

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Marketing



Bachelor Thesis

**Digital Marketing and Ways of Increasing Brand
Awareness Online**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

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Business Administration

Thesis title

Digital marketing and ways of increasing brand awareness online

Objectives of thesis

This thesis aims to assess digital marketing in a company and how it works.

Its main objectives are to evaluate benefits of digital marketing, such as accessibility or audience reach, and assess challenges associated with this platform of marketing. Another goal is to evaluate ways of increasing brand awareness online.

The thesis seeks to answer the following questions:

How does this platform affect one's business, and how can one create an effective digital marketing strategy?

How can social media influencers involved in advertising impact customers?

Which digital marketing channels are used for interaction with network users?

Methodology

The thesis contains two parts: theoretical and practical. The theoretical part will contain a literature review. The practical part will be based on quantitative and qualitative research outputs.

The methodology will include:

Research surveys among Internet users and analysis of common advertising platforms.

Research and analysis of the target audience to determine their needs and preferences.

Creating content that will interest and attract the target audience on social media.

The proposed extent of the thesis

30-40 pages

Keywords

brand awareness, content, online marketing, social media, target audience,

Recommended information sources

- Atherton, J. 2019. Social Media Strategy. A Practical Guide to Social Media Marketing and Customer Engagement. London: Kogan Page. 272 p. ISBN 9780749497088.
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- Sundaram, R., Sharma, R. and Shakya, A. 2020. Power of Digital Marketing in Building Brands: A Review of Social Media Advertisement. International Journal of Management, 11(4), pp. 244-254.
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Declaration

I declare that I have worked on my bachelor thesis titled “*Digital Marketing and Ways of Increasing Brand Awareness Online*” by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15/03/2025

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Digital Marketing and Ways of Increasing Brand Awareness Online

Abstract

This study explores the impact of digital marketing strategies on consumer purchase intentions, with a particular focus on brand awareness, brand image, brand loyalty, word-of-mouth (WOM), influencers, and platform usage. The research begins with a literature review defining digital marketing, its various types, and the significance of social media in modern marketing. Additionally, key factors such as consumer engagement, influencer marketing, and brand loyalty are examined to understand their role in shaping buying behavior. The practical part of the study employs a quantitative research approach, utilizing survey data to analyze the relationships between digital marketing factors and purchase intention. The research methodology includes statistical analyses such as Cronbach's alpha for reliability testing, descriptive statistics, correlation analysis, and regression modeling to assess the strength and significance of these relationships. The findings reveal that brand awareness, brand image, brand loyalty, WOM, and influencers have a significant positive effect on purchase intentions. The study also assesses the overall fit of the proposed model and evaluates the statistical significance of its coefficients.

Keywords: Brand awareness, content, online marketing, social media, target audience.

Digitální marketing a způsoby zvyšování povědomí o značce online

Abstrakt

Tato studie zkoumá dopad digitálních marketingových strategií na nákupní záměry spotřebitelů, přičemž se zaměřuje zejména na povědomí o značce, image značky, loajalitu ke značce, word-of-mouth (WOM), influencersy a využívání platform. Výzkum začíná přehledem literatury definující digitální marketing, jeho různé typy a význam sociálních médií v moderním marketingu. Dále jsou zkoumány klíčové faktory, jako je zapojení spotřebitelů, marketing vlivných osob a věrnost značce, aby bylo možné pochopit jejich roli při formování nákupního chování. Praktická část studie využívá kvantitativní výzkumný přístup s využitím dat z průzkumu k analýze vztahů mezi faktory digitálního marketingu a nákupním záměrem. Metodika výzkumu zahrnuje statistické analýzy, jako je Cronbachovo alfa pro testování spolehlivosti, popisnou statistiku, korelační analýzu a regresní modelování pro posouzení síly a významnosti těchto vztahů. Výsledky ukazují, že povědomí o značce, image značky, loajalita ke značce, WOM a influenceri mají významný pozitivní vliv na nákupní záměry. Studie rovněž posuzuje celkovou vhodnost navrženého modelu a hodnotí statistickou významnost jeho koeficientů.

Klíčová slova: Povědomí o značce, obsah, online marketing, sociální média, cílová skupina.

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1 Introduction

In the rapidly evolving digital age, businesses are increasingly turning to digital marketing as a primary tool for promoting their brands and engaging with consumers. The digital landscape has transformed the way companies communicate with their target audience, making online visibility and brand awareness more critical than ever. With the rise of social media platforms, influencers, and various digital channels, businesses now have a wide array of tools to not only promote their products and services but also create deeper, more personalized connections with their customers.

Brand awareness, defined as the extent to which consumers are familiar with a brand and its offerings, plays a pivotal role in consumer decision-making and purchase intention. The more aware a consumer is of a brand, the more likely they are to engage with it and make a purchase. Digital marketing strategies, particularly through social media platforms and influencer marketing, have become instrumental in shaping brand perceptions and influencing consumer behavior. Social media, in particular, has enabled brands to reach vast audiences, interact in real-time, and create content that resonates with specific demographic groups.

This bachelor thesis, titled "Digital Marketing and Ways of Increasing Brand Awareness Online," explores the various digital marketing strategies that businesses can employ to enhance their online presence and increase brand awareness. The research delves into key aspects such as social media marketing, influencer collaborations, word-of-mouth (WOM) marketing, brand loyalty, and brand image, examining how these elements contribute to consumer perceptions and purchasing decisions.

The thesis also explores the effectiveness of different digital marketing channels, highlighting the role of social media platforms like Facebook, Instagram, TikTok, and YouTube, and assessing how these platforms influence consumer engagement and brand recognition. The study draws on both theoretical frameworks and empirical research, including a survey that investigates consumer behaviors and attitudes toward digital marketing strategies.

2 Objectives and Methodology

2.1 Objectives

This thesis aims to analyze the effectiveness of digital marketing within a company and its operational impact. The primary objectives are to explore the advantages of digital marketing, such as its accessibility and ability to reach a broad audience, while also addressing the challenges associated with this marketing approach. Additionally, the thesis seeks to identify strategies for enhancing brand awareness in the online space. The following research questions are set to achieve the stated goal:

- [1]. How does this platform affect one's business, and how can one create an effective digital marketing strategy?
- [2]. How can social media influencers have involved in advertising impact customers?
- [3]. Which digital marketing channels are used for interaction with network users?

2.2 Methodology

The methodology for this thesis is divided into two main parts: the theoretical part and the practical application. The theoretical part focuses on a comprehensive literature review, synthesizing existing research, scholarly articles, and reputable sources relevant to marketing strategies, online advertising, and audience engagement. This section provides the foundational framework for understanding the key principles and concepts necessary for developing an effective marketing strategy. The literature review explores existing theories and models of digital marketing and social media advertising, analyzes successful case studies of marketing campaigns with an emphasis on factors that contributed to their success, and examines scholarly insights on target audience analysis, content creation, and platform-specific strategies. The practical part employs both quantitative and qualitative research methods to gain actionable insights and craft a marketing strategy tailored to the needs of the target audience. This includes designing and conducting online surveys targeting a diverse demographic group representing the target audience. These surveys aim to understand user behavior, preferences, and perceptions regarding advertising content, focusing on topics such as preferred social media platforms, ad formats that resonate with

users, and the frequency of interaction with branded content. The survey results are statistically analyzed to identify patterns, preferences, and emerging trends.

3 Literature Review

3.1 Definition of Digital Marketing

Desai (2019) defines digital marketing as a comprehensive array of marketing techniques that use technological devices or the internet. To actively engage with current and prospective clients, companies use many digital channels, like engine optimization, social networks, email, and website (Nyagadza, 2020). The words "web marketing," "internet marketing," and "online marketing" are all valid. Any of these three words may be used. To engage with clients in their primary environment—the internet—digital advertisers use a diverse array of digital methods and platforms (Kumar, 2021). Digital marketing is a comprehensive approach that starts with a company's website and extends to all its digital marketing assets, including digital advertisements, email campaigns, digital advertisements, and other elements (Kundu, 2021).

Gupta and Madan (2022) assert that any advertising or promotional activity using digital media platforms, such as the internet, is digital marketing. Businesses are rapidly using digital channels, including websites, social media, email, and search engines, to communicate with current and prospective customers. The terms "web marketing," "internet marketing," and "online marketing" are all valid designations for this category of marketing. Digital marketing employs a diverse array of digital techniques and platforms to effectively engage with clients in the online environment, where they often spend considerable time. This encompasses all elements of a company's website and its digital marketing assets, including digital adverts, email campaigns, digital brochures, and other related products (Desai, 2019).

The phrase "digital marketing" refers to the use of digital technology, particularly the Internet, to promote and advertise goods and services. This encompasses a diverse range of digital media, including mobile phones and display advertisements, among others (Ryan, 2014). Digital marketing denotes the use of technology to improve marketing initiatives aimed at augmenting customer comprehension and fulfilling their distinct needs. Corporations in developed countries have acknowledged the importance of digital

marketing. To attain success, organizations must amalgamate internet platforms with traditional methods to more effectively address consumers' individual needs.

The advent of new technology has created novel business opportunities for marketers to efficiently manage their websites and achieve their business objectives. Online advertising is a potent marketing instrument that enables organizations to build their brands and generate visitors for profitability. Digital marketing is more cost-effective than conventional advertising in evaluating return on investment (ROI) and attaining intended results (Gupta and Madan, 2022).

