

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Master's Thesis

Influence of Digital Marketing on Brand Building

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DIPLOMA THESIS ASSIGNMENT

Rushik Rameshkumar Patel, B.E.

Business Administration

Thesis title

Evaluation of Digital Marketing Communication

Objectives of thesis

The aim of the thesis is to evaluate the influence of digital marketing on brand building and as well the impact of digital marketing on digital customers buying behaviour.

Methodology

The thesis will be divided into two sections. First section will concentrate on the published literature that is currently accessible on the different measures of celebrity endorsement affecting consumer behaviour to provide a comprehensive picture of the current level of understanding on the present topic.

Second practical part will concentrate on the evaluation of own collected primary data collection. Data will be obtained using the questionnaire survey method. The data collected will be analyzed using SPSS software and Microsoft office excel.

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KELLER, Kevin Lane. *Strategic Brand Management: Building, measuring, and managing brand equity*. 4th edn. Boston: Pearson, 2013. ISBN 978-0132664257.

KOTLER, Philip; KARTAJAYA, Hermawan; SETIAWAN, Iwan. *Marketing 5.0: technology for humanity*. Hoboken, New Jersey: John Wiley & Sons, 2021. ISBN 978-1-119-66851-0.

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VAREY, Richard J. *Marketing communication : principles and practice*. London: Routledge, 2002. ISBN 0415230403.

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Declaration

I declare that I have worked on my master's thesis titled "Influence of Digital Marketing on Brand Building" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on date of submission

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Influence of Digital Marketing on Brand Building

Abstract

Digital marketing is the practise of promoting products or offerings via the use of digital technology, especially the internet, and furthermore mobile devices, display advertising, and several other digital media. The growth of digital marketing ever since 1990s and 2000s significantly altered how companies as well as brands utilise technology towards marketing. Digital marketing efforts are growing more common and effective as digital tools are more thoroughly integrated into marketing strategies and daily life, as well as more consumers utilise digital gadgets rather than going to physical stores. The way businesses of all sizes interact with target customers has changed because of digital marketing. To reach people more directly than ever before, digital marketing may be utilised in conjunction with traditional marketing strategies. Building a brand entail employing direct advertising efforts to increase brand recognition, advertising products as well as services, develop relationships, and offer something that benefits the intended market. It raises brand awareness, consumer loyalty, as well as satisfaction of customers. Digital marketing helps the marketers to achieve the said, all through direct advertising via digital platforms.

Thus, the main purpose of the research is to study the influence of digital marketing on brand building. In order to achieve the research objective, secondary data is obtained as part of the literature review for getting deeper insights about the concepts and existing literature, while primary data is collected from 160 customers in India using a structured close ended questionnaire through Google forms for analytic purposes as part of the practical component of the thesis. The acquired data is analysed using statistical tools in IBM SPSS (v22) and Microsoft Office Excel for graphs and tables.

Keywords: Brand Building, Brand Communication, Digital Marketing, Digital Branding, Brand Loyalty, Brand Recognition, Brand Perception.

Vliv digitálního marketingu na budování značky

Abstrakt

Digitální marketing je praxe propagace produktů nebo nabídek pomocí digitální technologie, zejména internetu, a dále mobilních zařízení, zobrazované reklamy a několika dalších digitálních médií. Růst digitálního marketingu od roku 1990 a 2000 výrazně změnil způsob, jakým společnosti a značky využívají technologie k marketingu. Snahy o digitální marketing jsou stále běžnější a efektivnější, protože digitální nástroje jsou důkladněji integrovány do marketingových strategií a každodenního života a také stále více spotřebitelů využívá digitální gadgety místo toho, aby chodili do kamenných obchodů. Způsob interakce firem všech velikostí s cílovými zákazníky se díky digitálnímu marketingu změnil. Chcete-li oslovit lidi příměji než kdy předtím, lze digitální marketing využít ve spojení s tradičními marketingovými strategiemi. Budování značky znamená použití přímého reklamního úsilí ke zvýšení povědomí o značce, propagaci produktů i služeb, rozvíjení vztahů a nabízení něčeho, co je prospěšné pro zamýšlený trh. Zvyšuje povědomí o značce, loajalitu spotřebitelů a také spokojenost zákazníků. Digitální marketing pomáhá obchodníkům dosáhnout uvedeného, a to vše prostřednictvím přímé reklamy prostřednictvím digitálních platforem.

Hlavním účelem výzkumu je tedy studium vlivu digitálního marketingu na budování značky. Aby bylo dosaženo výzkumného cíle, jsou sekundární data získávána jako součást rešerše literatury pro získání hlubšího náhledu na koncepty a existující literaturu, zatímco primární data jsou sbírána od 160 zákazníků v Indii pomocí strukturovaného uzavřeného dotazníku prostřednictvím formulářů Google pro analytické účely v rámci praktické části práce. Získaná data jsou analyzována pomocí statistických nástrojů v IBM SPSS (v22) a Microsoft Office Excel pro grafy a tabulky.

Klíčová slova: Budování značky, komunikace značky, digitální marketing, digitální branding, věrnost značce, rozpoznávání značky, vnímání značky.

Table of content

1 Introduction	11
2 Objectives and Methodology	12
2.1 Objectives.....	12
2.2 Methodology	12
2.3 Research Design.....	13
2.4 Chi-Square Test.....	13
2.5 Hypothesis.....	14
2.5.1 For Gender and Usage of Digital Platforms.....	14
2.5.2 For Gender and Understanding of Digital Marketing.....	14
2.5.3 For Gender and Frequency of Online Purchase.....	14
2.5.4 For Gender and Positive Influence by Digital Marketing.....	14
2.5.5 For Age and Usage of Digital Platforms.....	15
2.5.6 For Age and Understanding of Digital Marketing.....	15
2.5.7 For Age and Frequency of Online Purchase.....	15
2.5.8 For Age and Positive Influence by Digital Marketing.....	15
2.6 Limitations.....	15
3 Literature Review.....	16
3.1 Digital Marketing	16
3.2 Types of Digital Marketing	17
3.2.1 Search Engine Optimization	17
3.2.2 Content Creation	18
3.2.3 Search Engine Marketing.....	18
3.2.4 Social Media Marketing.....	19
3.2.5 Digital Display Advertising	19
3.2.6 Mobile Marketing	20
3.2.7 Interactive Marketing.....	20
3.2.8 Viral Marketing.....	21
3.2.9 Email Marketing	21
3.2.10 Affiliate Marketing	22
3.2.11 Online Public Relations	22
3.2.12 Digital Media Planning and Buying.....	23
3.2.13 Web Analytics.....	23
3.3 Advantages and Dis-Advantages of Digital Marketing	23
3.3.1 Advantages of Digital Marketing.....	24
3.3.2 Disadvantages of Digital Marketing	28
3.4 Brand Building	31

3.4.1	Importance of Brand Building	32
3.4.2	Process of Brand Building	34
3.4.3	Components of Brand Building	37
3.5	Digital Shopping Behaviour of Customers in India	43
4	Practical Part.....	47
4.1	Demographic Profile of the Respondents	47
4.1.1	Age.....	47
4.1.2	Gender.....	48
4.2	Evaluate the Awareness about Digital Marketing.....	49
4.2.1	Frequency of Usage of Digital Platforms	49
4.2.2	Awareness about Digital Marketing	50
4.2.3	Understanding about Digital Marketing	51
4.3	Factors Affecting Brand Perception amongst the Customers	52
4.3.1	Product Quality & Features	52
4.3.2	Price	53
4.3.3	Customer Reviews & Ratings.....	54
4.3.4	Brand Reputation	56
4.3.5	Advertising & Marketing Efforts.....	57
4.3.6	Personal Recommendations.....	58
4.3.7	Social Media Presence and Engagement	59
4.4	Evaluating Digital Shopping Behaviour of the Customers	60
4.4.1	Frequency of Online Purchases	60
4.4.2	Type of products or services preferred to purchase online.....	61
4.4.3	Factors influencing Decision to Shop Online	62
4.5	Evaluating the impact of digital marketing on Brand Building	64
4.5.1	Positively Influenced for Purchases due to Digital Marketing	64
4.5.2	Digital marketing efforts Impacting Reputation & Image.....	65
4.5.3	Liking, Sharing & Commenting with a Brand on Social Media	66
4.5.4	Brand's Credibility and Trustworthiness	69
4.5.5	Building & Maintaining Brand's Identity & Reputation.....	70
4.6	Hypothesis Testing.....	72
4.6.1	Associations between Gender & Usage of Digital platforms	72
4.6.2	Associations between Gender & Understanding of Digital platforms	72
4.6.3	Associations between Gender & Frequency of Online Purchase	73
4.6.4	Associations between Gender & Positive Influence by Digital Marketing.....	74
4.6.5	Associations between Age & Usage of Digital platforms	74
4.6.6	Associations between Age & Understanding of Digital Marketing	75
4.6.7	Associations between Age & Frequency of Online Purchase	76
4.6.8	Associations between Age & Positive Influence by Digital Marketing ...	76

5 Findings and Suggestions.....	78
5.1 Findings	78
5.1.1 Results of Hypothesis Testing.....	79
5.2 Recommendations	79
6 Conclusion.....	81
7 References	83
8 List of pictures, tables, and abbreviations	89
8.1 List of Figures	89
8.2 List of tables	89
Appendix.....	90
9.1 Google Form Link.....	90

1 Introduction

The phrase "digital marketing" initially originated in the 1990s, although as was already noted, the world was considerably different at the time. Web 1.0 mostly consisted of static material, had limited user interaction, and had no true communities. Search engine optimisation (SEO) began with the creation of the first web crawler (named Webcrawler) in 1994 plus the launch of the first banner advertisement in 1993. It might not appear like a long time ago, but taking into account that it took place four years prior Google was founded, nearly ten years earlier YouTube, and the fact that social media was simply a concept at the time, it becomes clear how far things have come (Kingsnorth, 2022). Today, more than 3 billion people daily utilise internet services to discover goods, entertainment, friends, and love, which has had a significant impact on consumer behaviour and how firms promote to both consumers and enterprises (Chaffey & Ellis-Chadwick, 2019).

Customers have shifted to the internet in place of traditional advertising because they are sick of it. They desire greater contact and involvement. As they begin to spend more of their free time online, innovative digital marketing is the best approach for your company to connect with them (Ryan, 2017). As businesses become increasingly technologically advanced, their brands must grow to become a significant, physical embodiment of the business that can be experienced via every channel and mode of customer engagement. Digital marketing provides a fresh perspective on and method of evaluating the art and science of branding (Kingsnorth, 2022).

Building a brand is crucial to both professional and personal growth. A brand gains a voice and more customer recognition as a result, as well as an identity and value. With the introduction of open and interactive platforms, a lot of companies now have the ability to increase brand equity as well as awareness. It is crucial for the business to understand that developing a personal or professional brand requires a significant investment of time and money (Poli, 2020). To design a message that links the target audience, the product or service being sold, plus the targeted customers, it takes time. Branding also requires clarity along with consistency. Lack of consistency or clarity in the communication might make it difficult for the company to build a strong brand that appeals to current and future consumers (Maline, 2023).

2 Objectives and Methodology

The main aim of the present research is to study the influence of digital marketing on brand building. In order to, accomplish the main objective of the research, sub-objectives have been framed as under:

2.1 Objectives

- To evaluate the awareness about digital marketing amongst the customers.
- To identify the factors affecting the brand perception amongst the customers.
- To evaluate the digital shopping behavior of the customers.
- To evaluate the impact of digital marketing on Brand Building.

To accomplish the above-mentioned objectives and sub-objectives the following methodology have been framed whereby primary and secondary data is utilized.

2.2 Methodology

The present research is Qualitative in nature. For the present research the thesis is divided into two sections Theoretical and Practical. First section comprises of the theoretical part comprising of the secondary data, which will concentrate on the published literature that is currently accessible on the different aspects like digital marketing, traditional marketing, digital shopping behavior of the customers and brand building is collected from different sources like Books, Magazines, Blogs, Articles, Websites, Reports, Research Publications, Journal articles, research papers etc. to provide a comprehensive picture of the current level of understanding on the present topic.

