness. Soedarsono et al. (2020) achieved success by utilising Instagram as their chosen social media channel. Chierici et al. (2018) also observed a comparable result, indicating that the utilisation of social media can influence brand awareness. Sahai et al. (2018) have shown comparable outcomes for both effects, even within a distinct industry such as Fin-Tech.

H1_C – Social media marketing is correlated with consumer's attitude towards digital marketing.

Email Marketing

McKinsey's assertion asserts that e-mail is 40 times more efficient than social media platforms like Facebook or Twitter in acquiring new consumers and generating return on investment (ROI). In the present era, with the ability to track activities, it is possible to ensure that all emails sent to consumers are tailored to their specific requirements (Makrides et al., 2020). Previous study has demonstrated a causal relationship between digital marketing activities, specifically e-mail marketing, and brand recognition, as evidenced by correlation analysis. There was a statistically significant positive association between the two variables in 95% of cases. Regression analysis has demonstrated a positive and substantial relationship between the two variables (Krishnaprabha & Tarunika, 2020).

H1_D – E-mail marketing is correlated with consumer's attitude towards digital marketing.

Objectives of the study

- To study digital marketing and its types.
- To study and understand the consumer's attitude towards digital marketing.
- To examine the relation between the components of digital marketing and consumer's attitude towards digital marketing.
- To investigate the influence of digital marketing on the level of brand awareness amongst the consumers.

Research Methodology

Measures

This study employed scales derived from prior ones that have been utilized in various contexts. In order to validate the suggested theoretical model, a questionnaire consisting of two primary sections was created. Part 1 consists of questions regarding participants' demographics, encompassing gender, age, education, occupation, and awareness of brands through digital marketing strategies. In Part 2, participants were requested to assess several aspects of the influence of digital marketing in mechanical firms. (using a Likert scale ranging from 1 to 5, with 1 representing "strongly disagree" and 5 representing "strongly agree"). This section comprises 25 questions that assess four specific forms of digital marketing. These include 4 questions on search engine advertising, 4 questions on content marketing, 4 questions on social networks, and 3 questions on email marketing. Additionally, there are 4 questions related to brand awareness, 2 questions regarding customer attitudes towards digital marketing, and 4 questions about purchase intention. Following the design process, the survey draft underwent expert assessment. The questions have undergone several changes to eliminate any ambiguity and confusion, hence enhancing their quality.

The survey was conducted through both online and offline methods. Data was collected between August 2023 and December 2023. The survey participants primarily consisted of respondents who have expressed their intention to purchase different brands through online marketing. We specifically selected survey participants from various age, gender, income, and domicile categories. The majority of participants fall within the age range of 25-45 and have provided us with a significant amount of valuable information regarding the influence of digital marketing. The questionnaire findings were examined from many perspectives to analyse the implementation of digital marketing strategies, taking into account the diverse demographic factors. After excluding a small number of partial replies from a total of 127 forms received from participants, we identified 115 responses that fully satisfied all the requirements for a comprehensive and informative questionnaire. The data's normality was also verified.

Data Analysis

SPSS 29 was used to analyze the final data. The mean and standard deviation (SD) values of continuous variables, such as age, education, income and gender were computed. The groups were categorized and the corresponding number and percentage were determined for each group in relation to the remaining variables. These were represented graphically. Further to test the association between the variables Pearson's correlation and regression was applied.

Reliability

Cronbach's alpha, composite reliability (J. Hair et al., 2010), and RhoA coefficient (Dijkstra & Henseler, 2015) are the coefficients employed for assessing the dependability of internal consistency. Convergent validity was evaluated by examining the outer loading of observed variables and calculating the average variance extracted (AVE). The scale is considered valid if the Average Variance Extracted (AVE) value exceeds 0.5 and the outer loading value surpasses 0.7, as stated by J. Hair et al. in 2010. The data's relevance will be assessed by 5,000 iterations of the Bootstrap method, as described by J. Hair et al. in 2010. Table displays the Cronbach's Alpha coefficient for the ideas, which falls within the range of 0.7 to 0.8. Additionally, the composite reliability falls within the range of 0.8 to 0.9. These results indicate that the scales have attained a satisfactory level of reliability (J. Hair et al., 2010).