Currently, traditional advertising and marketing tactics have been supplanted by digital marketing. Furthermore, its substantial efficacy facilitates economic revitalization and creates considerable opportunities for governments to function with enhanced efficiency. Singaporean companies have performed assessments to determine the effectiveness and practicality of digital marketing instruments in achieving targeted results. The expansion of digital marketing is due to rapid technological breakthroughs and changing market dynamics (Faruk et al., 2021). Marketing professionals must have a thorough grasp of online social marketing strategies and programs, along with the capability to implement them effectively while using performance assessment indicators. The global market dynamics are shifting, resulting in a change in the accessibility and use of social media among the youth (ibid).

Blogs, used as a digital marketing approach, have significantly impacted sales income, especially for items that enable consumers to read reviews and provide feedback based on their real experiences. Online evaluations have shown significant efficacy for organizations as part of their overarching strategic marketing strategy (Zhang, 2020). Online service tools have a more significant influence than conventional communication approaches (ibid). Studies have shown that individuals report an enhancement in self-esteem and satisfaction while interacting with social media. This discovery is crucial for enterprises and marketing specialists as it signifies a favorable impetus for using social media platforms. Online consumer behavior is affected by online experiences, which impact their purchase choices (Sharma, 2022).

Bala and Verma (2018) assert that the Internet is an incredibly powerful asset for enterprises. Marketing managers that fail to recognize the importance of the Internet in their business marketing plan will face a disadvantage, since the Internet is revolutionizing brand management, pricing, distribution, and promotion strategies.

Kara and Mkwizu (2020) define digital advertising as the strategic use of digital platforms by marketers to promote items or services in the marketplace. The main objective is to draw consumers and enhance their interaction with the business via digital platforms (Yasmin et al., 2015). Social media marketing is an essential strategy within digital marketing. Digital marketing includes many online platforms such as websites, digital ads, opt-in emails, interactive kiosks, interactive television, and mobile phones (Peter and Dalla, 2021).

Mandal (2019) defined online marketing as the use of diverse digital advertising channels to promote companies and successfully engage the target audience. This research defines digital marketing as the use of digital advertising channels, including social media sites like Facebook, to promote goods and services. Magano and Cunha (2020) assert that the emergence of internet technology has caused a substantial disruption in marketing, leaving several previous strategies obsolete. The advent of the internet has become digital marketing an essential component for anyone pursuing success in this domain (Kaur, 2017). Acquiring a thorough understanding of Digital Marketing and initiating the use of digital media and mobile technologies is essential for achieving success in the tourist industry. In a digital environment, customers searching for relevant information and feedback are significantly influenced by the element of trust (Kannan and Li, 2017). Consequently, digital marketing initiatives are becoming more significant and successful due to the heightened incorporation of digital platforms into marketing strategies and daily life, with the rising inclination towards digital gadgets over traditional retail locations. Digital marketing encompasses the use of electronic communication channels by marketers to promote and endorse products and services to the intended audience. Digital marketing denotes the transaction of information, goods, and services using a computer or internet network (Rao and Ratnamadhuri, 2018).

3.1.1 Types of Digital Marketing

A wide array of marketing methods and technology tools are used in digital marketing to engage clients online (Figure 1). It has revolutionized the marketing sector and assists enterprises in establishing a brand identity as an online marketing instrument (Gustavsen, 2023).

Figure 1 Types of Digital Marketing



Source: Magano and Cunha (2020).

3.1.2 Search Engine Optimization

“A structured approach used to increase the position of a company or its products in search engine natural or organic results listings for selected keywords or phrases” (Chaffey and Ellis-Chadwick, 2012).

Search Engine Optimization (SEO) enhances a website's visibility in search engines via the use of audience-targeted keywords and phrases. This facilitates a website's attainment of a high ranking. SEO not only ensures that relevant queries and content are shown according to user requirements but also enhances the loading speed of a website. The construction of high-quality backlinks is facilitated by SEO. When a website has a substantial quantity of

credible backlinks, crawlers see it as very respectable and trustworthy. Utilizing SEO to attract visitors to a website may be a cost-effective method. It may enhance organic traffic to the website, hence decreasing the financial expenditure required for advertising and conversion optimization tactics. Organic traffic and conversions to the website will persist after its optimization (Aggarwal, 2024).

3.1.3 Search Engine Marketing

Search engine marketing (SEM) has shown to be an effective audience acquisition strategy, allowing firms to reach people via advertisements on search engines. Unlike traditional online advertising, marketers incur charges just when consumers engage with their adverts by clicking on them. When executed well, SEM may provide steady volume of traffic and a substantial return on investment (ROI) (Boughton, 2004). The objective of search engine marketing (SEM), a kind of digital advertising, is to enhance a website's visibility in search results via the use of paid advertisements and organic listings. Search engine marketing (SEM) uses keywords—terms inputted by users into search engines—to generate important material and adverts that attract the intended audience. The prominence of advertising and content in search results mostly relies on the strategic placement of relevant keywords (Vora, 2024).

3.1.4 Social Media Marketing

A notable component of digital marketing is social media marketing, including the promotion of consumer engagement on a company's website, social media platforms such as Facebook and Twitter, or on niche publisher websites, blogs, and forums. It may function as a traditional broadcast media; for example, companies may transmit messages to partners or customers who have opted in via Facebook or Twitter. To effectively benefit from social media, one must engage in and start customer relationships. These may pertain to sales, marketing, or customer service and are designed to enhance firm reputation by collecting more client data and providing support (Chaffey and Ellis-Chadwick, 2012).

3.1.5 Content Marketing

By producing high-quality and relevant content, companies may enhance audience engagement and expand their clientele via content marketing. This strategy may attract,

engage, and provide value to a brand's audience. This method enhances brand awareness and generates more money. It is now a strategic investment essential for attaining commercial success rather than a mere market trend. A brand may enhance its relevance, visibility, and customer awareness online via content marketing. In conclusion, a corporation may influence consumer perceptions and deter competition acquisitions (Peçanha, 2024).

3.1.6 Email Marketing

Although one of the early digital communication methods, email marketing continues to be one of the most effective digital marketing strategies accessible. Undoubtedly, contemporary methods for engaging with your audience and clients—such as social media and live chat—are more prevalent than ever. Email continues to be the predominant marketing channel, with over 4.4 billion users and a projected worldwide worth of \$35 billion by 2028 (Patel, 2024). Email marketing is a kind of digital marketing in which a compilation of subscribers gets promotional emails or newsletters. The goals are to cultivate customer relationships, promote products and services, enhance brand awareness, and ultimately increase income. Email marketing is offered in several forms. Examples of these campaigns include a solitary email introducing new materials, a periodic newsletter, or client outreach about product enhancements. Email lacks the allure of contemporary channels such as social media and texting. Conversely, email serves as a potent instrument for audience expansion that yields results (Santiago, 2024).

3.1.7 Chatbots

Chatbot advertising refers to the utilization of software programs to automate conversations with prospective customers and visitors to a website, either via an application or website, with the objective of enhancing sales. By integrating chatbots into their advertising campaigns, companies may engage with customers at any moment and in any manner, irrespective of the availability of their sales and marketing personnel (Barton, 2023). Chatbots are software applications intended to function as digital assistants by simulating written or verbal conversations with people (Kaczorowska-Spychalska, 2019).

Chatbots provide significant opportunities to provide clients with prompt, convenient service that caters to their specific questions. Productivity is seen as the primary motivation for

chatbot users, while entertainment, social factors, and unique interactions are additional incentives. To mitigate the above listed causes, a chatbot should be built to function as a tool, a toy, and a companion simultaneously. Bots, often known as virtual assistants, interacting agents, artificial conversational entities, and smart bots (Adamopoulou and Moussiades, 2020), exemplify the dual capacity of technology to elevate and dehumanize individuals (Kaczorowska-Spychalska, 2019). A chatterbot is defined as "an artificial construct designed to engage in conversation with humans utilizing natural language for both input and output," as stated by Brennan (2006). The quantity and quality of chatbots have increased over the last decade. Their reach is extensive, including areas such as advertising, healthcare, recreation, education, and cultural heritage (Adamopoulou and Moussiades, 2020).

3.1.8 Affiliate/Influencer Marketing

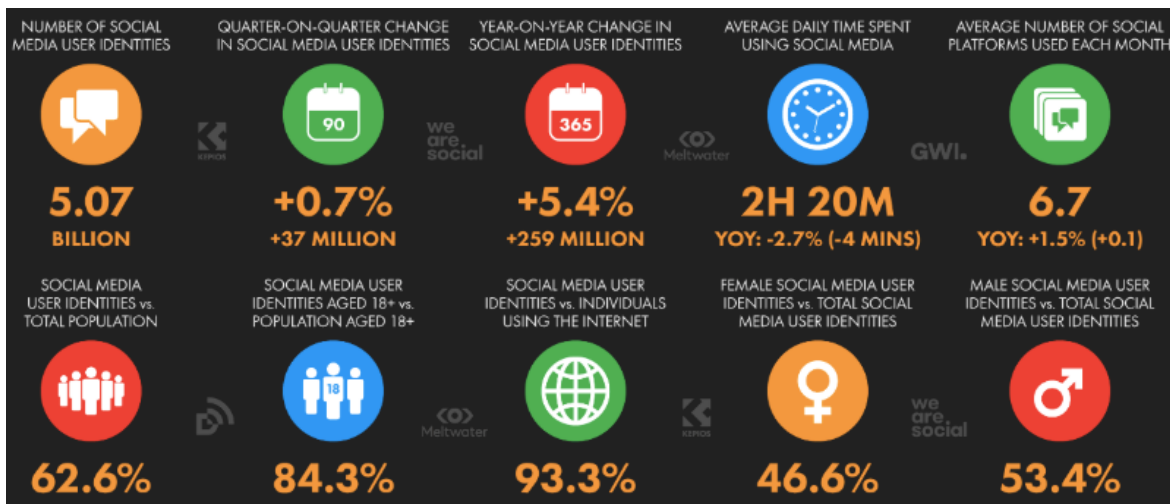
Affiliate advertising capitalizes on the growing impact of industry insiders and social media influencers. The company will collaborate with external influencers to promote its goods or services in return for compensation. Influencers and companies may attract potential consumers and enhance sales with engaging posts, blogs, or videos that resonate with their audience. In recent years, the proliferation of new media platforms such as TikTok, Instagram, YouTube, and blogs has catalyzed the fast expansion of affiliate and influencer advertising as prominent providers of news and entertainment. Affiliate advertising, a kind of internet marketing, has gained prominence (Gustavsen, 2023).