The Second section will concentrate on the Practical part consisting of the primary data. Primary data will be used to evaluate the impact of Digital Marketing on Brand Building. To check whether the individuals are influenced by the digital advertisements. What is the digital shopping behavior of the customers and how do the customers recognize their brand via digital marketing? Primary Data will be collected using the questionnaire survey method, through a structured close ended questionnaire via google forms. Questionnaire comprising of 14 questions where questions relating to the demographic profile of the respondents, dichotomous questions and 5 point likert scale questions will be asked so as to gather their postive and negative opnion, attitude, belief and its strength. A link to the questionnaire will be circulated through the social media platforms like Whatsapp, Instagram, Facebook, Etc.

A sample size of 160 respondents is selected. The collected responses are then analysed using graphs, charts and statistical tools like frequency analysis and chi-square test making use of SPSS (V22) and Microsoft Excel. The findings of the study will help to understand the digital shopping behaviour of customers in India and perceptions towards digital marketing. Moreover, it will also help the marketers to take actions and frame policies so as to provide maximum satisfaction to the customers as well as to maximize the returns of the companies in future.

2.3 Research Design

The present research is descriptive and Qualitative in nature as it tries to study the influence of Digital Marketing on Brand Building. The research will be conducted throughout India, with the sample size of 160 respondents. Samples will be selected based on non-probability convenience sampling method. Primary data will be collected with the help of questionnaire survey method. Where a structured close ended questionnaire will be build with the help of google forms and the link to the questionnaire will be circulated via social media platforms like Instagram, Facebook, Whatsapp, etc. Questionnaire comprising of Dichotomous questions and questions with 5-point likert scale will be implemented to check the, opinions, beliefs and attitudes being positive and negative and their strength of feeling. Gathered data will be analysed using descriptive statistics like frequency analysis and percentages to summarize the influence of digital marketing on brand building. Data collection will be carried out in the month of January 2024, in order to collect data from the respondents throughout the country and a total of 160 responses will be gathered and analysed using statistical tools. For analysis purpose software like SPSS version 22 and Microsoft Excel will be used. Chi-Square test will be used to find the associations between the different variables of the study. The result derived from the analysis will be interpreted for drawing findings, suggestions and conclusions. The link to the questionnaire can be found in Appendix 1.

The above research design have been framed in order to accomplish the objectives of the present resarch.

2.4 Chi-Square Test

A chi-square test is used to determine the relationship/associations between the variables under study. It does so by comparing the observed results with expected results, if

the difference between these two values is due to chance or if it is because of relationship/ associations between them. The formula for computing Chi-square is given below.

$$x^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where,

x^2 = Chi-Squared

O_i = Observed Value

E_i = Expected Value

The above-mentioned formula for Chi-square test has been used for testing the hypothesis in SPSS software.

2.5 Hypothesis

Following are the hypothesis which have been framed to know the associations between different variables of the study.

2.5.1 For Gender and Usage of Digital Platforms

H_0 – There is no association between Gender and Usage of Digital Platforms.

H_1 - There is association between Gender and Usage of Digital Platforms.

2.5.2 For Gender and Understanding of Digital Marketing

H_0 – There is no association between Gender and Understanding of Digital Marketing.

H_1 - There is association between Gender and Understanding of Digital Marketing.

2.5.3 For Gender and Frequency of Online Purchase.

H_0 – There is no association between Gender and Frequency of Online Purchase.

H_1 - There is association between Gender and Frequency of Online Purchase.

2.5.4 For Gender and Positive Influence by Digital Marketing.

H_0 – There is no association between Gender and Positive Influence by Digital Marketing.

H_1 - There is association between Gender and Positive Influence by Digital Marketing.

2.5.5 For Age and Usage of Digital Platforms.

H₀ – There is no association between Age and Usage of Digital Platforms.

H₁- There is association between Age and Usage of Digital Platforms.

2.5.6 For Age and Understanding of Digital Marketing.

H₀ – There is no association between Age and Understanding of Digital Marketing.

H₁- There is association between Age and Understanding of Digital Marketing.

2.5.7 For Age and Frequency of Online Purchase.

H₀ – There is no association between Age and Frequency of Online Purchase.

H₁- There is association between Age and Frequency of Online Purchase.

2.5.8 For Age and Positive Influence by Digital Marketing.

H₀ – There is no association between Age and Positive Influence by Digital Marketing.

H₁- There is association between Age and Positive Influence by Digital Marketing.

The following research design have been framed in order to test the above mentioned hypothesis of the research.

For the above all mentioned hypothesis, the significance level i.e. p-value < 0.05 is taken into consideration so as to minimise the probability of an event to occur by chance.

2.6 Limitations

The present research suffers from the following limitations:

- Primary data collected from the respondents maybe prone to their biases.
- The impact of digital marketing on brand building might be more apparent in the long term, and a short-term study may not capture these effects.
- Findings of the research are not universally applicable as the research suffers from the geographic limitations (India).

3 Literature Review

The below literature review helps to provide an in-depth insight into the background information. It helps to understand the existing knowledge on various concepts of the present research. It also helps to identify and relate the theories, concepts, and models that have been used in previous research by the famous authors and provides a foundation for the current topic under study.

3.1 Digital Marketing

“Digital Marketing is a set of activities that a company or person runs on the Internet in order to attract new businesses and develop a brand identity“ (Kotler and Keller, 2012)

The surge in digitization has offered people from all areas of life a fresh viewpoint to use in order to make daily tasks easier while maintaining the same level of effectiveness. Various individuals apply the concept of digital marketing in various ways. Since internet usage as well as digital marketing have developed, they are now referred to and utilised using a variety of terminologies, including electronic marketing, web marketing, electronic commerce, online businesses, etc. Internet marketing is the practise of promoting products as well as services via online medium, while they are being used live together with an active internet connection (Hanson & Kalyanam, 2007).

The word "e-business" can be used in a more general sense as it pertains to the use of technology to promote business interactions and its inner operations with third parties. This consists of two procedures: e-commerce, which stands for its commercial aspect, and e-marketing, which symbolises its marketing aspect. Electronic marketing, often known as e-marketing, uses the internet as well as digital technology to advertise items and offerings via media and other electronic channels (Hoge, 1993).

Nearly all forward-looking companies today possess a web presence. Certain individuals believe that having a website is only necessary for business purposes, while others believe that it is essential for conducting daily operations. In contemporary marketing literature, there has been a lot of discussion of these various internet ideas. Marketers have been debating the use of the internet in marketing for the past ten years. Initially, marketers utilised the internet as a means for communication, but as time went on, they came to

understand the actual potential of the platform, and the concept of e-marketing emerged. (Rowan, 2002) defines e-marketing as the application of technological tools towards the process of marketing, encompassing a number of processes like interactions, creating value, as well as distribution to the end user with the objective to handle and uphold customer relationships. Whereas the word "E-Commerce" refers to the firm's commercial activities, which entail the sale and purchase of items and offerings over the internet as well as the promotion of financial transactions through electronic media (Quinton & Simkin, 2016).

According to (Kierzkowski et al., 1996) in their research study, defined digital marketing as a method used by businesses to advertise the products as well as services they provide via different digital as well as electronic media sources.

3.2 Types of Digital Marketing

The practise of advertising products as well as services via digital means of distribution is known as digital marketing. Digital marketing, often known as electronic marketing, encompasses electronic as well as online advertising that conveys messages from marketers to clients. Digital marketing plans will assist in defining particular digital marketing goals while establishing strategies to guarantee that the resources are allocated to both exploit the digital world's marketing potential as well as mitigate its risks. Digital marketing is concerned with the methods a business and its brands employ to communicate with its target markets via the internet and other digital channels like e-mail along with the use of mobile media (Bala & Verma, 2018). The different types of digital marketing techniques have been discussed as below:

3.2.1 Search Engine Optimization

This refers to the technique of optimising the website in order to appear higher on the results of search engines, thus boosting the volume of visitors to the website. Websites, blogs, as well as infographics are some of the mediums that SEO benefits (Desai, 2019). Google continuously adjusts its algorithms to ensure that nothing but the most pertinent results are displayed.

Google continuously adjusts its algorithms to ensure that nothing but the most pertinent results are displayed. From that vantage point, a lot of experts claim that SEO is obsolete which means attempting it is pointless. In actuality, Google works to guard against manipulation of algorithms and removes websites from SERPs that are unworthy of being

there. There's no question that one should spend money on SEO. The technical aspects of spidering, indexing, and understanding non-text material should be included on your website. Keeping in mind that it is probably the most economical marketing tactic for driving genuine traffic to a website (Bala & Verma, 2018).

3.2.2 Content Creation

In a word, content is everything that may assist the customers of whatever is being offered whether be goods or service to get interested in it. It may be accessed through or without the website as well as any format that can convey a message, which means it has considerably more use than just the printed word. Website articles, news, blogs, videos, mobile applications, mobile content, client testimonials, e-books, and infographics, etc. are a few of the most popular content categories (Kingsnorth, 2022).

A variety of departments, not simply a small group of creators along with copywriters, are affected by content marketing. It requires strategy experts and analysts to comprehend the market, branding teams to comprehend the customer's mental state, marketers to develop the idea, copywriters to come up with the content, search engine marketers to comprehend its effect on SEO, PR to recognise earned media opportunities, and IT to ensure that it all functions as intended. That only applies to a campaign that is entirely online. Content, therefore, is crucial. It is becoming more and more in-demand among consumers, and the search engines that are most popular in a broad range of markets support it (Kingsnorth, 2022).

3.2.3 Search Engine Marketing

A successful crowd acquisition approach is search engine marketing, which enables businesses to target people by posting advertising on search engines. SEM may produce consistent traffic levels and a fantastic return on investment when used effectively. The intensity of competition is pushing prices for bids over the ceiling as SEM usage increases. Numerous marketers have discovered that their budgets no longer allow them to compete for the most popular search terms. As a substitute, they are compelled to broaden their effort to incorporate several engines of searching plus thousands of keywords (Boughton, 2005).

One can select a pay-per-click, cost-per-click, or cost-per-thousand impressions model depending on the organisational framework. For SEM, there exist several platforms. The most commonly utilised are certainly Google Ad Words and Bing Ads. Search Retargeting

as well as Site Remarketing, Display Advertising, Mobile Marketing, & Paid Social Advertising are also included in SEM (Bala & Verma, 2018).

3.2.4 Social Media Marketing

Social Media Marketing comprises of monitoring and promoting customer-customer involvement and interactions online to promote favourable involvement with a business as well as its brands. A corporate website, social networks, and other third-party websites may all host interactions. A significant subset of digital marketing is social media marketing, which involves promoting consumer interaction on a business's own website, via social networks like Facebook or Twitter, or on specialised publisher sites, blogs, and forums. It may be used as a substitute for conventional broadcast media; for instance, businesses may utilise Facebook or Twitter to communicate with clients or partners who have followed them. But starting to participate in consumer interactions is crucial if you want to gain from social media. These can be focused on learning more about consumers and offering assistance, which will enhance how a brand is viewed. They might be connected to products, promotions, or customer service (Chaffey & Ellis-Chadwick, 2019).

With the rise of social media marketing, the consent-based marketing idea has been adapted for use on platforms where opt-in entails "liking" a brand on Facebook or following a business on Twitter, LinkedIn, or Instagram. A business may promote "liking" or the sharing of email addresses on Facebook. Of course, the ability to customise email to the person is a fundamental advantage it has over social networking platforms (Chaffey & Ellis-Chadwick, 2019).

3.2.5 Digital Display Advertising

Digital display advertising is a type of online marketing in which the brand's advertising messages are shown on publisher or social network websites as well as search engine results pages. Evidence suggests that, with the exception of previously unauthenticated visitors, this advertising can improve the amount of website page views for a business from the majority of customer categories (Hoban & Bucklin, 2015). Display advertising's primary goal is to promote brand awareness and it also aids in boosting customers' purchasing intentions.

Online visual advertising including banners, text, photos, video, and audio is known as digital display advertising. Digital display advertising's primary objective is to place business advertisements on other websites. A display ad is typically clickable and

interactive, allowing marketers and brands to communicate more deeply with viewers. A non-clickable video ad may have a companion display ad.