Reliability Statistics	
Cronbach's Alpha	N of Items
0.812	25

Hypotheses

H1- Components of digital marketing are not associated with consumer’s attitude toawrds digital marketing.

H1_A – Serach engine advertising is not associated with consumer’s attitude towards digital marketing.

H1_B – Content marketing is not associated with consumer’s attitude towards digital marketing.

H1_C –Social media marketing is not associated with consumer’s attitude towards digital marketing.

H1_D – E-mail marketing is not associated with consumer’s attitude towards digital marketing.

H2 – Digital marketing does not affect the level of brand awareness amongst the consumers.

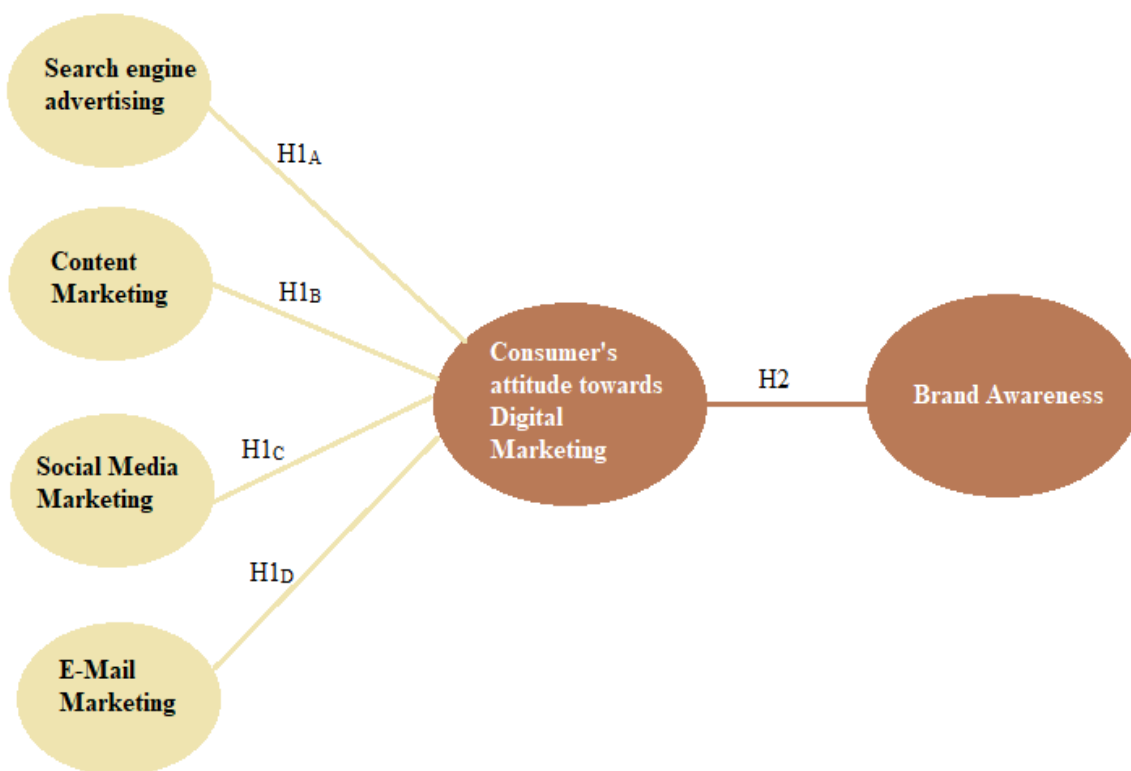


Fig. 2 Suggested Model

Results

Demogarpnic Analysis

Statistics		
Gender		
N	Valid	115
	Missing	0
Mean		1.2281
Std. Deviation		0.42144
Variance		0.178

The above table shows the statistics related to the gender. The mean was found to be 1.2281 whereas SD and V values were 0.42144 & 0.178 respectively.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	88	77.2	77.2	77.2
	Female	27	22.8	22.8	100.0
	Total	115	100.0	100.0	

The frequency distribution depicts the proportion of male and female in the total data. 77.2% of the total data comprised of males whereas 22.8% were females.