3.1.9 Emergence and Significance of Social Media in Marketing

The term "social" is defined as "interacting with others via the exchange of knowledge and receiving feedback." A platform that functions as a means of interaction medium, including television, radio, and newspapers—traditional kinds of media—is termed media. According to these terms, social networking is often defined as a web-based communication infrastructure that enables users to express their thoughts and interact with content without limitations (Khan, 2018). Encouraging customer engagement on a company's website or social media platforms is referred to as social media marketing. Social media marketing is a crucial strategy in digital marketing, enabling firms to engage their target audience with

content without incurring costs associated with publishers or distributors typical of conventional marketing methods.

Figure 2 Overview of Social Media Use



Source: Chafey (2024).

According to a detailed study by Chafey (2024), there were 5.07 billion social media users around the world at the start of April 2024, which is 62.6 percent of the world's population (Figure 2). The number of people who use social media has also grown over the past year. Since this time last year, 259 million more people have joined. This means that the number of users is growing at a rate of 5.4% per year, or 8.2 new users per second on average. The latest numbers show that more than 90% of internet users use social media at least once a month.

People want to have the kind of connection with companies that they want, and social media has become the best way to make that happen. Customers see brands as links instead of goods these days, and they expect to get services along with a way to contact, participate, and communicate (Khan, 2018). For this reason, social networks, which are defined as links, and what customers want from company connections are a great match: "Social media are the digital platforms that make it easier for networks of people, communities, and businesses that are connected and dependent on each other to communicate, travel, work together, and

grow. These networks are made stronger by technology and mobility (Tuten and Solomon, 2014).

Chen and Qasim (2020) say that the number of people using social media sites like Facebook, Instagram, and WhatsApp has grown by a huge amount in the last ten years. People use these instruments to talk to each other, and established companies use them to sell their goods. Social networking sites are what make it possible for people to do social things online as well as in real life. Since texts can be sent quickly, people can now talk to each other and share information. Companies believe that social media sites are necessary for them to do well in the digital world (Ibrahim, 2021). When you use social media platforms to advertise goods or activities for business reasons, you're drawing in online leads. This is called social media marketing (SMM). Many businesses attempt to figure out ways to utilize social media platforms to build strong user connections and discussions in order to make online communities for their brands and build close, friendly relationships with users (Ibrahim, 2021).

Most businesses use online marketing strategies to get customers to recognize their brand. These include managing user-generated content, promoting on social media sites, and getting bloggers to promote their products (Arrigo, 2018; Cheung et al., 2020). Social media are internet-based programs that are based on both technical and philosophical Web 2.0 ideas. They let users make and share their own material. People think that social media is the best way for brands to communicate because it allows people to contact each other, share information, work together, and connect with the community on a larger scale than traditional media like radio, TV, and print (Arrigo, 2018). Social media makes it easy to share content, work together, and talk to each other. Wikis, podcasts, social blogs, weblogs, reviews, social sharing, videos, and pictures are just a few of the different types of social media platforms and apps. Social networking sites, states, and businesses are all using social media more and more as a way to talk to each other (Cheung et al., 2020).

Social media marketing successfully makes it easier for customers and marketers to talk to each other and gives people chances to do things that make brands more well-known (Hafez, 2021). So, SMM is still being looked at as a new way to sell, even though it doesn't have much of an effect on plans. Still, most of the research on social media marketing (SMM) so

far has focused on how people use the site, new strategies, content analysis, the benefits of user-generated content, and how these things can be used to create online communities for brands (Ibrahim, 2021).

3.2 Brand Awareness

Brand awareness, as defined by Krisnawati et al. (2016), pertains to a prospective customer's ability to identify and remember a brand as associated with a certain category. Brand awareness denotes a brand's ability to be easily recognized by customers when contemplating a certain product, as well as the simplicity with which the brand is remembered. Brand awareness encompasses brands that are often remembered, recognized, and cited (Ali & Shaiq, 2023).

Sivaram et al. (2019) assert that increased brand awareness elevates the likelihood of a certain brand being contemplated throughout the purchase decision-making process since consumers are already familiar with the brand (Alhabash et al., 2021). Brands want to attain brand awareness as a primary objective in influencer marketing since it significantly influences consumers' buying decisions and behaviors (Yuan and Lou, 2020). The study by Sivaram et al. (2019) deepens our understanding of how brand knowledge influences a customer's purchasing propensity. Brand awareness is associated with consumers' confidence in their purchase choices due to their familiarity with the brand (ibid). Ristevska et al., (2021) thinks that organizations need to foster strong brand awareness to create successful brands. Brand loyalty is mostly affected by the degree of brand awareness. Brand awareness refers to consumers' ability to identify and recall a brand within a certain product category, rendering it an essential element in the purchase decision-making process (Ristevska et al., 2021).

Brand awareness refers to the capacity to identify various brands prior to making a buying decision. Brand awareness is the capacity of individuals to remember and identify a certain brand, product, service, or marketing effort. Brand awareness is the mental ability of consumers to recognize and contemplate certain products or services throughout the purchasing process. Indicators of brand awareness include the following:

- 1) Recall, the capacity to remember the brand;
- 2) Recognition, the ability to identify the brand;
- 3) Purchases, the acts of acquiring products or services linked to the brand; and

4) Consumption, the actual use or utilization of the brand's offerings (Al Hafizi and Ali, 2021).

According to Seth (2022), customers prefer to choose brands with which they are already acquainted since this familiarity provides them with a feeling of security and comfort. A brand acknowledged for its dependability, consistency in business, and demonstrable quality. Seth (2022) characterized brand awareness as the ability of consumers to recognize or recall that a brand is linked to and pertains to a certain product. Consequently, a customer with brand expertise will readily understand brand aspects independently.

Kashif et al. (2015) assert that brand awareness is essential in the consumer decision-making process for selecting goods or services, as it represents the first phase in developing brand equity by fostering brand recognition in consumers' minds.

The pinnacle and ideal status for all brands is to be Top of Mind. At this juncture, the buyer has a profound understanding and insight into the fundamental elements of a brand. Customers will present the brand for the first time when asked to address a particular product category. A brand emerges as the preeminent choice among several brands that consumers consider (Sivaram, Hudaya and Ali, 2019). Brand awareness is intricately connected to the degree to which a brand's visibility and connections in consumers' minds facilitate their ability to readily recognize and identify the brand across various market contexts.

In brand management, brand awareness is vital since it significantly influences brand strength and adds to competitive advantage (Dewi et al., 2020). Consequently, the assessment of brand awareness is more significant in the present commercial practices of modern enterprises. This assessment is achievable via survey studies that evaluate the relationships between consumers and a certain brand, using various procedures devised by each research organization and advertising agency to analyze brand image. The data acquired via this approach is extremely reliable, and its main objective is to evaluate the efficacy of creating brand awareness. It specifically seeks to assess the degree to which customers identify and remember the brand, along with the connections they form with it (Thoma and Wechsler, 2021).

3.2.1 Consumer engagement in the digital age

Anand (2023) further utilizes the notion of brand awareness and enhances the understanding of contemporary trends in digitalization. Initially, significant emphasis is being made on tailoring marketing material to align with the target demographic and enhance interaction. One technique to get customized marketing is via hyper-targeted advertising, which entails using existing data on people or groups to specifically target stakeholders with advertisements. This data may include demographics, internet activity, or consumer purchase habits. One-to-one messaging and chatbots may enhance customer happiness and brand exposure by delivering assistance and personalized suggestions. User-generated content may enhance brand exposure as consumers disseminate their experiences and views. This fosters trust and motivates potential consumers to sample a company's items if existing customers are content (Anand, 2023). The unifying element among these factors is their potential to enhance consumer-brand engagement and brand recognition via customized content. Ultimately, companies that capitalize on the potential presented by tailored content will foster improved connections with their consumers, resulting in heightened brand recognition (Anand, 2023).

Keller (2001) identifies two primary criteria that differentiate brand awareness: depth and breadth. The depth of brand awareness pertains to the degree of recognition the brand has among its clients, whilst the breadth refers to the frequency and extent to which the brand is recalled in various purchasing and consuming contexts. Consequently, to attain brand recognition, a company must pursue both depth and breadth. Although depth is widely recognized by companies, breadth is often overlooked, even by industry leaders (Keller, 2001). A brand is often linked to a certain product category due to concentrated efforts in establishing brand recognition for a specific objective. By emphasizing breadth, consumers may identify new scenarios in which the brand's product or service meets their demands. Enhancing brand recognition facilitates access to new markets, perhaps resulting in increased revenue (Keller, 2001).

Romaniuk et al. (2017) underscore that brand awareness is an essential prerequisite for the advancement of higher-level structures, such as brand image. Brand recognition is crucial for all brands, whether nascent and established, but is more significant for new companies

(Romaniuk et al., 2017). Given its significance, it is crucial to evaluate brand equity reliably. According to Romaniuk et al. (2017), Aaker (1992) asserts that brand equity must be capable of detecting changes, accurately represent the construct being assessed, and be mobile between companies.