3.2.6 Mobile Marketing

Mobile marketing is aimed at boosting customer interaction with mobile phones, particularly smartphones, or tablet computers. Mobile marketing dependent on the GPS found in cellphones or that relies on communication with other nearby digital devices is known as location-based marketing or proximity marketing (Chaffey & Ellis-Chadwick, 2019).

Ensuring that the customers are able to access the products via mobile devices is the most basic necessity for mobile marketing, which most likely entails developing a website that is responsive or app for mobile devices. SMS is another channel that might be used for mobile marketing and could be used to communicate with clients. However, text messages can sometimes be seen as intrusive, so it's important to use them with caution. Similar to social media, mobile marketing offers incredible viral opportunity. The ease with which a consumer may instantaneously forward a message increases the likelihood that the message will reach more potential consumers. The opportunity it presents are already enormous, but what makes mobile marketing so fascinating is that it is expanding very quickly (Kingsnorth, 2022).

3.2.7 Interactive Marketing

The term "interactive" to refer to two aspects of communication: the capacity to tackle an individual and the capacity to receive and retain their answer. The capacity to approach the person again while taking into consideration his or her specific reaction is made possible by those first two characteristics. Therefore, interaction is considered to be a technique that enables excellent discussion to become successful marketing. It is believed that the interactive paradigm's potential rests in its capacity to give market exchanges a more personal face while maintaining the scale efficiencies of mass marketing (Deighton & Sorrell, 1996).

The rise of interactions and dialogues not just between the company and the customer, but additionally among consumers, notably via online social networks, is a new aspect of interactive marketing as its scope as well as reach broaden. Although Facebook.com as well as MySpace.com are only two well-known instances of these chat platforms, the trend is

more widespread. Businesses are "listening in" on these conversations and are increasingly adapting the user interfaces on their Web sites and across a variety of devices to meet their demands. They are also creating possibilities for interaction across many channels (Shankar & Malhotra, 2007).

3.2.8 Viral Marketing

Viral marketing means, when marketing message is spread from a single individual to another with the help of various media, including websites, email, and word-of-mouth. It implies that quick message delivery is meant to accomplish. The fundamental benefit of viral marketing is that a successful viral agent may inexpensively reach a huge audience. It is also noticed that customers significantly value the advice from their peers, friends, and family, making them potentially powerful influencers (Chaffey & Ellis-Chadwick, 2019). In various case studies, (Kumar et al., 2007) talked about the potential value that might be produced through consumer recommendations. Major influencers on social networks can aid in the message's wider dissemination.

Viral marketing comprises of composing amusing or educational messages that are intended to spread exponentially, frequently via electronic means or email. Electronic word-of-mouth marketing takes the form of online viral marketing, often known as buzz marketing. Brands and campaigns are discussed, and knowledge of them is spread, primarily through pass-along emails or social network discussions. Viral marketing's key drawback is that it constitutes a high-risk marketing communication strategy since it necessitates a substantial initial investment for the viral agent plus seeding. The campaign may "go viral," but there is no assurance that it will; if it does, the expenditure will have been for nothing (Chaffey & Ellis-Chadwick, 2019).

3.2.9 Email Marketing

Email Marketing is Usually used to describe outbound communications by a business to potential consumers or clients in order to stimulate a sale or achieve branding objectives. Email marketing may be used to reach out to prospects on lists that are rented or co-branded, but it is most frequently used to reach out to current buyers on a house list. Emails can be broadcast using a Welcome approach, which is an automatic, event-based triggered email that can be sent depending on criteria about intervals and client attributes, or they can be sent as part of a one-time campaign. It's important to manage email lists carefully since, as the

list becomes older, client addresses as well as profiles will evolve, leading to a high number of failed messages and a poor response rate. A well-liked technique used by businesses to handle their email marketing is the usage of email service providers (ESPs), often known as marketing automation services. ESPs offer a web-based solution that marketers utilise to handle their email campaigns more independently of an agency (Chaffey & Ellis-Chadwick, 2019).

3.2.10 Affiliate Marketing

Affiliate marketing, a type of multi-level marketing carried out online, increases the scope of a brand's sales possibilities even if it does not directly employ salesperson. Affiliates produce sales exclusively for commission. Affiliate partners frequently have exposure to certain target demographics or communities. The affiliates essentially send website traffic to the brand's website, and for each time those visitors make a purchase, the affiliate is compensated. The affiliates run Pay Per Click ad campaigns, email, and banner advertising, which are often provided by the business. Affiliate marketing also raises brand recognition among a group of interested consumers, who in turn interact with one another and can disseminate common or smart viral messaging within their own networks. To guarantee that their brand is not harmed, brands must examine the affiliate's website's content quality and representation. In-house and affiliate network programming are the two different categories of affiliate programmes (Smith et al., 2011).

3.2.11 Online Public Relations

Electronic-Public Relation, often known as digital PR, makes use of the Internet's and social network effects. The comments of a brand or website on other websites have a significant impact on opinion formation and website traffic (Michael Bush, 2010). The primary goal of online public relations is to increase positive mentions of a company, its brands, goods, or websites on other websites which are probably to be viewed by its target market. Additionally, the more links that point to website from other websites, more prominently it will appear in the search engine results pages (Chaffey & Ellis-Chadwick, 2019).

3.2.12 Digital Media Planning and Buying

Planning and purchasing media requires strategy, bargaining, and ad placement. Profitable media purchasing is both a science and an art, as experienced buyers are aware. In order to achieve certain commercial goals, such as raising brand awareness or marketing goods as well as services, media buying is the practise of purchasing coverage in the media in the form of ads. Through yellow pages to digital pages, media buying has advanced significantly. Since the web medium has developed, many people now make a living out of planning and purchasing digital material (Logicserve, 2016).

3.2.13 Web Analytics

As per Digital Analytics Association “The measuring, gathering, analysis, and reporting of Internet data for the aim of comprehending and improving web usage is known as web analytics”. Web analytics helps in response information gathered from email plus search ads as well as the website itself also provide a plethora of marketing research data, since every single time an individual hit on a link promoting a certain product, this shows a preference for items along with associated offers. Indirect evaluation of the product preferences of clients is possible using this information (Chaffey & Ellis-Chadwick, 2019).

Web analytics means examining the number of visitors, referrals in order clickstreams, online exposure statistics, customer satisfaction surveys, prospective clients, and sales are strategies used to evaluate and enhance the impact of e-marketing to a firm. Web analytics may be used to determine which intermediate websites clients visit (the referrer) and what search terms they entered to get details about the product. Although the findings and vocabulary of each web analytics tool vary significantly, they all offer comparable data to assist businesses in understanding visitor behaviour and identifying possibilities as well as challenges. Techniques for gathering metrics include gathering information about site visitors' activities through site log files as well as web analytics programmes like Google Analytics & Adobe Analytics (Chaffey & Ellis-Chadwick, 2019).

3.3 Advantages and Dis-Advantages of Digital Marketing

Every coin has its two side, the same applies for digital marketing as well. Though there are benefits of equipping digital marketing for the products and services, there are also the negative side of it which needs to be looked into. The following are the advantages and dis-advantages of the digital marketing:

3.3.1 Advantages of Digital Marketing

In today's environment, a company needs to have an impressive online digital presence in order to flourish. Therefore, a company has to include a strong digital strategy while designing its marketing plan. Without a strategy for digital marketing in place, it is probable that prospects for effective income generation, new client acquisition, and brand recognition will suffer (Forbes, 2014). By using digital marketing, businesses may better connect themselves to their consumers, be more sensitive to what their clientele wants as well as perceptions, along with being flexible and adaptive to shifts in the external environment. The main advantages of digital marketing can be seen in the figure 1 as follows:

Figure 1 Advantages of Digital Marketing



Source: Author's Compilation

The advantages of the digital marketing from the above figure 1 have been defined in depth as follows:

High degree of interactivity

Digital Marketing makes it possible to communicate interactively with customers and is thus more sensitive to their needs and expectations when it comes to finding and obtaining information. Thus, dynamic environments, shifting spaces, user-specific navigation, dynamic design, the employment of advanced customized computer code, mobile technologies, and ongoing innovation are made possible by interactive communication. Every visit brings new surprises based on the abilities of the customers, the information they have acquired in the system, and their understanding of their hobbies and orientation. Consequently, this facilitates the utilization of several unconventional and captivating methods to draw in and hold the interest of customers (Veleva and Tsvetanova, 2020).

An enhanced level of involvement is among the principal benefits of digital marketing. By default, digital marketing is meant to be extremely interactive. Visitors may interact with the website by clicking on a sponsored advertisement, download a video, or share a blog article. The fact that these activities can all be measured is the finest part. This lets businesses make even more captivating posts to raise sales or brand recognition. Company may attract more devoted clients the more they interact with their customers online. Companies find it simpler to turn cold visitors into devoted clients when they employ appealing approaches in their online initiatives (Deepak, 2020; Jain, 2024).

Worldwide Reach

The first benefit of internet marketing is its worldwide reach. Geographical restrictions apply to traditional marketing, and developing an international marketing strategy may be challenging, costly, and labor-intensive. Nonetheless, since digital marketing takes place online, company could connect with a very large audience with it. With an online store, even a very tiny local business owner may reach a global audience. Traditional marketing would never be able to accomplish this or would be extremely expensive. Businesses now have a plethora of development prospects to investigate because to this internet accessibility. Any firm may benefit greatly from having visibility and global reach combined (Jain, 2024; Chugh, 2023; Simplilearn, 2021; Deepak, 2020).

Regional Extension

Although one of the main benefits of digital marketing is its worldwide reach, it also increases local exposure, which is crucial if the business depends on local clients. Businesses

looking to increase their clientele may find success with local SEO and locally tailored advertisements. When comparing the reach of digital marketing to printing and distributing flyers, consider how much more of a neighbourhood the business can reach (Simplilearn, 2021).

Cost-Effective

The affordability of digital marketing is the next benefit. Digital marketing offers businesses affordable options for promoting the company both domestically and worldwide. It makes it possible for smaller businesses to use highly focused tactics to stay competitive with larger businesses. For starters, the majority of these tactics—like SEO, social media, and content marketing—won't even cost anything. But not all digital marketing strategies are appropriate for every type of business, some of which may even be more expensive than others. Based on its marketing objectives, a corporation might identify suitable solutions (Chugh, 2023; Simplilearn, 2021; Deepak, 2020).

Awareness of Brands

Businesses may increase brand recognition and exposure with the use of digital marketing. Businesses that wish to expand and draw in new clients should take note of this. Businesses can reach a larger audience by using advertising techniques like Google and display advertising, and arrange advertisements strategically for optimal effect. In order to increase reach and boost reputation, business can work together via guest blogging as well as influencer partnerships with professionals in the field. Landing pages should be optimized to better meet the demands of the audience and increase conversions by offering tailored experiences. Producing informative material, including blog entries and eBooks, to demonstrate the knowledge, solve problems, and interact with the audience (Chugh, 2023; Simplilearn, 2021; Jain, 2023).

Effective Targeting

Through data extraction, businesses may determine which audiences will be most effective for them and tailor the marketing effort as per their audience, thanks to digital marketing. Targeting may be done in a variety of ways, such as using demographic data from social media, pay-per-click (PPC) advertising, or keywords for SEO. With so many targeting options accessible, business can be confident that every campaign is directed towards the appropriate audience. Additionally, it assists business in analyzing how client behavior is evolving and adjusting advertising accordingly. Any business that can swiftly grasp the shifting demands of its clients is bound to succeed (Simplilearn, 2021).

Multiple Approaches

Different kinds of firms might employ distinct digital marketing methods. A B2B company seeking to acquire leads from overseas markets can employ a completely different approach than a local B2C clothing retailer. Conversion-based advertising strategies can be advantageous for certain businesses, while SEO and content marketing are more readily beneficial for others. The secret is to constantly assess the outcomes and, over time, create more effective strategies and procedures. A well-designed digital marketing strategy comprises a strategy that swiftly adjusts to changing business demands (Jain, 2024; Simplilearn, 2021).