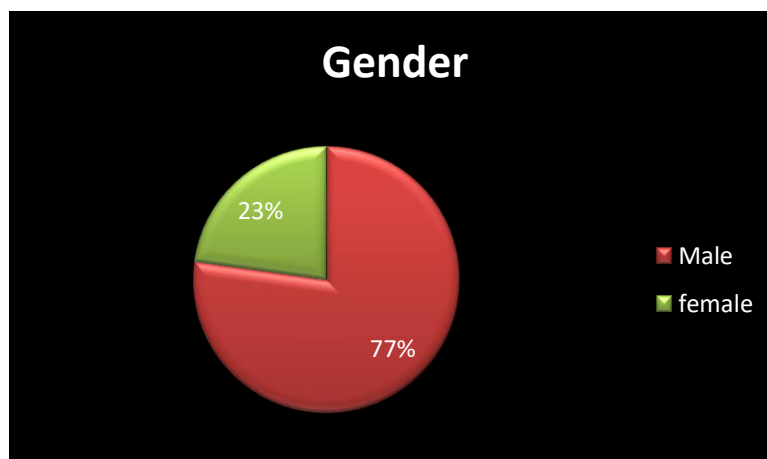


Fig. 3 Gender wise distribution

Age

Statistics		
Age		
N	Valid	115
	Missing	0
Mean		2.5000
Std. Deviation		1.14637
Variance		1.314

The above table shows the statistics related to the continuous variable age. The mean of the variable was found to be 2.5000 whereas SD and V values were 1.14637 & 1.314 respectively.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Below 25	26	22.8	22.8	22.8
	26-40 Years	39	34.2	34.2	57.0
	41-55 Years	15	13.2	13.2	70.2
	Above 55 Years	34	29.8	29.8	100.0
	Total	114	100.0	100.0	

The frequency distribution depicts the proportion of age of the respondents in the total data. 22.8% of the total data comprised of respondents below 25 years of age, 34.2% were found to be between 26-40 years, 13.2% were between 41-55 years of age whereas 29.8% were above 55.

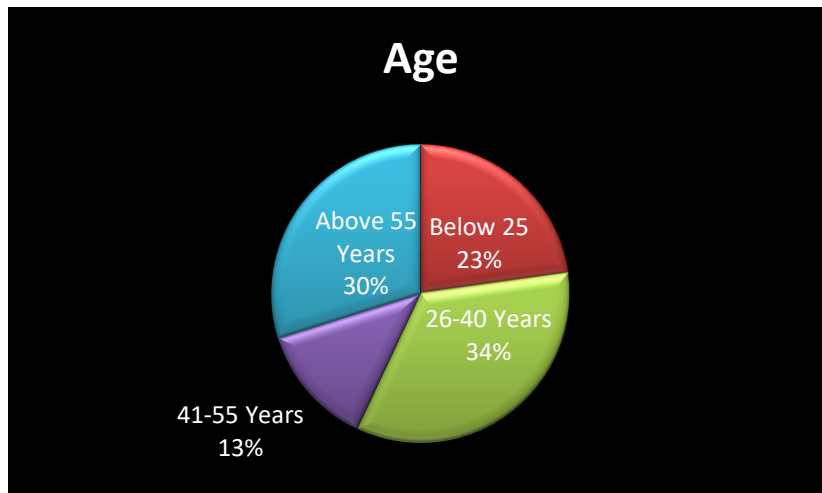


Fig. 4 Age wise distribution

Education

Statistics		
Education		
N	Valid	115
	Missing	0
Mean		2.4386
Std. Deviation		0.95041
Variance		0.903

The above table shows the statistics related to the educational qualification. The mean was found to be 2.4386 whereas SD and V values were 0.95041 & 0.903 respectively.

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UG	19	16.7	16.7	16.7
	Graduates	44	38.6	38.6	55.3
	PG	33	28.9	28.9	84.2
	Others	19	15.8	15.8	100.0
	Total	115	100.0	100.0	

The frequency distribution depicts the proportion of UG, Graduates, PG and Others. 16.7% of the total sample was found to be under graduation, 38.6% were found to have done only graduation, 28.9% were found to have masters (PG) degrees whereas 15.8% respondents fell under category of others.