The three predominant metrics of brand awareness are those identified in Figure 3 by Aaker (1992, p. 62): top-of-mind awareness, unassisted awareness, and aided awareness. All three measurements adhere to the same fundamental structure and are interchangeable. Different metrics, such as aided and unassisted awareness, are appropriate for various brands since their effectiveness fluctuates based on the brand's market share.

Figure 3 The awareness pyramid



Source: Aaker (1992, p. 62).

Research indicates that the most variable metric should be used by managers to monitor awareness. Conversely, another research recommended using the metric that showed the least variation for the brand (Romaniuk et al., 2017). Bergkvist and Taylor (2022) contend that academic research is deficient in the domain of brand awareness, having mostly concentrated on brand attitude instead. They emphasize that this has resulted in the absence of a broadly acknowledged definition of the idea. Based on prior research, they propose a

new definition: *“brand awareness is the probability that an individual recalls a brand identifier and a product category or category need from memory in brand-relevant contexts”* (Bergkvist and Taylor, 2022, p. 16).

3.2.2 Influencers in Marketing

With the advent of social media, influencers have emerged as a distinct class of opinion leaders, positioned between celebrities and personal acquaintances. These individuals, often referred to as self-made “microcelebrities” (Romaniuk et al., 2017, p. 3), have become central to modern marketing strategies. While celebrities have long been used in advertising to transfer their image and perceived value to endorsed brands (Dewi et al., 2020), social media influencers represent a more targeted and contemporary approach. Unlike celebrities, who gain recognition through traditional fields such as sports or music, influencers build their reputation primarily through social media, where content creation is their primary activity (Bergkvist and Taylor, 2022).

Unlike celebrities, whose status is established outside digital platforms, influencers derive their credibility and influence directly from their online presence and engagement with their followers. They often cater to niche audiences with shared interests, positioning themselves as virtual companions to their followers. Due to this perceived closeness, influencers are often viewed as more trustworthy and reliable than traditional celebrities (Sivaram, Hudaya and Ali, 2019). Their expertise in specific domains enables them to act as opinion leaders, shaping the purchasing decisions of their audiences (Ristevska et al., 2021).

As a result, influencer marketing has gained traction, particularly on platforms like Instagram, where brands leverage influencers’ expertise in sectors such as fashion (Dewi et al., 2020). Companies investing in influencer marketing campaigns aim to achieve measurable outcomes, including increased purchase intentions, higher engagement, greater brand awareness, and enhanced consumer attitudes.

3.3 Other factors influencing buying behavior

Consumers may possess several motivations for purchasing a certain brand. The motivations may be intellectual, emotional, self-expressive, or a combination of all three (Anand, 2023). Williams (2002) determined that the determinants of brand/product selection may pertain to either utilitarian factors (objective, economic, logical, and functional) or hedonic criteria (subjective, emotional, irrational, and symbolic). Examples of utilitarian criteria include cost-effectiveness, warranty provisions, product attributes, and brand recognition. Hedonic factors include status, quality, and style, among others (Romaniuk et al., 2017; Bergkvist and Taylor, 2022). A brand serves several purposes that may aid customers in their decision-making process. Dewi et al. (2020) delineates the purposes of a brand for a consumer:

- Identification
- Practicality
- Guarantee
- Optimisation
- Characterisation
- Continuity
- Hedonistic
- Ethical

A product brand often does not include all these roles for customers. The outcome is contingent upon the product category. The primary purpose of trademarks for items such as milk, salt, and wheat are identification, while quality assurance is a common role for brands of food and wine. Perfume and apparel brands exemplify entities that serve to personalize consumer choices, hence affirming self-image (Anand, 2023). Identification is associated with brand awareness in that customers must be cognizant of and recognize the brand to identify it. In addition to Kapferer, Uggla asserts that identity influences customers' brand selection. Identification constitutes a logical rationale. It assists customers in minimizing the time spent searching for the goods. It diminishes the "psychological cost" (the sacrifice) for the customer. When buyers choose a certain automobile brand, it becomes much simpler for them to select among the many models within that brand rather than comparing all available car brands. Consequently, brand awareness expedites the decision-making process for

customers. Identification often intensifies when individuals are in strange settings. When customers are in a foreign nation and need to make a purchase, they are likely to choose a product from a reputable brand, since such brands represent security and reliability for them (Sivaram, Hudaya and Ali, 2019).

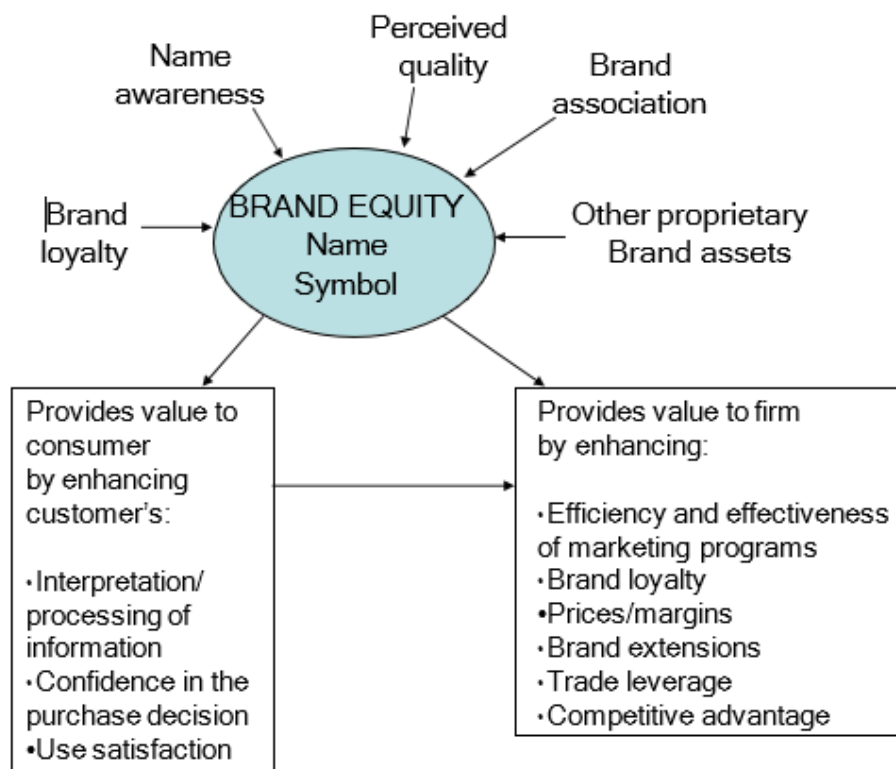
3.3.1 Brand Loyalty

Brand loyalty is a component of brand equity. Brand loyalty significantly influences customers' brand selection. When customers exhibit brand loyalty, they consistently purchase products from one particular brand. By exhibiting this behavior, people may ensure they get the value for which they have compensated. Moreover, by exhibiting such loyalty, buyers disregard other brands that may surpass their selected option in quality. Consequently, brands with a substantial base of devoted customers have significant benefits. They may more effectively manage competition regarding reduced prices and enhanced items if they own a substantial base of devoted customers (Sivaram, Hudaya and Ali, 2019). Consequently, equity is diminished when purchasers exhibit little concern for the brand and its reputation. Conversely, substantial equity exists when buyers prioritize the brand, logo, or jingle while exhibiting less regard for other companies that provide superior products or cheaper prices (Aaker, 1991). Aaker elucidates that loyalty fundamentally represents the quantifiable extent of a consumer's emotional engagement with a company. It illustrates the extent to which customers are inclined to switch to another brand, particularly when that brand offers superior features or a more favorable price differential. As loyalty increases, the consumer platform and rivalry against rivals intensify. Brand loyalty directly correlates with forthcoming sales, indicating that brand equity is associated with future profitability. Moreover, loyalty exists in several tiers; non-customers are those who purchase competing brands or refrain from purchasing the product altogether. Price switchers are those who exhibit price sensitivity. The passive faithful are those that purchase the brand out of habit rather than rationale. Fence sitters exhibit indifference towards two or more brands, but the dedicated individuals demonstrate genuine loyalty (Aaker, 1991). Sivaram, Hudaya and Ali, (2019) asserted that Kotler (1991) has conducted a comparable categorization of brand loyalty. He has designated the various tiers as switchers, shifting loyalty, soft-core loyalty, and hard-core loyalty. Brand awareness, perceived quality, and a coherent brand identity may enhance customer loyalty (Aaker, 1991).

3.3.2 Quality and perceived quality

Perceived quality refers to the consumer's assessment of a brand's quality. It is a fundamental aspect of Aaker's brand equity approach (Figure 4). A correlation exists between price and perceived quality. A robust brand often commands a premium price. The higher price signifies superior quality to buyers. The quality is significantly linked to other factors influencing the purchase of a certain brand. For instance, people must recognize the brand and recall its name to retain the perception of quality. Furthermore, if customers see the brand as good quality, they may purchase it due to this quality perception (Aaker, 1991). Researchers have also shown a favorable correlation between loyalty and perceived quality. Perceived quality fosters customer satisfaction, prompting repurchase behavior and thus cultivating loyalty (Sivaram, Hudaya and Ali, 2019). Moreover, perceived quality assists customers in mitigating risk; they trust the brand and are aware of what to expect (ibid).

Figure 4 Aaker's model of brand equity



Source: Aaker (1991, p. 17)

4 Practical part

4.1 Research approach

In this chapter, the rationalization of the final model is discussed and potential variables that are covered from a dimensional perspective.