Variety of Content Types

The variety of material formats accessible for online business promotion is another important benefit of digital marketing. Companies may keep the brand new and create successful online campaigns by selecting from a variety of content kinds available for many platforms. Reproducing a single bit of content that fits across as many different platforms as the businesses would want is easier than with traditional marketing (Chugh, 2023; Simplilearn, 2021).

Analytical and Effectiveness

Digital marketing efforts may be measured in real time with web analytics, making it another significant benefit of digital marketing. In addition to helping to swiftly correct any potential errors, this optimizes subsequent efforts. Businesses can identify each and every source of traffic and have complete control over the sales process by analyzing their digital marketing operations (Chugh, 2023; Simplilearn, 2021; Jain, 2024).

Increased Return on Investment

A key factor in a company's success is increased ROI Acquisition. Achieving the highest possible return on investment is crucial. Companies may optimize the efficiency of their sales force by using digital marketing. Increased rates of conversion with the most potential clients are made possible by it (Jain, 2024; Simplilearn, 2021; Jain, 2023; Chugh, 2023).

Encourages Participation

With the help of digital marketing, a company may establish a strong foundation by interacting with customers in real time. The foundation of a devoted clientele is two-way contact. This may be optimized to produce large sales and increase client retention. The

benefits of digital marketing against traditional marketing contribute to the company's growth (Simplilearn, 2021; Jain, 2023).

Broad Clientele

The growth of the clientele is the next advantage of digital marketing. Digital marketing gives the company a local and worldwide audience. In contrast with traditional marketing, the company's reach is unrestricted. Even a tiny firm might see a sharp increase in revenue and attract clients from outside (Chugh, 2023; Simplilearn, 2021).

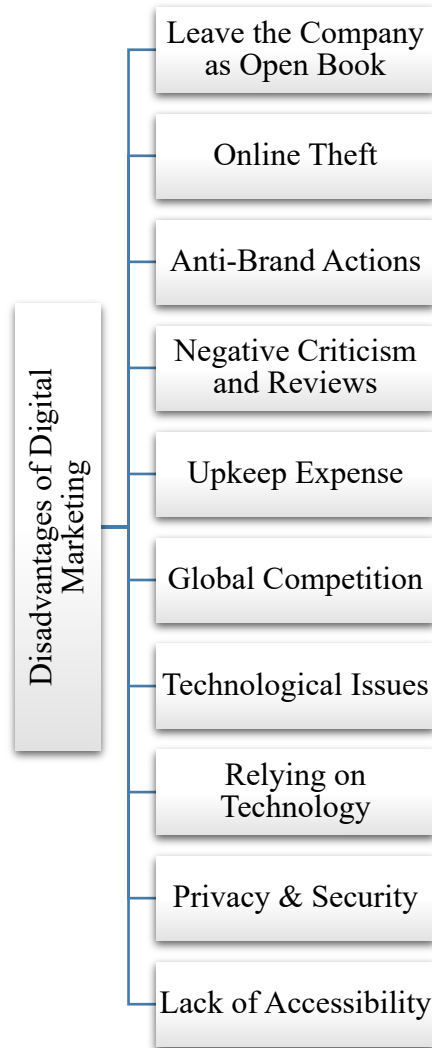
Enhanced Client Experience

Any successful business relies heavily on its base of devoted customers, and digital marketing allows businesses to both attract and maintain this customer base through a variety of strategies. Reaching out to a fresh customer base who are intrigued by the company's offerings is made possible by digital marketing. In addition, one can digitally seek redressal services or engage with the audience's grievances. Chatbots are used by many businesses to respond to often requested queries. The client feels appreciated and heard as a result. In the end, increased retention affects total sales (Simplilearn, 2021).

3.3.2 Disadvantages of Digital Marketing

Companies need to be fully aware of both the benefits that come with information and communication technology as well as any potential drawbacks before they can develop effective marketing plans based on them. Digital marketing's primary drawbacks are given in the below figure 2:

Figure 2 Disadvantages of Digital Marketing



Source: Author's Compilation based on (Jain, 2024; Deepak, 2020; Stella, 2022; Jain and Thakur, 2022).

The disadvantages of the digital marketing from the above figure 2 have been defined in depth as follows:

Leaves the Company as Open Book

One of the biggest drawbacks of using digital marketing is that it leaves companies as "open books" to rivals. This is because rival businesses may rapidly and easily replicate digital marketing strategies. They can copy and utilize business identities, such as trademarks and logos, to deceive customers and increase their market share. Furthermore, they may effortlessly deceive customers by providing false information on goods, services, or brands, which can negatively impact a business's reputation and drive away clients (Jain and Thakur, 2022; Veleva and Tsvetanova, 2020).

Online Theft

Well-known companies are vulnerable to online fraud, in which an untrusted third party uses unethical and dishonest tactics, such as using a company's trademarks and emblems for promotional purposes. This might discredit the established brand in question. Additionally, there may be some financial loss as a result. Events of this nature can also force circumstances beyond the business control (Stella, 2022).

Anti-brand actions

Another drawback of digital marketing is the potential for anti-brand behaviours, sometimes referred to as cybersquatting. In these situations, one person or a group of people might harm a brand's reputation by fabricating stories about it in an effort to damage it (Jain and Thakur, 2022; Stella, 2022).

Negative criticism and reviews

Digital marketing, in contrast to traditional marketing, runs the danger of a negative reputation spreading quickly. Because every unfavourable review, remark, feedback, or complaint on a brand has the potential to spread swiftly and harm its reputation. As a result, the customer support staff must act quickly to resolve client concerns (Jain, 2024; Stella, 2022).

Upkeep Expense

While digital promotion may save costs in many areas, it can also raise them. Because businesses have to pay for the periodic maintenance as well as investment in these modern devices. Additionally, in order to maintain the website along with digital marketing channels, businesses must employ web designers along with technical professionals (Stella, 2022).

Global Competition

Any firm may reach a worldwide audience with online marketing. This implies that businesses must contend with international competition. They'll need to come up with strategies and put them into action to take on a large number of rivals that are going after the same market. To do this, businesses must differentiate themselves from the competition and get customers' attention (Jain, 2024; Stella, 2022).

Technological Issues

Businesses typically see a decline in online traffic when they deal with technical problems like a poorly designed website, a sluggish loading speed, website outages, inaccessible websites, inadequate search engine optimization, and more. When faced with

such problems, customers turn to technically sound rivals that provide a flawless online experience (Jain and Thakur, 2022; Stella, 2022).

Relying on technology

Digital marketing is totally dependent on contemporary technology, internet, and gadgetry. In order to engage in internet marketing, you must invest in these. Furthermore, you are unable to communicate with folks who lack proficiency with these gadgets (Deepak, 2020; Stella, 2022).

Privacy & Security

Whenever it pertains to digital marketing, security and privacy are important considerations. Protecting information about customers is essential for companies. Customers will avoid engaging with a brand or company if they don't feel confidence that it cares about their privacy. Using vulnerability scanners to identify security flaws is one efficient method (Jain, 2024; Deepak, 2020; Stella, 2022; Jain and Thakur, 2022).

Lack of accessibility

While digital marketing allows firms to reach a worldwide audience, it does not reach all areas or individuals worldwide. Suppose you live in a remote location with limited internet connectivity or no internet service providers. Digital marketing also cannot reach old and uneducated individuals who aren't using the internet (Jain and Thakur, 2022; Stella, 2022).

Although there are certain benefits to digital marketing, the long-term gains usually outweigh the expenses. When done well, it could assist companies in expanding their consumer base, increasing brand recognition, and generating leads and sales. For this reason, a lot of companies are prepared to invest what it takes to start and maintain a profitable digital marketing campaign.

3.4 Brand Building

“A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” (American Marketing Association, 2023)

A brand is the culmination of all the elements that make a company distinctive. Products, communication style, tone, logo, name, colours, and typefaces are just a few important factors that may affect how customers perceive the business. Businesses who wish

to develop a successful brand must first comprehend its significance and secondly, the best way to go about doing it (Maline, 2023).

A brand "identifies" a product in the mind of a customer. Once upon a time, scorching brands were used on criminals, slaves, and animals to permanently mark their identities along with ownership. A branded commodity is thereby given an identity that confers ownership and distinction. Branding adds additional value to products. A brand comprises more than just a functioning product; there are additional factors to take into account. For instance, a product is manufactured in a factory, but a brand is purchased by a client. Additionally, items may be imitated by rivals, but brands are one-of-a-kind. A brand may be distinguished from a good or service by featuring values which are important to the buyer and customer integrated into the whole product. Due to its limited use and tendency to lock producers into large volumes and economies of scale, the commodity is unappealing to them. The supplier finds the brand appealing due to its potential to deliver higher margins of profit along with a price tag that is higher (Varey, 2002).

A brand is much more than just a useful thing. The brand serves as a bridge between the supplier and customer viewpoints on what makes a good product. Consisting of consistency, character, compatibility, as well as performance, a brand identity is the unique offer. The brand gains a desired position in the buyer's or consumer's mind. Contrarily, brand image is what each customer or buyer thinks about while interpreting and evaluating their surroundings, which naturally include rival brands, worries, and different values and perspectives.

Brand Building is not for short term purpose. Brand are strategic assets that require long-term care and development. They require care as they develop. As certain brands are passed across one generation to the next, assuming they are successful in remaining relevant to the demands of the following generation, partnerships may then span a lifetime and beyond (Smith et al., 2011).

3.4.1 Importance of Brand Building

Brand Building has consistently been a key component of company, though it may be more essential nowadays compared to before. Through social media, customers get introduced to new companies every day. The result can be incredible for customers who have many of alternatives plus have the chance to undertake research to choose the most suitable option, however it makes the task tougher for businesses (Jones, 2022).

There's a significant lot of competition nowadays, so businesses ought to push themselves above and beyond to make sure brand stand above the rest of among the others. To achieve this, it's necessary to spend in building a powerful brand that will grab and maintain people's attention. Using the correct branding, it gives the potential to acquire some influence over how people view the company (Jones, 2022).

Brand branding is vital to fostering corporate success because of the different ways it impacts the organisation. Below are numerous instances a company ought to look into the brand building as a component of the company's marketing activity (Poli, 2020).

Draws in More Customers

Brand development is incredibly successful in helping a firm attract new clients. It gives a powerful image of a firm making customers who might desire to connect with business. This happens due to the fact that they regard the company as trustworthy and reliable. Brand building is a certain technique to develop word of mouth that coincides with the interest of the business (Poli, 2020).

Creates Loyal Customers

After the company's branding has been well-established and people start buying what they sell, an outstanding brand will assist a business advertise to customers more successfully and retain them turning back for future. As a result, the firm generates a devoted consumer base. Users are generally lured to brands that have similar beliefs. If a firm has an exceptional product with strong branding, a business might build an emotional connection. This was, it also develops more loyal clients (Jones, 2022).

Branding Augments Advertising

Advertising is yet another marketing activity that helps an organisation represent its aims and beliefs. Branding readily combines with advertising to generate an engaging as well as promotional message that meets the business's objectives for expansion (Poli, 2020).

Attracts New Investors

Accessing finance might be vital if a firm is at the early stages of its development or at a growing stage. However, it may be challenging to establish a solid reputation in the initial phases of a firm, discovering a means to achieve it against the odds might be the deciding factor in receiving funding by investors or not. The majority of investors prefer to examine what the company has been capable of doing on its own. And, regardless of how the brand evolves down the future, they will invest in a firm that has developed a solid brand

and brand value for itself. So, if the company has strong branding with a solid client base, it is probably going to attract possible investors (Maline, 2023).

Customer recognition

Establishing a good brand helps a firm develop customer recognition. An example of consumer recognition might involve someone purchasing or seeking for a particular good or service. And they identify an organisation with no past buying history. The likelihood of buyers picking a brand they are acquainted with are significant as opposed to selecting a brand they weren't aware of. A distinctive logo or slogan can also function as a crucial brand identification. It may also be quite useful in improving the company's brand recognition (Maline, 2023).