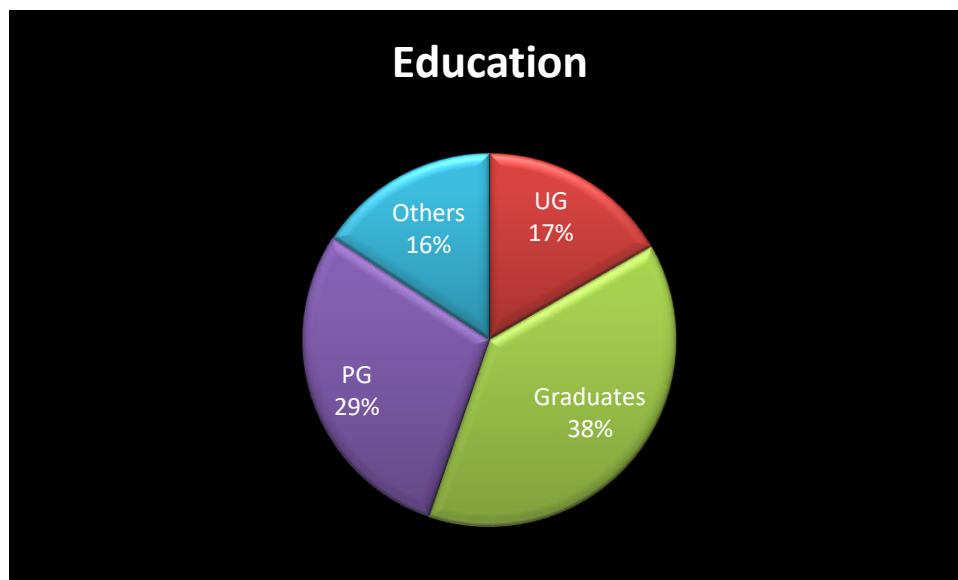


Fig. 5 Education wise distribution

Income

Statistics		
Income		
N	Valid	115
	Missing	0
Mean		2.5263

Std. Deviation	1.22084
Variance	1.490

The above table shows the statistics related to the income levels of the respondents. The mean was found to be 2.5263 whereas SD and V values were 1.22084 & 1.490 respectively.

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10K-20K	31	27.2	27.2	27.2
	21K-30K	31	27.2	27.2	54.4
	31K-40K	14	11.4	11.4	65.8
	Above 40K	39	34.2	34.2	100.0
	Total	115	100.0	100.0	

The frequency distribution depicts the proportion of income as 4 groups i.e. 10K-20K, 21K-30K, 31K-40K and Above 40K. 27.2% of the total sample was found to earning 10K-20K, 27.2% were having 21K-30K, 11.4% were found to be earning 31K-40K whereas 34.2% respondents were earning above 40K, which is the highest.

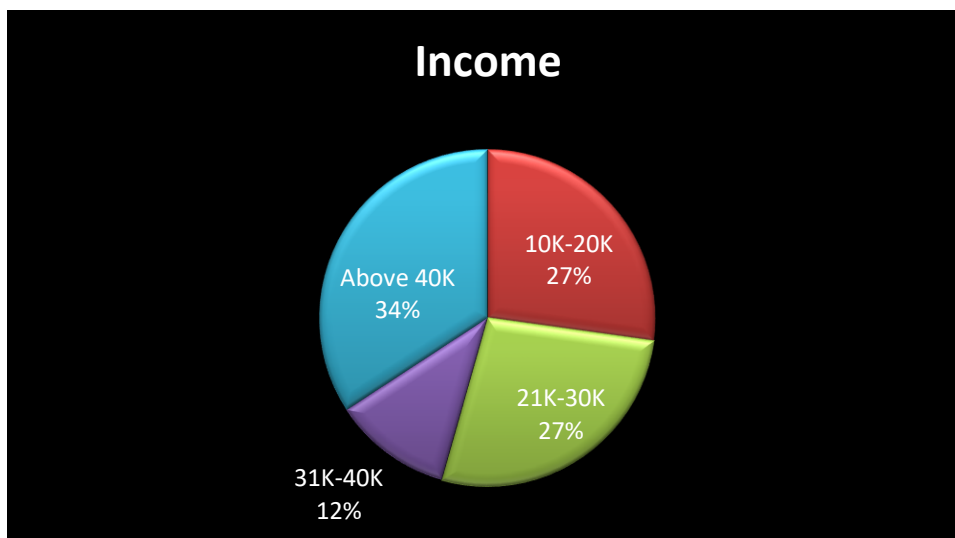


Fig. 6 Income wise distribution

Further analysis was carried out to test the hypotheses by conducting correlation and regression analysis.