4.1.1 Brand Awareness

Brand awareness is the basis for obtaining knowledge about a brand (Sivaram, Hudaya and Ali, 2019). It encompasses brand recall—the capacity to recall a brand—and brand recognition—the capability to identify it across rivals (Sharma, 2022). Awareness of a brand, a crucial element of communication (Yasmin et al., 2015), is influenced by corporate advertising and promotional initiatives (Zhang, 2020). It influences customer preferences, purchase choices (Peter et al., 2021), purchasing habits (Peçanha, 2024), and brand loyalty (Kim et al., 2018). Moreover, it is essential in forming a brand image (Barreda et al., 2016) and enhancing customer loyalty. The following hypothesis can be formulated:

H_1 : Brand awareness is highly related to Purchase Intentions.

H_a : Opposite of H_1 .

4.1.2 Brand image

Brand image plays a vital role in enhancing advertising effectiveness and brand perception (Keller, 2001). It consists of associations defined by type, strength, favorability, and uniqueness (Keller, 2001). A strong, distinctive brand image provides a competitive advantage with economic benefits (Krisnawati, 2016). It shapes consumer perceptions, emotions, and attitudes, influencing brand preference and decision-making (Yasmin et al., 2015). Social media significantly impacts brand image (Godey et al., 2016). Research links brand image to consumer satisfaction (Bala and Verma, 2018), brand loyalty (Khan, 2018), and purchase intention (Khan, 2018). The following hypothesis is thus formulated:

H_2 : Brand image has a positive relation with Purchase Intentions.

H_a : Opposite of H_2 .

4.1.3 Brand Loyalty

Brand image is a crucial element that enhances the effectiveness of advertising communication and generates data about the brand (Keller, 2001). Keller (2001) posits that brand image comprises brand connections characterized by type, popularity, power, and originality. According to brand management literature, a favorable, robust, and distinctive brand image may provide an ongoing competitive edge by yielding appealing economic benefits (Krisnawati, 2016). The brand image encompasses the ideas, perceptions, emotions, and attitudes related to the cognitive framework of customers, influencing their preference for brands or goods (Yuan and Lou, 2020). Furthermore, brand image is a pivotal factor influencing customer decision-making and happiness (Bala and Verma, 2018). Social media communication significantly influences brand image. The research indicates that brand image significantly influences consumer satisfaction (Bala and Verma, 2018), and purchase intention (Khan, 2018). Consequently, the following hypothesis is formulated:

H₃: Brand loyalty has a positive relation with a Purchase Intentions.

H_a: Opposite of ***H₃***.

4.1.4 WOM

Word of Mouth (WOM) serves as a potent tool in marketing (Magano, 2020). The dedication and favorable feelings influence word-of-mouth behavior (Mandal, 2019). WOM is characterized as informal communication among customers about a product or service (Rao, 2018). This communication actively encourages consumers to refer other prospective customers and influences the decision to buy (Nyagadza, 2020). Berger (2014) asserts that e-WOM generates over 3 billion brand exposures everyday via communication platforms including social media (Nyagadza, 2020). Consequently, word-of-mouth (WOM) serves as a highly dynamic communication channel, offering social and psychological advantages for clients (Khan, 2018). The evidence indicates that WOM significantly influences purchasing intention (Yuan, 2020). Consequently, the following hypotheses have been formulated.

H₄: WOM has a positive relation with a Purchase Intentions.

H_a: Opposite of ***H₄***.

4.1.5 Influencers

Influencers can significantly impact customer satisfaction by shaping perceptions and providing authentic recommendations that align with followers' preferences and values (Nyagadza, 2020; Yuan, 2020). Their ability to create relatable, engaging content fosters trust and emotional connections with their audience, leading to improved satisfaction with products or services they endorse. Through personalized interactions, influencers help customers feel more confident in their purchase decisions, which enhances their overall satisfaction (Bala and Verma, 2018). Additionally, by endorsing brands that align with their followers' needs, influencers strengthen the sense of brand loyalty and customer contentment (Khan, 2018). Consequently, the following hypotheses have been formulated.

H₅: Influencers have a positive relation with a Purchase Intentions.

H_a: Opposite of ***H₅***.

4.1.6 Platform usage

As the number of platforms and online shopping options increases, customers face challenges such as security concerns, limited shipping choices (Bala & Verma, 2018), issues with credit card placements (Krisnawati et al., 2016), and difficulties in managing online orders (Sivaram, Hudaya and Ali, 2019). The survey only covers the usage of various platforms across the participants.

4.1.7 Purchase Intention

Comprehending and enhancing consumers' purchase intentions is crucial for increasing the likelihood of actual purchases, as purchase intention serves as a precursor to purchasing behavior and is a key predictor of consumer actions (Yuan and Lou, 2020). The intent to purchase encompasses customers' apprehension and the probability of acquiring a thing, reflecting an endeavor to procure the item in the near future based on their attitudes and preferences (Krisnawati, 2016).

4.2 Survey structure

A web-based survey consisting only of closed-ended questions has been created using Google Forms to verify the study's hypotheses. The survey had two sections: the first section collected demographic data from respondents, whereas the second section included 24 measurement questions aimed at evaluating six separate traits (Table 1).

Table 1 Survey Design

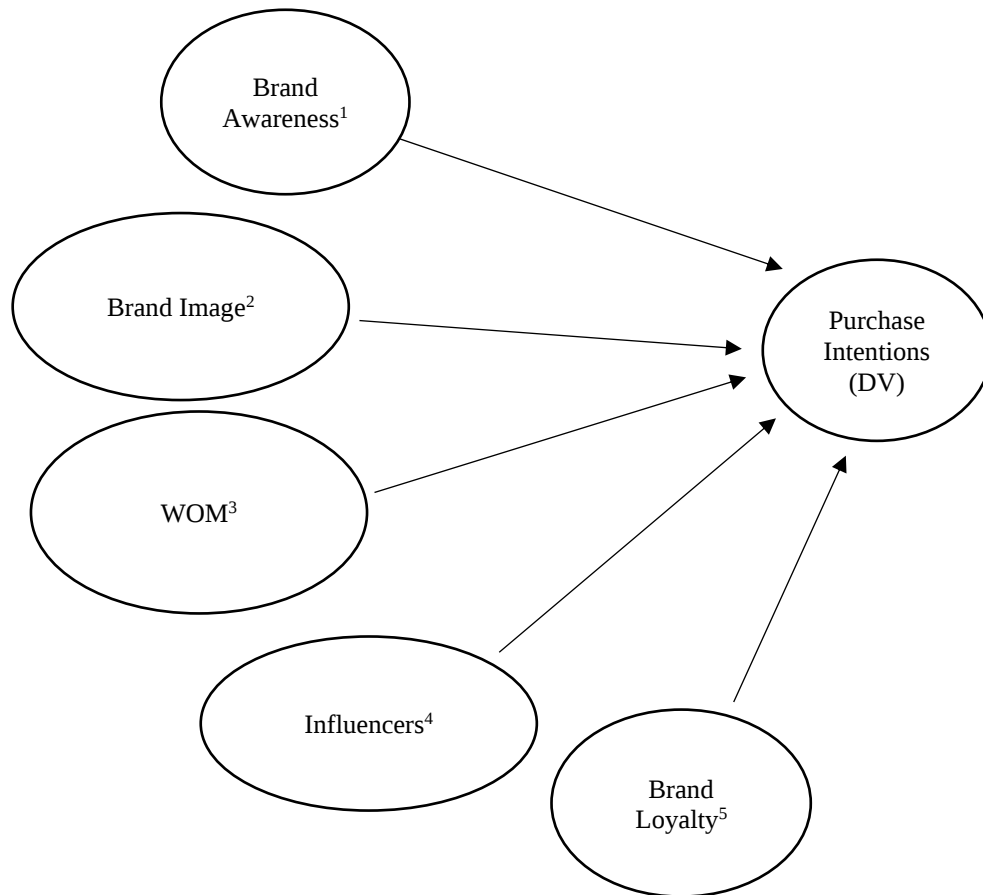
Dimension	Statement	Source
Brand Awareness	I can easily recall the logo or symbol of the brand I follow on social media.	Sharma (2022)
	I am familiar with the brand I follow on social media.	Yasmin et al. (2015)
	I can identify the brand I follow on social media among its competitors.	
Brand Image	The brand I follow on social media is dependable.	(Bala and Verma, 2018).
	The brand I follow on social media is visually appealing.	
	The brand I follow on social media has a positive and engaging presence.	
Brand Loyalty	I consider myself a loyal customer of the brand I follow on social media.	Yuan and Lou (2020)
	I frequently purchase products from the brand I follow on social media.	Khan (2018)
	I would recommend the brand I follow on social media to anyone seeking my opinion.	
	I am willing to promote the brand I follow on social media to others.	
WOM	I often speak positively about the brand I follow on social media.	Nyagadza (2020)
	I recommend the brand I follow on social media to my friends and family.	Mandal (2019)
	I introduce the brand I follow on social media to new people.	
Purchase Intentions	I am likely to buy products from the brand I follow on social media.	Krisnawati (2016).
	I plan to purchase from the brand I follow on social media when I need a product.	(Yuan and Lou, 2020)
	I am willing to try the brand I follow on social media.	
	I would suggest the brand I follow on social media to my friends.	
Influencers	Influencers play a significant role in promoting brands.	Bala and Verma (2018).
	The influencers I follow on social media are credible and knowledgeable about the brands they endorse.	
	The influencers I follow share genuine and personal insights about the products they promote.	(Khan, 2018).

Source: Adapted from the sources mentioned in Table 1

4.2.1 Potential model

Based on the research design, there are 5 independent variables and one dependent variable (Figure 5) that consists of several statements (see Table 1 in Chapter 4.2).