Improves Creditability

A strong brand boosts the reputation of the company with its consumers and also throughout the industry. A brand with a straightforward and differentiated message will help their consumers and other companies consider them seriously as competitors in the market. Customers are inclined to acquire what the company sells if their marketing seems as though they have gained competence. Another approach of creating reputation is by having prior customers submit testimonials. Moreover, testimonials provide legitimacy to the good or service that a company provides and its brand as a whole. If a consumer isn't pleased with the brand, probably a customer is not going to feel confident standing for the goods or service (Maline, 2023).

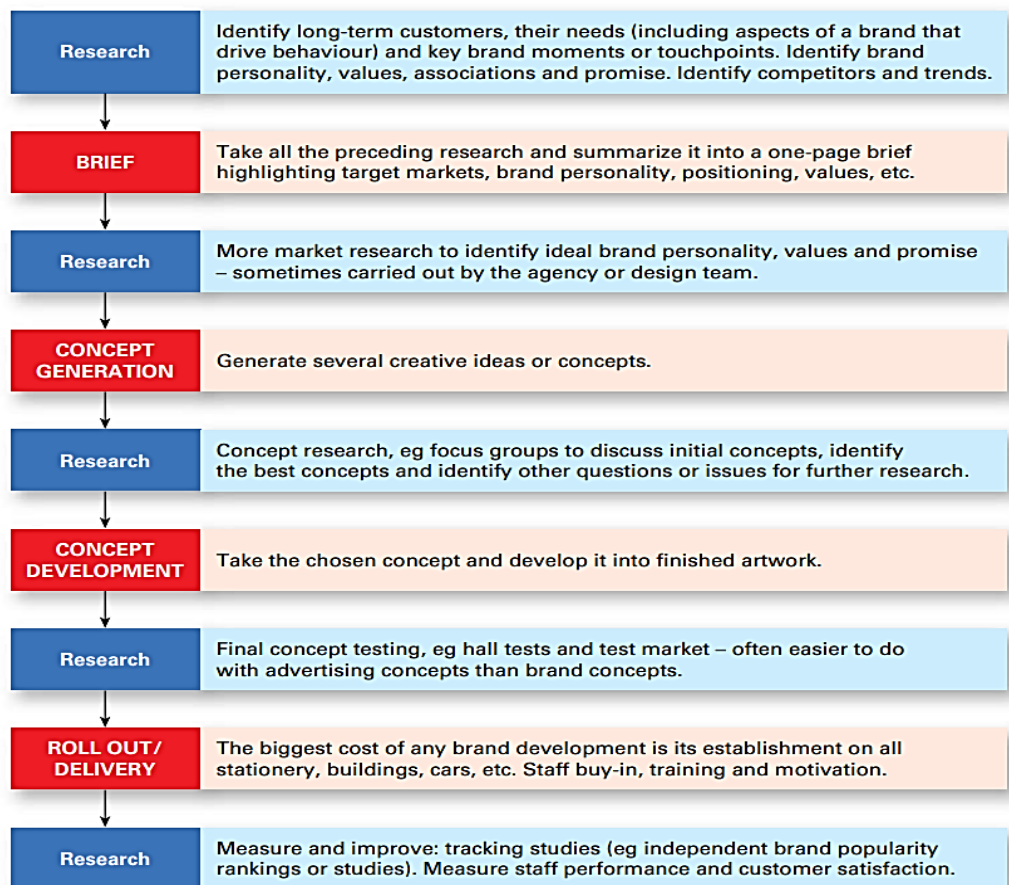
The long-term success of a company is largely reliant on how securely they create their foundation. Branding is an element of that basis. In addition, the manner in which a business's current and future consumers regard its brand provides them power in the marketplace plus a greater opportunity to stand out. A solid reputation may help a business achieve extraordinary heights. In the same way a weak or damaged reputation might accomplish the reverse. Branding comprises numerous levels as well as frameworks, all contributing an equally significant position towards a brand's success. From its visual design to its brand voice, the aspects that collectively make up a brand must be properly thought out and presented to enable a firm achieve true success (Maline, 2023).

3.4.2 Process of Brand Building

It takes a lot of work to develop a brand from scratch. The process requires a lot of research, funds, and effort, whether it is rebranding an established firm or developing a fresh

brand for a startup. However, the most sensible first step in building the desired reputation with its target audience is to have a strong brand image. Brands that can establish stronger, more enduring relationships with their consumers stand to gain greatly. In actuality, maintaining and developing a brand is a key ability. When developing a website, a brand, an exhibition, or a marketing initiative, exceptional marketers follow a development process. They also utilize it while assessing and updating a brand since, in order to be relevant in today's market, brands must be updated and redefined for the modern day. The greatest brand guardians or stewards have a built-in assessment procedure to guarantee that the brand is maintained current. They make sure that the brand is not compromised by obsolescence and make any required adjustments (Smith & Zook, 2011). The process of branding can be seen in the figure 1 – Process of branding.

Figure 3 The Process of Branding



Source: (Smith & Zook, 2011)

Research

Research is employed early in a brand's creation to investigate the brand opportunity. The most economical brand moments are found, target markets are examined, consumer behavior factors are investigated, and brand personalities are established (Smith & Zook, 2011).

Brief

Any branding campaign should begin by identifying its goals and what it hopes to leave on the minds of its target audience. The brand promise, personality, values, associations, as well as positioning should all be included in the brief. Inventive brand names and brand logos came later. All of the important decision makers should agree with or sign off on a well-written brief. The brand's promise to customers is included in the brief along with the target market definition. What distinguishes it? What needs does it meet? The brief should include the following elements: target markets, distribution methods, regulatory guidelines, role, personality, positioning, promise or proposition, and essence of the brand (Smith & Zook, 2011).

Concept Generation & Development

Any creative concepts are clearly guided by the responses to questions concerning the brand's promise, personality, values, affiliations, and placement. A well-crafted brief may save a great deal of time by guiding the creative process and preventing the generation of time-consuming concepts that don't meet the requirements of the brand. But when the brief is approved, more investigation into clients, suppliers, and even rival businesses could be done. The names of brands along with logos for brands may be developed and then studied, with the most appropriate ones being chosen for refinement or development, based on a clear brief plus any extra research needed (Smith & Zook, 2011).

Roll Out/Delivery

A brand needs much more than simply grandiose branding events and press releases to be successfully rolled out. Internal communication is the first step in launching a new or redesigned brand. It is necessary to activate the entire organization. The brand needs to be embraced by every member of the company. Acting as a brand champion, the CEO sets the precedent for this, which spreads across the whole company. A company's actions speak louder than words about its character and principles. Any appreciable discrepancy between an organization's stated mission and its actual actions will negatively impact consumers' perception of the brand. When workers actively and passionately uphold the brand promise every single day, they are living the brand. It is beneficial if each team member's job

description includes the brand and associated tasks. This is where tight collaboration between HR and marketing occurs. Effectively, everyone starts doing business with the brand (Smith & Zook, 2011).

Building a brand is not that difficult. Keeping up a brand is the hard part. Outstanding brand managers work to continuously improve or revitalize the brand so that it is perceived as current at all times. A brand needs people, systems, vision, and dedication to be maintained (Smith & Zook, 2011).

3.4.3 Components of Brand Building

Brand equity, the identity of the brand, brand promise, the positioning of the brand, personality of the brand, values associated with the brand, brand association, and finally, the customer experience are the components of a brand. They all have to get along with one another.

Brand Equity

Brand equity is the degree of trust which is associated with having a well-known brand for established firms. While it is true that newcomers lack this, it may be swiftly built with a substantial investment in above-the-line marketing (Kingsnorth, 2022).

The additional value contributed to goods and services is known as brand equity. It might be seen in the pricing, market share, as well as profitability that the brand commands, and additionally in the thoughts, feelings, and behaviors that customers have towards the brand (Keller, 2003).

Customer perception of the brand's worth and overall awareness is known as brand equity. Negative brand equity may be the outcome of poorly run brands. Elements of brand equity comprise the reputation of the brand and its identity, which includes its name, symbols, jingles, colours, connotations, and any sensory elements like distinct feels or odours. Aspects of brand equity include awareness of the brand, preference for the brand, and loyalty to the brand. Brand equity is mostly influenced by real brand encounters (Smith & Zook, 2011).

Marketers build brand equity by taking consistent initiatives that communicate the essence of the brand, including exactly what the brand stands for, what essential advantages it offers, what requirements it meets, how it differentiates its offerings from competitors, and which unique, powerful associations with the brand should consumers have. Maintaining

uniformity in the type and volume of marketing assistance is crucial for strengthening brands (Keller, 2013).

Brand Essence

A brand's soul or spiritual center, or brand essence, is derived from its basic principles or values. Customers are motivated by a brand's mission statement, which outlines how it will benefit society. This also applies to the employees. The main advantages, both practical and sentimental, are the essence of the brand. Every choice made by the whole business team must be influenced by the brand essence, which they must be able to recall 100% of the time. It begins with the brand's strongest points and then makes a connection to a significant societal trend or fact (Smith & Zook, 2011). Brands sell their goods with an emotional attachment. When consumers engage with a brand, they feel these emotions and develop opinions about it. The core of the brand is this collection of beliefs about what the company is genuinely recognized for in the marketplace. The experience that consumers anticipate from a brand is known as its essence. The distinguishing factor between the brand and its competitors is the intangible feature, as perceived by the customers. A brand's essence is what gives an organization its purpose; think of it as the brand's soul, or DNA, that permeates every place it exists. It unites the ideas behind the value proposition, the brand's values and guiding principles, and the company's objectives. (Pahwa, 2021).

Assessing the brand essence enables firms to evaluate the return on investment of their brand development initiatives. Businesses may assess the results of their marketing, advertising, and other brand-building expenditures by monitoring shifts in consumer choice, loyalty, and perception of their brands over time. With the purpose of optimizing brand performance, this review facilitates more efficient resource allocation and data-driven decision making. Additionally, brand essence enables the business to build a distinct image in the market and maintain consistency. Brands must make sure they communicate their core properly if they want to get momentum. Furthermore, it's critical that the brand essence may provide endurance and incorporate long-term objectives that the company wishes to accomplish, rather than merely being a fleeting idea (Pastor, 2023).

Brand Experience

When people look for, purchase, and use brands, they encounter brands in a range of contexts. Consumer reactions that are elicited in such circumstances by particular brand-related experiential features are referred to as brand experiences. The four components of

brand experience—sensory, emotive, intellectual, and behavioral—are elicited differently by different brands (Brakus et al., 2009).

What consumers feel or go through when they really use a product or service is known as the brand experience. Every brand interaction point is included in this. It appears that many firms are forgetting this. Brand perception is strongly impacted by the real experience's consumers have, whether positive or negative. Every interaction between a brand and a client is referred to as a "brand moment." The aforementioned encompasses many customer-facing interactions such as the website, email and phone answers, inquiry handling, product or service usage, addressing complaints and post-purchase support, and all marketing correspondence. These are important occasions for the brand (Smith & Zook, 2011).

(Morgan-Thomas & Veloutsou, 2013) discuss the consequences for online brand experiences in more detail. On the down side, because the digital marketplace is virtual, there are less tangible indicators, more obstacles because the environment is intangible, and less assurance about what to expect while interacting with an online experience. On the plus side, though, digital surroundings provide chances for more interaction and real-time brand experiences, this may give customers a sense of empowerment. since a result, an online business should aim to establish a rapport with its audience by providing satisfying online experiences, since this will subsequently result in consumer contentment and favourable intents to engage with the company again.

According to (Flores, 2005), getting visitors to come back is important. He offers several recommendations for a high-quality website experience to accomplish this, such as building an engaging, interactive experience via rich media which represents the brand, taking into account where the site will affect the process of sale by promoting trial, and implementing a conversational program on the website in order to start a "conversation" with those who are most valuable customer segments.

Brand Identity

Equity in a brand includes its identity. The "visual narrative" refers to the way a brand appears, including its logo, colors, and graphics. This is known as identity. However, perception—that is, how customers view a brand based on its identity in addition to all other interactions, conversations, and experiences—is part of brand image. What is genuine is identity. Before image comes identity. Customers may recall and identify a brand more easily when it has an identity that reflects its values, personality, and promises—all of which

are marketed across all promotional channels. Logos are frequently referred to as a crucial element of brand equity and are an integral aspect of the brand identity. (Smith & Zook, 2011).