Table – 1 Correlation Test Output

Correlations							H1
		Search Engine Adv.	Consumer attitude towards brand awareness	Content Marketing	Social Media Marketing	Email Marketing	
Search Engine Adv.	Pearson Correlation	1	.381**	.388**	.564**	.397**	H1 _A
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	
	N	114	114	114	114	114	
Consumer attitude towards brand awareness	Pearson Correlation	.381**	1	.286**	.370**	0.124	
	Sig. (2-tailed)	0.000		0.002	0.000	0.190	
	N	114	114	114	114	114	
Content Marketing	Pearson Correlation	.388**	.286**	1	.484**	.713**	H1 _B
	Sig. (2-tailed)	0.000	0.002		0.000	0.000	
	N	114	114	114	114	114	
Social Media Marketing	Pearson Correlation	.564**	.370**	.484**	1	.467**	H1 _C
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	
	N	114	114	114	114	114	
Email Marketing	Pearson Correlation	.397**	0.124	.713**	.467**	1	H1 _D
	Sig. (2-tailed)	0.000	0.190	0.000	0.000		
	N	114	114	114	114	114	
**. Correlation is significant at the 0.01 level (2-tailed).							

The combined output of the hypotheses H1_A, H1_B, H1_C, and H1_D from the above table shows a positive correlation between the components of digital marketing (i.e. Search Engine Adv., Content Marketing, Social Media Marketing and

Email Marketing) and Consumer attitude towards brand awareness. The p value is found to be .000 which is less than 0.05. To investigate the association further linear regression was applied.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475 ^a	0.225	0.197	0.75330
a. Predictors: (Constant), Email Marketing, Search Engine Adv., Social Media Marketing, Content Marketing				

Table – 2 Regression Test Output

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.516	0.336		7.479	0.000
	Search Engine Adv.	0.080	0.032	0.262	2.515	0.013
	Content Marketing	0.101	0.045	0.280	2.255	0.026
	Social Media Marketing	0.072	0.036	0.218	1.983	0.050
	Email Marketing	-0.138	0.060	-0.282	-2.281	0.024
a. Dependent Variable: Consumer attitude towards brand awareness						

The combined output of the hypotheses H1_A, H1_B, H1_C, and H1_D for regression test from the above table provides significant evidence to reject the null hypotheses. This suggests that i.e. the components of digital marketing (i.e. Search Engine Adv., Content Marketing, Social Media Marketing and Email Marketing) and Consumer attitude towards brand awareness have a close association. The p value is found to be .000 which is less than 0.05.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 ^a	0.352	0.346	1.49919
a. Predictors: (Constant), Consumer attitude towards digital marketing				

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.378	0.666		5.069	0.000
	Consumer attitude towards digital marketing	0.149	0.019	0.593	7.795	0.000
a. Dependent Variable: Brand awareness						

The output of the above table for regression test provides significant evidence to reject the null hypothesis i.e. Digital marketing does not affect the level of brand awareness amongst the consumers. This suggests that the digital marketing does affect brand awareness amongst the consumers. The p value is found to be .000 which is less than 0.05.

Conclusion

Research indicates a strong positive correlation between brand recognition and digital marketing, with digital marketing having a notable impact on consumer brand awareness. The outcomes of this substantial impact have effectively demonstrated and bolstered previous investigations. Some findings contradict multiple other research studies that had reported significant positive results. The study's findings indicate that there is no substantial advantage derived from the correlation between consumers' attitude and different forms of digital marketing.

The increasing significance of digital marketing in contemporary times is not coincidental, particularly as organizations are becoming accustomed to engaging with people on a worldwide level and addressing crucial digital marketing challenges (Dash et al., 2021). The study has particularly identified the impacts of current prevalent digital marketing

methods. Nevertheless, there is a dearth of study in the large landscape about these relationships, as well as the influence of digital marketing methods on consumers' attitudes and their buying intentions.

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