Figure 5 Potential model without numeric values



Source: Own proposal.

4.3 Statistical approach

4.3.1 Cronbach's alpha

The author conducted a Cronbach's alpha test, a widely used statistical method for evaluating the internal consistency reliability of a survey questionnaire or psychometric instrument. This test measures how well the items in a questionnaire align to assess the same underlying concept or dimension. Cronbach's alpha is determined by analyzing the correlations between items within a scale. A score above 0.70 suggests strong reliability, indicating that the items effectively measure the same construct (Table 2). Conversely, a lower alpha value implies that the items may be assessing different concepts, resulting in reduced reliability and eventually being excluded from the regression model.

Table 2 Cronbach's measures

Cronbach's Alpha	Interpretation
Below 0.7	Poor Reliability
0.7 - 0.8	Acceptable Reliability
0.8 - 0.9	Good Reliability
Above 0.9	Excellent Reliability

Source: Bryman (2016).

4.3.2 Descriptive statistics

Descriptive statistics in a Likert scale method, typically ranging from 1 to 5, provide a comprehensive analysis of participant responses. The mean, or average, is computed by summing up all responses for each item and dividing by the total number of responses, offering a central tendency measure (Table 3).

Table 3 Likert-Scale measures

Absolutely disagree	Disagree	Don't Know	Agree	Absolutely agree
1	2	3	4	5

Source: Bryman (2016).

4.3.3 Correlation analysis

Correlation analysis is a statistical method used to evaluate the strength and direction of the relationship between two variables. It measures how changes in one variable correspond to changes in another. The Pearson correlation coefficient (r) is a widely used metric for interval or ratio-scaled variables, ranging from -1 to 1:

- **$r = 1$** : Indicates a perfect positive correlation, where both variables increase proportionally.
- **$r = -1$** : Represents a perfect negative correlation, meaning that as one variable increases, the other decreases proportionally.
- **$r = 0$** : Suggests no linear relationship between the variables.

Correlation analysis helps identify patterns and assess relationships between variables, supporting data-driven insights and predictions. However, it does not imply causation, as correlation alone cannot establish a cause-and-effect relationship (for causal inference, methods like Granger Causality in time series analysis should be applied).

4.4 Results of the research

4.4.1 Demographic data

Table 4 Demographic data

GENDER	313	%
Male	124	39.62%
Female	189	60.38%
Age		
18 - 25	152	48.56%
26 – 35	78	24.92%
36 – 45	26	8.31%
46 – 55	34	10.86%
55 +	23	7.35%
Occupation		
Accountant	25	7.99%
Construction	21	6.71%
Agriculture	12	3.83%
Administrative worker	21	6.71%
Banking	4	1.28%
Student	126	40.26%
Other	104	33.23%

Source: Own processing.

The dataset consists of 313 respondents, with 39.62% male and 60.38% female participants. The majority of respondents are in the 18-25 age group (48.56%), followed by 26-35 years (24.92%). Smaller proportions are in the 36-45 (8.31%), 46-55 (10.86%), and 55+ (7.35%) age groups. Regarding occupation, the largest group consists of students (40.26%), with 33.23% of respondents categorized under "Other" occupations. Among specific professions, 7.99% are accountants, 6.71% work in construction or administrative roles, and 3.83% are in agriculture, while the smallest group, 1.28%, is in banking.

4.4.2 Descriptive statistics

This chapter is dedicated to the introduction of used abbreviations. The descriptive statistics for every factor are also shown in Table 5. The Ave stands for average which puts together all the statements and divides them on the quantity of statements.

Table 5 Descriptive Statistics

	N	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
	Statistic	c	Statistic	c	Statistic	c	Std. Error	Statistic c	Std. Error
BAAve	313	1.00	5.00	4.4271	1.2714	.534	.532	2.120	.107
BIAve	313	1.00	5.00	4.2457	1.1078	-.437	.532	1.014	.107
WOMave	313	1.00	5.00	4.6657	1.2087	-.754	.532	-.2107	.107
INFave	313	1.00	5.00	4.4373	.387	.227	.532	-.1001	.107
BRLave	313	1.00	5.00	4.1427	.863	-.274	.532	-1.107	.107
PRIave	313	1.00	5.00	4.1272	1.2721	1.123	.532	-.704	.107
Valid N (listwise)	313								

Source: Own processing in SPSS IBM.

Brand Awareness (BAAve) has a mean score of 4.43 (SD = 1.27), indicating that respondents generally recognize and recall the brand they follow on social media. The slight positive skewness (0.534) and peaked kurtosis (2.120) suggest that most responses lean toward higher agreement. Brand Image (BIAve), with a mean of 4.25 (SD = 1.11), shows that respondents perceive the brand as reliable and attractive. The slight negative skew (-0.437) implies a tendency toward agreement, while the kurtosis (1.014) suggests a moderately normal distribution. Word of Mouth (WOMave) receives the highest mean score (4.67, SD = 1.21), reflecting strong positive brand advocacy among respondents. The negative skew (-0.754) indicates that most ratings are on the higher end, while the kurtosis (-0.2107) suggests a slightly flat distribution. Influencers (INFave) show a mean of 4.44 (SD = 0.39), suggesting that respondents generally agree on the positive impact of influencers. The skewness (0.227) and kurtosis (-0.1001) indicate a relatively symmetrical and normal distribution.

Brand Loyalty (BRLAve) has a mean of 4.14 (SD = 0.86), reflecting a general tendency toward brand commitment. The negative skew (-0.274) suggests a slight leaning toward agreement, while the kurtosis (-1.107) indicates a flatter distribution. Purchase Intention (PRIAve) scores a mean of 4.13 (SD = 1.27), showing a general willingness to buy the brand. The positive skew (1.123) suggests some respondents rated lower on the scale, and the kurtosis (-0.704) indicates a relatively even distribution. However, that is the subject of a regression analysis that is run in the following chapter.

4.4.3 Results of Cronbach's alpha

Validity and dependability are interrelated concepts. To be deemed valid, a measure of a hypothesis must exhibit consistency, hence ensuring its reliability. Furthermore, there are two distinct forms of validity: internal validity and external validity. Validity and reliability are closely related concepts. Bryman and Bell, 2011. In evaluating the validity chapter, it is essential to maintain a reliability threshold beyond 85% to examine the association among variables (Bryman, 2016).

Table 6 Cronbach's alpha results.

Cronbach's Alpha for "Brand Awareness".	N of Items
.931	3
Cronbach's Alpha for "Brand Loyalty".	N of Items
.904	4
Cronbach's Alpha for "WOM".	N of Item
.912	3
Cronbach's Alpha for "Purchase Intention".	N of Item
.921	4
Cronbach's Alpha for "Brand Image".	N of Item
.907	3
Cronbach's Alpha for "Influencers".	N of Item
.941	3

Source: Own processing in SPSS IBM.

The Cronbach's alpha values across all the composite variables indicate a high degree of internal reliability, demonstrating that the responses received from participants are both valid and reliable. This indicates that the questions were articulated clearly and understandably. This also suggests that more statistical analyses are feasible (Bryman, 2016) and particularly regression analysis.

4.4.4 Fit of the model

Additionally, the Fit – Model test is conducted to ensure the significance of all variables. Table – 7.

Table 7 Model Fitting Results

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	384.017			
Final	2.842	383.017	313	.002

Link function: Logit.

Source: Own processing in SPSS IBM.

The statistically significant threshold typically ranges from 0.001 to 0.05; a higher p-value suggests that the results correspond well to the predictions. The rationale for this is that the p-value escalates when the significance criterion diminishes within an acceptable range of .002 to .05. The model provided a significant statistical impact.

4.4.5 Coefficients of the model

The following table (Table 8) illustrates the parameters of the model.