“Brand identity is the totality of brand associations, including name and symbols that must be communicated“ (Aaker & Joachimsthaler, 2000)

Brand identification goes beyond name alone. By "brand associations," these authors mean a collection of connections that suggest a promise made by an organization to its clients. Studies have indicated that the attributes of the term selected to symbolize a brand may impact customer behavior and are associated with the likelihood that a buyer would interact with a brand (Vitevitch & Donoso, 2011).

Customers can remember a brand and tell it apart from hundreds of others thanks to its brand identity, which is made up of a collection of visual elements that express a company's values. It aids in creating a lasting brand, cultivating consumer loyalty and trust, and influencing how people view a business. A market that is becoming more and more competitive forces companies to innovate in order to survive. A corporation may identify a suitable place for its brand and produce a distinctive design that people will know by developing a strong identity, which will raise brand recognition (SendPulse, 2023).

Brand Personality

A company's or organization's brand personality serves as a framework to influence consumers' perceptions of its goods, services, or objectives. A certain customer segment's emotional response to a company's brand is triggered. Developing a brand personality aims to encourage constructive behaviors that advance the company's interests. To connect with the appropriate customers, businesses need to precisely establish their brand personality. A brand should strive to make a certain consumer segment feel good about themselves. Particularly in the digital era of automation as well as artificial intelligence, the human aspect of the brand's personality is crucial. (Tarver, 2023). Particularly in the digital era where automation and artificial intelligence (AI) technology are expanding, brand identities are increasingly more crucial. Studies reveal that even if customers love shopping online and having businesses anticipate their needs, they still prefer face-to-face communication and direct customer care when doing business with businesses (Amaresan, 2023).

“Five dimensions of brand personality (with corresponding subdimensions) are sincerity (down-to-earth, honest, wholesome, and cheerful), excitement (daring, spirited, imaginative, and up-to-date), competence (reliable, intelligent, successful), sophistication (upper class and charming), and ruggedness (outdoorsy and tough).” -(Aaker, 1997)

Consumers interact with brands in the same way that they interact with other people. For this reason, brand personalities are carefully defined by marketers. Certain brands develop interactions with their clients that are nuanced and frequently unconscious. These human personality features are present in a brand's personality (Smith & Zook, 2011). Customers utilize the brand's personality to convey their own unique identities through engagement with it and to judge the extra value it offers (Valette-Florence et al., 2011). A brand's online presence on social media is referred to as its "social personality." The social personality and the brand personality have to be completely compatible. A business having distinct personas across several media is not something that one would anticipate. It's crucial for a brand to maintain authenticity and consistency on social media (Kingsnorth, 2022).

Brand Positioning

The process of crafting a brand and offering that will make a lasting impression on the target market is known as positioning (Ries and Trout, 2001). Putting the brand where consumers think it will help the company to the fullest extent possible. By elucidating the brand's core, defining the objectives it facilitates customers achieve, and demonstrating the manner in which it accomplishes so in a distinctive way, a strong brand positioning aids in directing marketing strategy (Kotler and Keller, 2012).

In the marketplace, brand positioning refers to how consumers explicitly view a brand in relation to competitors based on two or three factors. Perception is the foundation of brand positioning; it comprises one or two primary characteristics that determine how consumers will view or perceive the brand. The ideal place for a brand to be in the eyes of consumers is determined by its positioning statement. Brands adapt to changing consumer needs in tandem with shifting marketplaces. Positioning studies determine what matters to consumers, where rivals are positioned, and whether there are any voids that a brand may replace or assume. This is brand strategy, and success depends on it 100% (Smith & Zook, 2011).

A brand positioning is supposed to, in the opinion shared by numerous marketing experts, incorporate both emotive and rational elements. Customers' understanding of the brand's offerings and what makes it a better option than competitors is essential to

developing the brand's positioning in the market. Customers must comprehend the category or categories in which it competes, as well as its advantages and disadvantages over those of its rivals. Stated otherwise, a well-crafted posture ought to incorporate both points-of-difference as well as points-of-parity that satiate the intellect and the emotions. Strong brands frequently aim to do this by building on their competitive advantages in order to emotionally connect with their target audience (Kotler and Keller, 2012).

Brand Promise

A catchy phrase is not the same as a brand promise. It's a means of demonstrating to potential customers what makes the brand unique. Similar to other types of commitments, brand promises may become intricate. They have a direct effect on relationships, offer big commitments, and have high expectations. A brand promise outlines the expectations that customers have for a company at every point of contact. It acts as the cornerstone of a business and influences every facet of it, including customer service and messaging (Bretous, 2023).

What consumers can anticipate receiving from a business each and every time they deal with it is known as a brand promise. Customers and staff place greater importance on a company's brand the more consistently it can fulfill its promises (Gary Fox, 2020). A business's brand promise can be expressed through a variety of channels, including social media, messaging, taglines, and ads. Either clearly stated or subtly implied can be used. A clearly stated brand promise has a quicker response than one that is implied, but it's crucial to remember that a firm will be held to higher standards of performance the more clearly it expresses its promises (Lischer, 2020).

Brand Role

As per (Smith & Zook, 2011) what function does a brand serve in the lives of its target market? The brand's role is a social facilitator as well as a component of its personality or lifestyle. In what way does it fit into the customer's life? Is the brand a champion, buddy, confidant, consul, facilitator, mentor, guru, or something else entirely?

Brand Values

A business's brand values represent its personality. It is crucial to have a consistent personality so that customers can relate to and trust the brand. As a result, the digital marketing plan needs to adhere to these principles and their other manifestations (Kingsnorth, 2022). Since brand values are stated internally, they are not always visible. Think of the brand as an individual. What values does a brand uphold? What does it

represent? What level of achievement does it reach? How ought it to act? A set of beliefs or a method of operation and communication are known as brand values (Smith & Zook, 2011)

A way for companies to gain a greater insight into the financial effect of their marketing operations as well as spending is to track the value generation process across the brand value chain. According to the brand value chain, which adopts a customer's viewpoint on a brand's worth, the process of creating a brand starts the moment a company engages in a marketing initiative aimed at current or future clients. This includes investments made in marketing programs that may be linked to the growth of brand value, such as those for product research, development, as well as design; trade or intermediary assistance; and marketing communications (Keller, 2013).

Brand Vision

A strong brand vision is rooted in both the past and the present. A brand's vision must, of course, be aspirational in order to allow for future growth and improvement, but it also must be unachievable. Finding the correct course of action to take the brand from where it is to where it wants to be involves striking the correct balance between what it currently is as well as what could possibly accomplish. Determining a brand's potential is essential to developing its vision. The value that a brand possesses that can be extracted through well-crafted marketing strategies, initiatives, and campaigns is known as its inherent brand potential. Stated differently, it represents the potential worth of the brand should we offer new goods, expand into untapped markets, or target a different demographic in the future. The management team's assessment of the brand's future potential is known as the brand vision. The firm's ability to identify potential future brand equity has an impact on it. When a company is reluctant or unable to explore everything that a brand may and should become, a lot of companies possess underlying brand equity which has never been realized (Keller, 2013).

3.5 Digital Shopping Behaviour of Customers in India

Today's industrialized world has more people buying online than it did five years ago, and India, which has 120 million Internet users, is one of the two largest Internet markets in the world, with 1 billion users spread among 30 aspirational nations (Gnanasambandam et al., 2012). Because most products are accessible on the internet for less money than they would in a physical store, consumers find it to be an excellent location to shop for deals. According to polls, however, convenience seems to be an even greater draw because the

majority of online buyers find the congested high street to be quite stressful, therefore simple access Internet retailers offer an alternative to traditional brick and mortar stores. These online stores are information-rich, offering clients all the details they need to make informed decisions about products and services, including specifications, features and pricing comparisons, promotions, and special offers. Deeper content, reviews, multimedia, and interaction are all made possible by the new age media, or digital media. The internet has become a potent information medium with instantaneous effects on consumers (Mathur and Sharma, 2014).

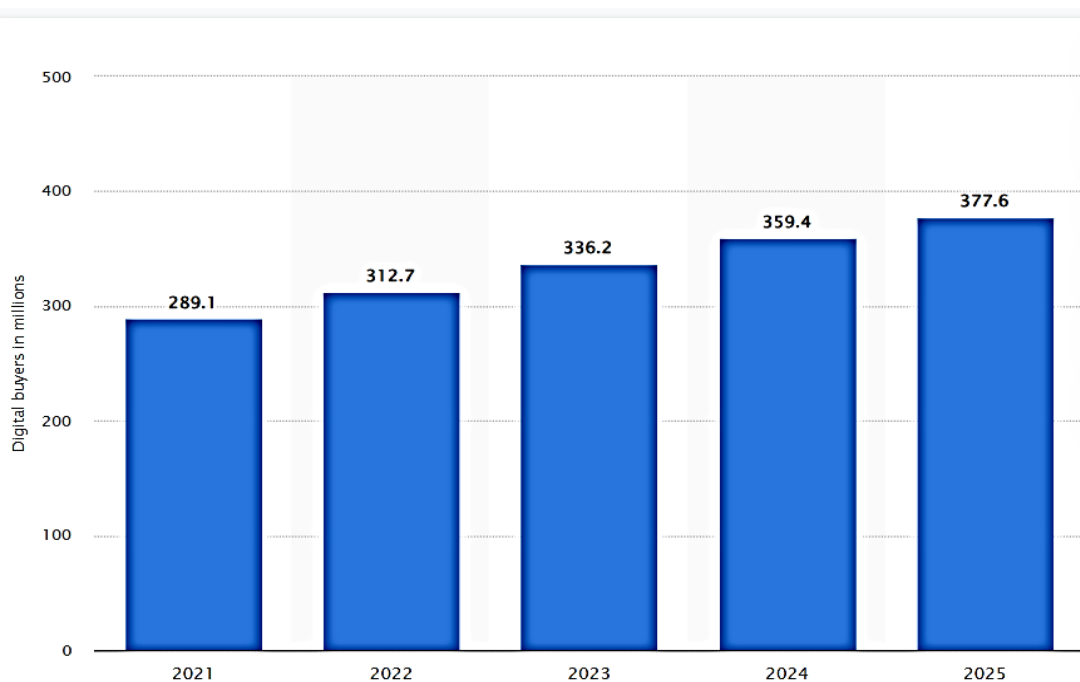
The number of Internet users in India is rising quickly, which is creating intense rivalry in the online market. Online stores provide the newest goods and services together with tempting deals. Online shopping saves a tonne of time when compared to physically visiting a retail location to make the purchases you want to make. (ComScore, 2013) in their research report mentioned that due to expanding Internet usage, India now has the third-largest Internet user base in the world, with 73.9 million users. The results of the survey indicate that e-commerce in India is seeing significant development, with about 60% of internet users using e-commerce websites. Among the other prominent participants in the market are Myntra, Flipkart, and Jabong. Users mostly search for clothing (21.0%), computers (16%), and consumer electronics (13%), with specific searches of buying comparisons accounting for over 15% of the entire online retail categories.

The online shopping business was estimated to be worth \$8.5 billion in 2016, with 40 million people buying online in 2016 compared to 20 million in 2013, a compound annual growth rate of 25%. With the rise of middle-class customers and their access to cheap smartphones, mobile has emerged as the primary online shopping channel. Online shopping has become increasingly popular due to a variety of applications owned by marketers that offer different incentives for possessing it (Sharma and Kurian, 2014). (Goldsmith and Goldsmith, 2002) discovered that women spent more on clothing than men did, and that they preferred Internet shopping over traditional brick-and-mortar stores. Women spend more time and money shopping for clothing, even though males spent more time online. It was advised that websites should emphasize speed, pleasure, and safety in order to draw in more customers interested in clothes. Additionally, the websites need to guarantee that their platforms are enjoyable to use and provide fast post-purchase delivery of the purchased goods.