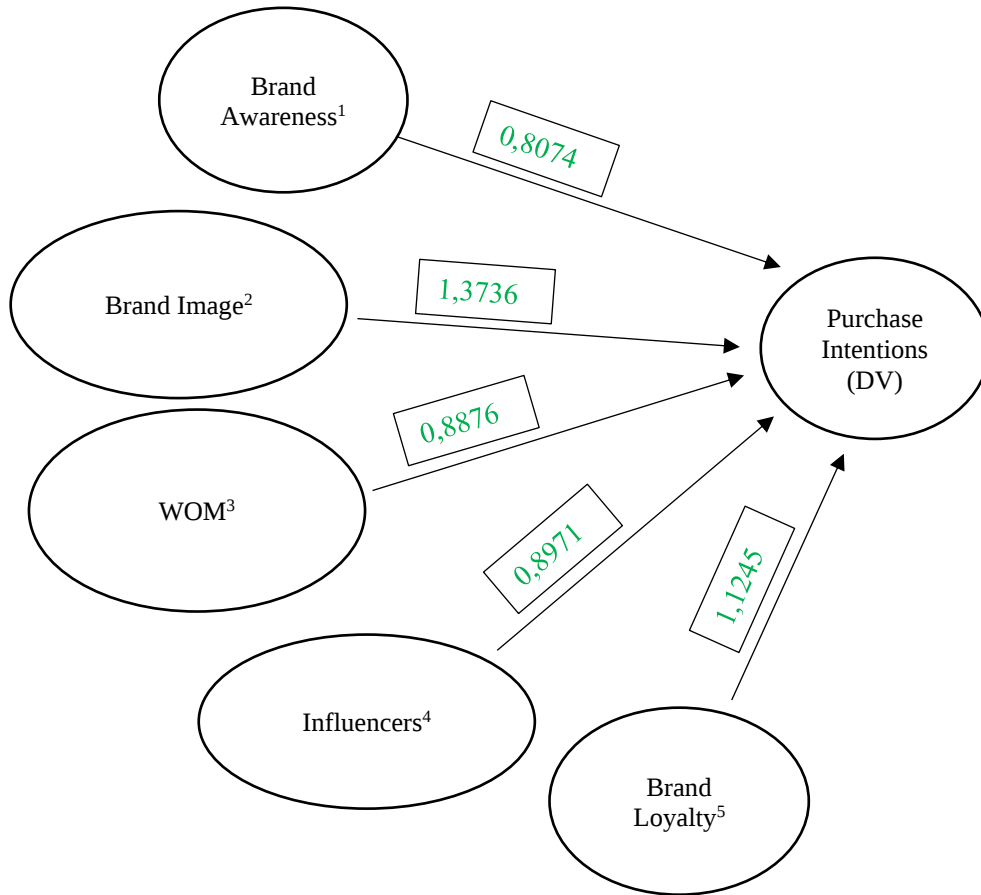
Table 8 Estimates

			Std. Error	95% Wald Confidence Interval		Wald Chi- Square	Sig.
Parameter		B		Lower	Upper		
Threshold	[Prodlog=1.00]	-5,3128	1,2427	-9,7411	1,2782	10,0427	0,0001
	[Prodlog=1.33]	-3,1144	1,2557	-5,6442	-0,0474	6,3774	0,0414
	[Prodlog=1.67]	-1,8874	1,7441	-4,3374	1,1071	1,0574	0,0047
	[Prodlog=2.00]	-0,8742	1,4274	-2,8754	2,1047	0,1407	0,2074
	[Prodlog=2.33]	-0,2714	1,0714	-1,1771	2,0474	1,8379	0,3077
	[Prodlog=2.67]	1,4427	1,2212	-1,1827	4,0072	1,0741	0,0568
		Log_BAAve	0,8074	1,2315	0,4567	6,4364	0,0043
Location		Log_BIAve	1,3736	1,7752	0,9756	9,4356	0,0672
		Log_WOMave	0,8876	2,2135	0,5712	4,8634	0,0521
		Log_INFave	0,8971	1,6772	1,4326	3,4366	0,0052
		Log_BRLave	1,1245	2,3256	0,5612	9,4320	0,0023
(Scale)		1 ^a					

Source: Own processing in SPSS IBM.

The coefficients that apply are shown in green according to the model. These symbols suggest the relationship and interaction between the independent variable and the dependent variable. The final structure is laid out as follows (Figure 5).

Figure 6 Potential model without numeric values



Source: Own proposal.

The regression analysis evaluates the impact of various factors on purchase intention as the dependent variable. The constant term is significantly negative ($B = -5.3128$, $p = 0.0001$), suggesting a baseline decrease in purchase intention when all predictors are zero. Among the independent variables, brand awareness (Log_BAAve) positively influences purchase intention ($B = 0.8074$, $p = 0.0043$), indicating that higher awareness increases purchase likelihood. Similarly, brand loyalty (Log_BRLAve) has a strong positive effect ($B = 1.1245$, $p = 0.0023$), emphasizing that loyal customers are more likely to purchase. Influencers (Log_INF Ave) also significantly impact purchase intention ($B = 0.8971$, $p = 0.0052$), highlighting their role in shaping consumer behavior. Word of mouth (Log_WOMAve) has a moderately positive effect ($B = 0.8876$, $p = 0.0521$), suggesting that positive discussions about the brand encourage purchases. Brand image (Log_BIAve) shows a positive but non-significant impact ($B = 1.3736$, $p = 0.0672$), implying that while brand image contributes to

purchase decisions, it is not a strong predictor in this model. Thus, the following hypotheses turned out to be confirmed (Table 9):

Table 9 Estimates

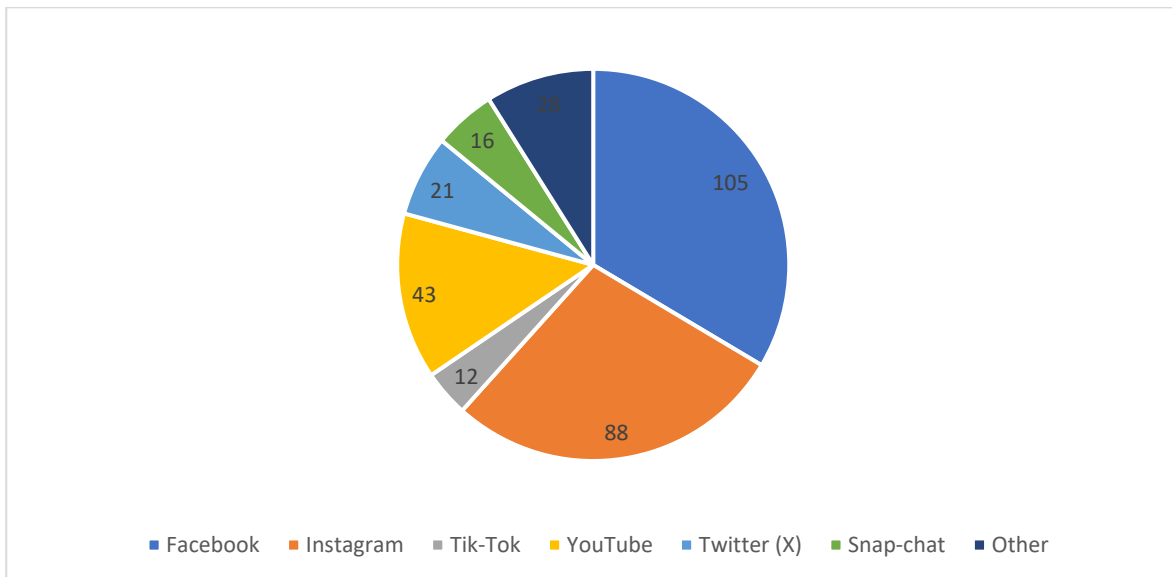
Hypothesis	Accepted / Rejected
H1: Brand awareness is highly related to Purchase Intentions.	Accept
H2: Brand image has a positive relation with Purchase Intentions.	Accept
H3: Brand loyalty has a positive relation with Purchase Intentions.	Accept
H4: WOM has a positive relation with Purchase Intentions.	Accept
H5: Influencers have a positive relation with Purchase Intentions.	Accept

Source: Own processing.

4.4.6 Usage of the platform

The following Pie demonstrates the results of the “Platform usage” which is used more frequently across participants.

Pie-chart 1: Frequent usage of a platform



Source: Own processing.

Based on the collected data, Facebook is the most used social media platform among participants, with 105 users (33.55%), making it the dominant choice. This suggests that

Facebook remains a key platform for engagement, news consumption, and community interaction. Instagram, with 88 users (28.10%), is the second most popular platform, highlighting its strong appeal for visual content, influencer marketing, and social engagement.

YouTube follows with 43 users (13.75%), indicating that video content remains a significant medium for information and entertainment. Twitter (X) and Snap-chat have lower engagement, with 21 users (6.72%) and 16 users (5.11%), respectively, suggesting that while they are used, they are not dominant social media choices. Tik-Tok, surprisingly, has the lowest usage, with only 12 users (3.83%), which may indicate a demographic skew in the sample or varying preferences for short-form video content.

However, the choice was limited to only one selection, which could have introduced bias, as participants were required to select their favorite social media platform. This does not necessarily mean that the other platforms are not used; rather, it reflects the platform they prioritize or engage with the most. In reality, many users may be active on multiple platforms for different purposes, such as Facebook for news and community interactions, Instagram for visual content, and YouTube for entertainment. Therefore, while the data provides insight into primary preferences, it does not capture the full extent of multi-platform usage.

5 Results and Discussion

5.1 Brand Awareness and Purchase Intention

Brand awareness plays a crucial role in shaping consumer perceptions and purchase decisions. The regression analysis confirms its significance ($B = 0.8074$, $p = 0.0043$), supporting H1 that brand awareness is positively related to purchase intentions. This aligns with prior research (Sivaram, Hudaya and Ali, 2019; Sharma, 2022), which emphasizes brand recall and recognition as key drivers of consumer behavior. The findings further validate that marketing efforts such as advertising and promotional campaigns (Zhang, 2020) enhance brand awareness and ultimately drive purchase intentions (Peter et al., 2021; Peçanha, 2024).

5.2 Brand Image and Purchase Intention

While brand image is often linked to consumer decision-making and brand perception (Keller, 2001), its effect in this study was not statistically significant ($B = 1.3736$, $p = 0.0672$). This suggests that while brand image influences consumer attitudes (Krisnawati, 2016; Khan, 2018), other factors such as direct brand experience or word of mouth might have a stronger role in shaping purchase intentions. Despite previous studies linking brand image to purchase decisions (Khan, 2018), this study does not find strong support for H2.

5.3 Brand Loyalty and Purchase Intention

Brand loyalty emerges as a key determinant of purchase intention, with a statistically significant effect ($B = 1.1245$, $p = 0.0023$). This confirms H3, aligning with the literature that brand loyalty fosters repeat purchases and customer retention (Khan, 2018). As suggested by Keller (2001) and Yuan and Lou (2020), customers with strong emotional and cognitive associations with a brand exhibit a greater likelihood of purchasing, reinforcing the competitive advantage provided by brand loyalty.

5.4 Word of Mouth (WOM) and Purchase Intention

The study supports H4, demonstrating a positive relationship between word-of-mouth and purchase intention ($B = 0.8876$, $p = 0.0521$). This aligns with research highlighting WOM as an influential communication tool in marketing (Magano, 2020; Mandal, 2019). Informal recommendations from peers or online reviews significantly impact consumer decision-making (Nyagadza, 2020). Berger (2014) emphasizes the growing influence of e-WOM through social media platforms, further substantiating its role in shaping consumer behavior.