(Dawson and Kim, 2010) according to a study that attempted to interpret exterior cues on clothing websites, the most sought-after incentives for online impulsive buying were free delivery or a shipping discount, special offers, and purchase suggestions. As per the report online marketers could provide more deals, fresh looks and styles, and gift ideas, as well as increase their location and give more return possibilities.

(Jain, Vatsa and Jagani, 2014) according to their research, all genders valued product features such as exclusivity, fit, style, and quality. Male consumers preferred to be linked with well-known companies, whereas female consumers were more concerned with aesthetics—color, shade, and variety. In addition to reading fashion blogs, tweets, and articles on fashion, the survey stated that Generation Z gets its information from viewing movies, YouTube videos, and award shows. The COVID-19 shutdown and limits have allowed the digital marketplace to grow significantly. For daily requirements like online shopping, banking, grocery shopping, etc., consumers have moved to the digital platform. Because online buying is convenient and generally a pleasurable experience, most consumers would like to carry on purchasing even after the COVID-19 epidemic (Minhas, 2023). The below figure presents the number of annual shoppers (in millions) from the year 2021-2025 (forecast).

Figure 4 Digital Buyer in India for the year 2021-2025 (In Millions)



Source: (Minhas, 2023)

From the above figure it can be observed that there were 289 million digital purchasers in India as of 2021. It is anticipated that by 2025, there will be 378 million digital purchasers worldwide. Personalized ads, sales, prompt delivery and return policies, together with a high smartphone penetration rate, are the main drivers of the nation's fast expanding e-commerce industry. This retail ecosystem has drastically changed the landscape for this industry, along with the convenience of home delivery, a wide range of options, and comfort. With a 28.3 percent rise in retail mobile commerce sales in 2021, India was among the fastest-growing nations. Finding the greatest prices online was the most crucial factor to take into account when purchasing online. Additionally, in 2020, Amazon India ranked first among online retailers for sales in the e-commerce sector. Tailored applications and encounters also had an impact. With a projected 25.5% rise in retail e-commerce sales by 2022, India is the second-largest market in the Asia Pacific region (Minhas, 2023).

4 Practical Part

4.1 Demographic Profile of the Respondents

The demographic profile of the respondents like age & gender allows the researcher to understand the characteristics of the audience. Therefore, it becomes necessary for the researcher to understand the demographic profile of the respondents as it influences their taste and preferences with the changes in age and gender.

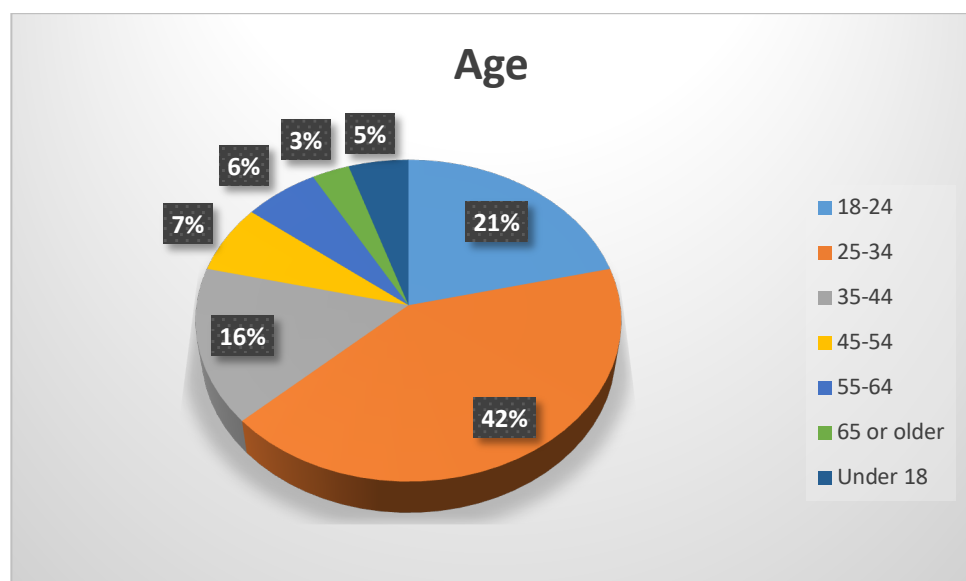
4.1.1 Age

Table 1 Age of the Respondents

Age	Frequency	Percent
18-24	34	21.3
25-34	67	41.9
35-44	25	15.6
45-54	11	6.9
55-64	10	6.3
65 or older	5	3.1
Under 18	8	5.0
Total	160	100.0

The above table gives the frequency distribution of the age of the respondents. While for the better understanding of the same the graphical presentation of the table is given here as under:

Figure 5 Age of the Respondents



Source: Researcher's own work

From the above fig. it can be observed that majority of the respondents i.e. 41.9% of the respondents fall within the age group of 25-34years. While, 21.3% respondents fall within the age group of 18-24years and 15.6% respondents fall within the age group of 35-44years. It is also seen that 6.9% of the respondents belong to the age group of 45-54years. While 6.3% of the respondents fall within the age group of 55-64years and only 5% of the respondents under the age of 18years. It can be found out that only 3.1% of the respondents belong to the age group of 65 years or older. Thus, it can be concluded that majority of the respondents fall within the mid-range group of age i.e. from 25-44 years which gets to 57.5% of the respondents.

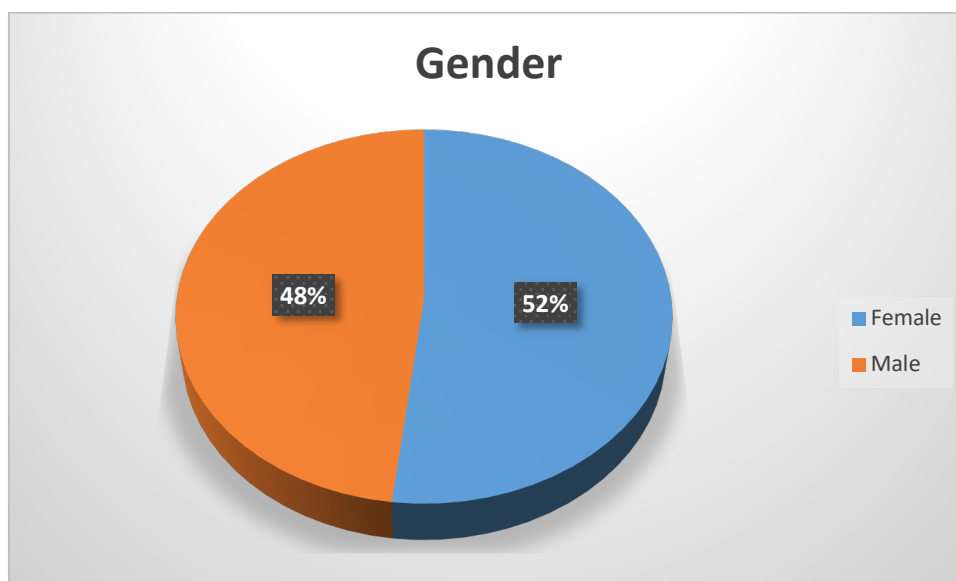
4.1.2 Gender

Table 2 Gender of Respondents

Gender		
Gender	Frequency	Percent
Female	83	51.9
Male	77	48.1
Total	160	100.0

The above table gives the frequency distribution of the gender of the respondents. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 6 Gender of Respondents



Source: Researcher's own work

From the above fig it can be observed that 52% of the respondents are belonging to the category female. While, 48.1% of the respondents are belonging to male category. Thus, it can be concluded that majority of the respondents are females.

4.2 Evaluate the Awareness about Digital Marketing

Following information have been collected from the respondents regarding the awareness about digital marketing.

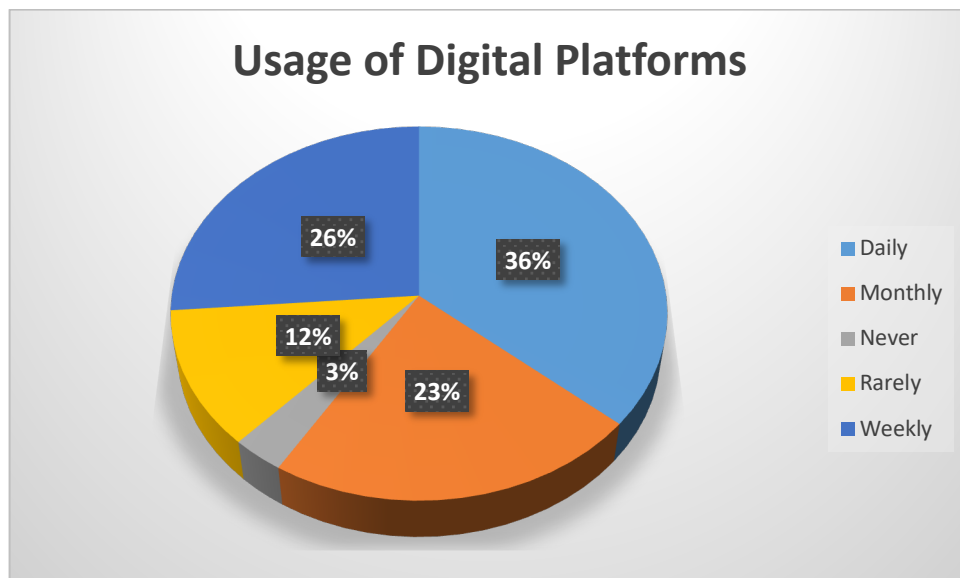
4.2.1 Frequency of Usage of Digital Platforms

Table 3 Frequency of Usage of Digital Platforms

Usage of Digital Platforms		
Usage	Frequency	Percent
Daily	58	36.3
Monthly	36	22.5
Never	5	3.1
Rarely	19	11.9
Weekly	42	26.3
Total	160	100

The above table gives the frequency distribution regarding the usage of digital platforms by the respondents. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 7 Frequency of Usage of Digital Platforms



Source: Researcher's own work

From the above figure it can be observed that 36.3% of the respondents make use of digital platforms on daily basis. While 26.3% of the respondents make use of digital platforms on weekly basis. It can also be observed that 22.5% respondents make use of digital platforms on monthly basis and 11.9% of the respondents rarely make use of digital platforms. Only 3.1% of the respondents have reported that they never make use of digital platforms. Thus, it can be concluded that majority of the respondents are frequent users of digital platforms either on daily or weekly basis.

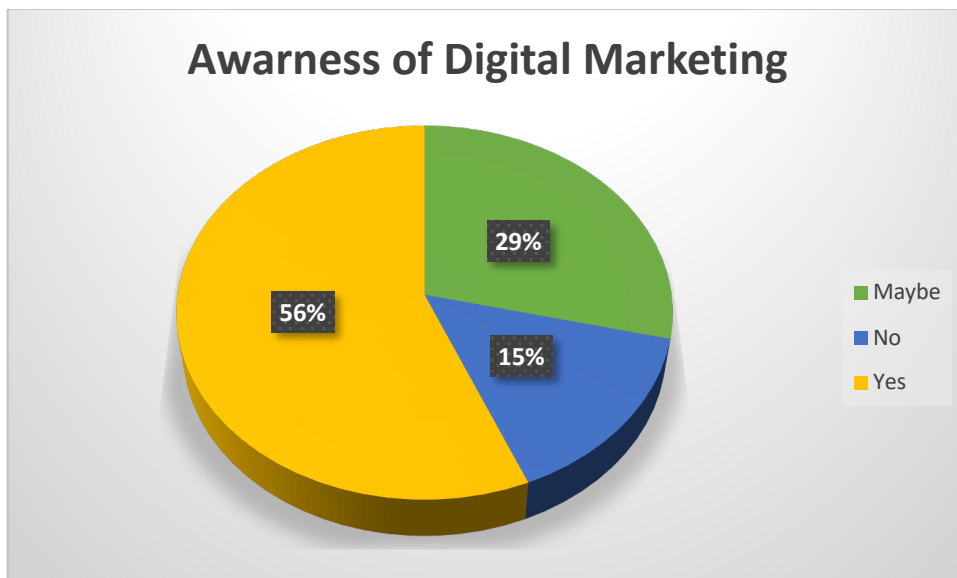
4.2.2 Awareness about Digital Marketing

Table 4 Awareness about Digital Marketing

Awareness about Digital Marketing		
	Frequency	Percent
Maybe	46	28.8
No	24	15.0
Yes	90	56.3
Total	160	100.0

The above table gives the frequency distribution regarding the awareness of digital marketing by the respondents. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 8 Awareness about Digital Marketing



Source: Researcher's own work

From the above figure it can be seen observed that 56% of the respondents are having awareness regarding digital marketing. While 28.8% of the respondents have reported that they may have awareness regarding digital marketing. Only 15% of the respondents have reported that they are not having awareness regarding digital marketing. Thus, it can be inferred that majority of the respondents are having awareness regarding digital marketing.