5.5 Influencers and Purchase Intention

Influencers significantly affect purchase intentions ($B = 0.8971$, $p = 0.0052$), validating H5. This aligns with findings from Nyagadza (2020) and Yuan (2020), who emphasize the role of influencers in fostering trust and shaping consumer perceptions. Personalized content and authentic recommendations drive consumer engagement, reinforcing influencers' role as brand advocates (Bala and Verma, 2018).

5.6 Limitations

While this study provides valuable insights into the factors influencing purchase intentions, several limitations must be acknowledged. First, the sample size may limit the generalizability of the findings, as it may not fully represent the broader consumer population. Future research should expand the sample and include a more diverse demographic. Second, the study relies on a cross-sectional design, capturing consumer attitudes at a single point in time, which does not account for changes over time due to evolving market trends, brand strategies, or personal preferences. A longitudinal study could provide deeper insights into these dynamics. Third, self-reported survey data may be subject to social desirability or recall bias, affecting response accuracy. Incorporating behavioral data, such as purchase history or online engagement metrics, could enhance objectivity. Additionally, the study does not consider external factors like economic conditions, cultural influences, or competitor actions, which may also impact purchase intentions. Including these variables in future research could provide a more comprehensive understanding. Furthermore, while platform usage is acknowledged, the study does not analyze specific e-

commerce or social media platforms in depth, despite their potential differences in shaping consumer behaviour.

5.7 Recommendations

Given its major effect on purchase intention ($B = 0.8074$, $p = 0.0043$), brand awareness needs to be strengthened. To increase brand memory, businesses should commit in focused advertising campaigns using digital marketing, social media advertisements, influencer partnerships. Maintaining customer awareness by means of a consistent brand identification across all media of communication may help to Strategic marketing campaigns like discounts, sponsorships, and product introductions may also help to involve customers and improve brand recognition.

Though purchase intention ($B = 1.3736$, $p = 0.0656$) brand image had no statistically significant influence, its relevance in forming customer attitudes is still clear-cut. Companies should concentrate on enhancing client experience by guaranteeing high-quality items, first-rate customer service, and interesting narrative and thus boost brand image. Encouragement of user-generated material on social media and review sites helps to improve brand credibility even further. Furthermore, helping to improve brand image is corporate social responsibility (CSR) projects include ethical business practices and environmental activities. Purchase intention is much influenced by brand loyalty ($B = 1.1245$, $p = 0.0023$), therefore stressing the significance of customer retention techniques. Using loyalty programs with prizes, discounts, and special privileges can help to inspire returning visits. Customized marketing using consumer data for specific suggestions improves the emotional connection with the brand. Moreover, keeping involvement after purchase by means of follow-ups, special materials, and tailored offers helps to build enduring client connections.

Consumer choices are highly influenced by word-of-mouth (WOM) marketing ($B = 0.8876$, $p = 0.0521$). Shareable brand experiences should be created by companies via original product features, viral advertising, and gripping narrative. Encouragement of consumers to submit online reviews and testimonials on sites like Google Reviews and Trustpilot can help to magnify favorable WOM impacts even more. Furthermore, improving credibility and

customer confidence is the identification and involvement with brand champions who naturally promote the brand.

At last, buying intentions are much influenced by influencers ($B = 0.8971$, $p = 0.0052$). Businesses should deliberately work with reputable influencers who complement their company values to keep great audience confidence. Giving actual content—where influencers share real-life events and honest reviews—first priority can help to increase customer involvement. Furthermore, using micro-influencers with specialized audiences could increase engagement and conversion rates as their followers usually see them as more approachable and reliable.

5.8 Answer of a research questions

In the methodology section, there were set the research questions that helped in construction of a theoretical background, survey and creation of a regression model. However, this section is dedicated to answer the set research questions, based on the participant's answers.

- 1) How does any platform affect one's business, and how can one create an effective digital marketing strategy?

Social media channels provide a cheap approach to interact with consumers, raise brand awareness, and boost sales, thereby affecting company operations. Using sites like Facebook, Instagram, and YouTube, companies can reach their target market with customized material including adverts, videos, and influencer relationships. Still, certain actions may be taken:

1. Create a content plan that fits the style of the site (e.g., aesthetically pleasing postings for Instagram, funny videos on TikTok, instructional materials for YouTube).
2. Employ sponsored advertising to raise conversion rates and visibility.
3. Promote user-generated material to inspire consumer loyalty and trust.
4. Track performance metrics to hone plans and boost involvement.

2) How can social media influencers have involved in advertising impact customers?

Followers of influencers are more likely to engage with material they consider to be authentic, therefore raising brand recognition. The poll revealed that 88 of the respondents regularly interact with influencer material, indicating that influencers are a main actor of engagement.

Companies that match influencers whose ideals will be far more credible to their target market. The poll findings underscore the need of influencer credibility in consumer decision-making because 68% of respondents believe recommendations from influencers above conventional advertising. Using their existing audiences in certain groups, influencers enable companies to successfully target specialized markets. This is supported by the poll findings, which show 56% of respondents—particularly in specialized industries like fitness and beauty—are more inclined to follow or buy from a business sponsored by an influencer they trust.

3) Which digital marketing channels are used for interaction with network users?

For those particular questions, it is barely hard to answer, as majority companies use various digital marketing channels. However, the basic one is (Facebook, Instagram, seznam and etc) that could promote different companies by including their logo and goods that recently has been looked up by a user. So, it is hard to claim that a certain platform is much better or worse, it really depends on so many criteria, such as location, demographics and even cultural preferences.

6 Conclusion

This bachelor thesis explored the role of digital marketing in increasing brand awareness online, focusing on the impact of various marketing strategies and tools. The study emphasized the significance of platforms such as social media, influencers, and word-of-mouth (WOM) in shaping consumer perceptions and driving purchase intentions. The research examined the various factors influencing buying behavior, including brand loyalty, quality perceptions, and the growing importance of social media in marketing.

The results of the bachelor thesis demonstrate that because brand awareness directly affects purchase intentions, it is a fundamental predictor of consumer behavior. The regression study showed that greater purchase intentions are favorably correlated with improved brand awareness, therefore confirming the theory that successful marketing initiatives that improve brand recall and recognition may greatly raise customer interest. Moreover, brand loyalty became clear as a major determinant of repeat business as consumers show greater emotional and cognitive links with businesses they follow.

Although in this research the impact of brand image was not statistically significant, it is clear that current digital marketing tactics depend critically on elements like word-of-mouth (WOM) and the function of influencers. The studies verified that brand awareness and buying intentions are much driven by influencers. Authentic recommendations and focused marketing help influencers build credibility and trust—qualities essential for companies trying to interact with specialized markets and increase their footprint. Furthermore, underlined by the survey findings were the growing impact of social media channels—especially Instagram, Facebook, and YouTube—as means of improving customer involvement and buying choices.

Comprising a survey and statistical analysis, the practical component of this research offered further understanding of how customers engage with digital marketing initiatives. The findings showed the power of social media and influencer marketing, as 88% of respondents indicated active participation with influencer material, therefore underlining the need of matching with trustworthy personalities in the digital environment to improve brand exposure.

This bachelor thesis supports generally the increasing relevance of digital marketing in the contemporary corporate environment. Businesses trying to raise brand recognition should concentrate on producing interesting material, properly using social media channels, and working with influencers to establish closer relationships with their target markets. Businesses that use these techniques may build consumer loyalty, credibility, and trust by which long-term success in the cutthroat internet market is achieved.

The bachelor thesis also notes several limits, like the restricting of respondents to just one social media platform choice, which could have biased the results. Future studies should investigate customer cross-platform activities as well as the more complex consequences of multi-channel marketing plans.

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8.1 List of tables

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8.3 List of Abbreviations

SEO (Search Engine Optimization)
SMM (Social Media Marketing)
Ibid (Previous reference)
ROI (Return on Investments)
SEM (Search Engine Marketing)
WOM (word-of-mouth)

Appendix 1 - Questionnaire

What is your “Gender”?

- a) Male
- b) Female

What is your “Age”?

- a) 18 - 25
- b) 26 – 35
- c) 36 – 45
- d) 46 – 55
- e) 55 +

What is your “Occupation” ?

- a) Accountant
- b) Construction
- c) Agriculture
- d) Administrative worker
- e) Banking
- f) Student
- g) Other

Dimension	Statement
Brand Awareness	I can easily recall the logo or symbol of the brand I follow on social media.
	I am familiar with the brand I follow on social media.
	I can identify the brand I follow on social media among its competitors.

Dimension	Statement
Brand Image	The brand I follow on social media is dependable.
	The brand I follow on social media is visually appealing.
	The brand I follow on social media has a positive and engaging presence.

Dimension	Statement
Brand Loyalty	I consider myself a loyal customer of the brand I follow on social media.
	I frequently purchase products from the brand I follow on social media.
	I would recommend the brand I follow on social media to anyone seeking my opinion.
	I am willing to promote the brand I follow on social media to others.

Dimension	Statement
WOM	I often speak positively about the brand I follow on social media.
	I recommend the brand I follow on social media to my friends and family.
	I introduce the brand I follow on social media to new people.

Dimension	Statement
Purchase Intentions	I am likely to buy products from the brand I follow on social media.
	I plan to purchase from the brand I follow on social media when I need a product.
	I am willing to try the brand I follow on social media.
	I would suggest the brand I follow on social media to my friends.

Dimension	Statement
Influencers	Influencers play a significant role in promoting brands.
	The influencers I follow on social media are credible and knowledgeable about the brands they endorse.
	The influencers I follow share genuine and personal insights about the products they promote.