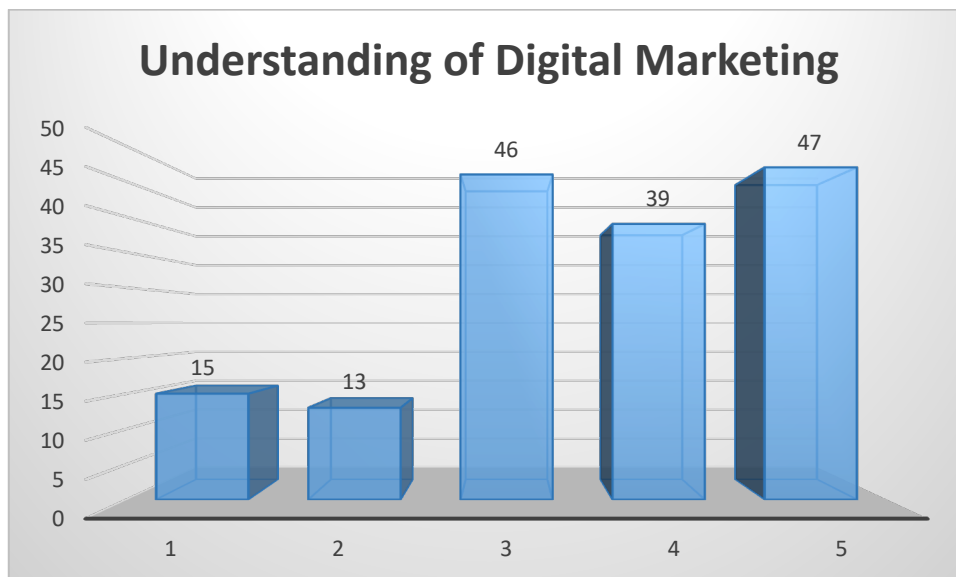
4.2.3 Understanding about Digital Marketing

Table 5 Understanding of Digital Marketing

Understaning of Digital Marketing		
	Frequency	Percent
1	15	9.4
2	13	8.1
3	46	28.8
4	39	24.4
5	47	29.4
Total	160	100.0

The above table gives the frequency distribution regarding the understanding of digital marketing by the respondents. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 9 Understanding of Digital Marketing



Source: Researcher's own work

From the above figure it can be understood that 29.4% of the respondents have reported that they have excellent understanding of digital marketing. While 28.8% of the

respondents have reported that they have average understanding of digital marketing. It can be observed that 24.4% of the respondents have reported that they have good understanding regarding digital marketing. It is also found that 9.4% of the respondents have reported that they have very poor understanding of digital marketing and 8.1% of the respondents have poor understanding of digital marketing. Thus, from the above it can be inferred that majority of the respondents i.e. 53.8% of the respondents have good understanding of digital marketing.

4.3 Factors Affecting Brand Perception amongst the Customers

Following information have been collected from the respondents regarding the factors affecting brand perception amongst the customers with the help of survey.

4.3.1 Product Quality & Features

Table 6 Product Quality & Features

Product Quality & Features		
	Frequency	Percent
1	32	20.0
2	18	11.3
3	34	21.3
4	25	15.6
5	51	31.9
Total	160	100.0

The above table gives the frequency distribution regarding the product quality and features affecting brand perception. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 10 Product Quality & Features



Source: Researcher's own work

From the above figure it can be observed that 31.9% of the respondents strongly agree that product quality and features affect their perception regarding a brand. While 21.3% of the respondents have reported that they are neutral pertaining to product quality and features affecting their brand perception. It can also be observed that 20% of the respondents strongly disagree that product quality and features affect their perception regarding a brand. Whereas, 15.6% of the respondents agree that product quality and features affect their perception regarding a brand and 11.3% of the respondents disagree that product quality and features affect their perception regarding a brand. Thus, it can be inferred that majority of the respondents i.e. 47.5% of the respondents agree that their perception regarding brand is influenced by product quality and features.

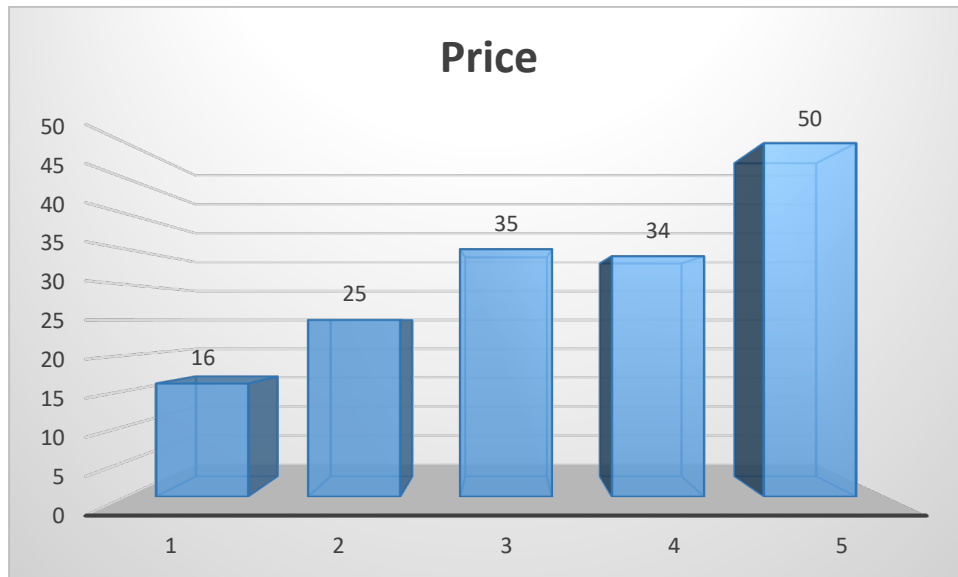
4.3.2 Price

Table 7 Price

Price		
	Frequency	Percent
1	16	10.0
2	25	15.6
3	35	21.9
4	34	21.3
5	50	31.3
Total	160	100.0

The above table gives the frequency distribution regarding the price of the product affecting brand perception. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 11 Price



Source: Researcher's own work

From the above figure it can be observed that 31.3% of the respondents strongly agree that product prices affect their perception regarding a brand. While 21.9% of the respondents have reported that they are neutral pertaining to price of a product affecting their brand perception. It can also be observed that 21.3% of the respondents agree that product prices affect their perception regarding a brand. Whereas, 15.6% of the respondents disagree that product prices affect their perception regarding a brand and 10% of the respondents strongly disagree that product prices affect their perception regarding a brand. Thus, it can be inferred that majority of the respondents i.e. 52.6% of the respondents agree that their perception regarding brand is influenced by product price.

4.3.3 Customer Reviews & Ratings

Table 8 Customer Reviews & Ratings

Customer Reviews & Ratings		
	Frequency	Percent
1	21	13.1
2	20	12.5
3	29	18.1
4	40	25.0
5	50	31.3
Total	160	100.0

The above table gives the frequency distribution regarding the customer reviews and ratings of the product affecting brand perception. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 12 Customer Reviews & Ratings



Source: Researcher's own work

From the above figure it can be observed that 31.3% of the respondents strongly agree that product customer ratings and reviews affect their perception regarding a brand and 25% of the respondents have reported that they agree pertaining to customer reviews and ratings of a product affecting their brand perception. It can also be observed that 18.1% of the respondents are neutral that product customer ratings and reviews affect their perception regarding a brand. Whereas, 13.1% of the respondents strongly disagree that customer ratings and reviews regarding a product affect their perception regarding a brand and 12.5% of the respondents disagree with the same. Thus, it can be inferred that majority of the respondents i.e. 56.3% of the respondents agree that their perception regarding brand is influenced by customer reviews and rating regarding the product.

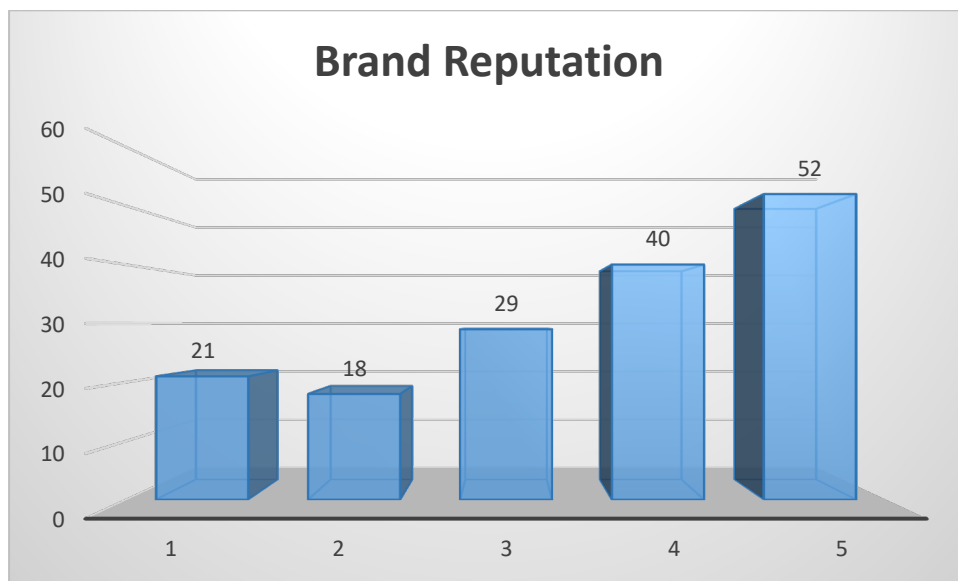
4.3.4 Brand Reputation

Table 9 Brand Reputation

Brand Reputation		
	Frequency	Percent
1	21	13.1
2	18	11.3
3	29	18.1
4	40	25.0
5	52	32.5
Total	160	100.0

The above table gives the frequency distribution regarding the brand reputation affecting brand perception. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 13 Brand Reputation



Source: Researcher's own work

From the above figure it can be observed that 32.5% of the respondents strongly agree that brand reputation affect their perception regarding a brand and 25% of the respondents have reported that they agree pertaining to brand reputation affecting their brand perception. It can also be observed that 18.1% of the respondents are neutral that brand reputation affects their perception regarding a brand. Whereas, 13.1% of the respondents

strongly disagree that brand reputation affects their perception regarding a brand and 11.3% of the respondents disagree with the same. Thus, it can be inferred that majority of the respondents i.e. 57.5% of the respondents agree that brand reputation affect their perception regarding brand.

4.3.5 Advertising & Marketing Efforts

Table 10 Advertising & Marketing Efforts

Advertising & Marketing Efforts		
	Frequency	Percent
1	20	12.5
2	21	13.1
3	32	20.0
4	42	26.3
5	45	28.1
Total	160	100.0

The above table gives the frequency distribution regarding the advertising and marketing efforts affecting brand perception. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 14 Advertising & Marketing Efforts



Source: Researcher's own work

From the above figure it can be observed that 28.1% of the respondents strongly agree that advertising and marketing efforts affect their perception regarding a brand and 26.3% of the respondents have reported that they agree that advertising and marketing efforts

are affecting their brand perception. It can also be observed that 20% of the respondents are neutral that advertising and marketing efforts affects their perception regarding a brand. Whereas, 13.1% of the respondents disagree that advertising and marketing efforts affects their perception regarding a brand and 12.5% of the respondents strongly disagree with the same. Thus, it can be inferred that majority of the respondents i.e. 54.4% of the respondents agree that advertising and marketing efforts affect their perception regarding brand.

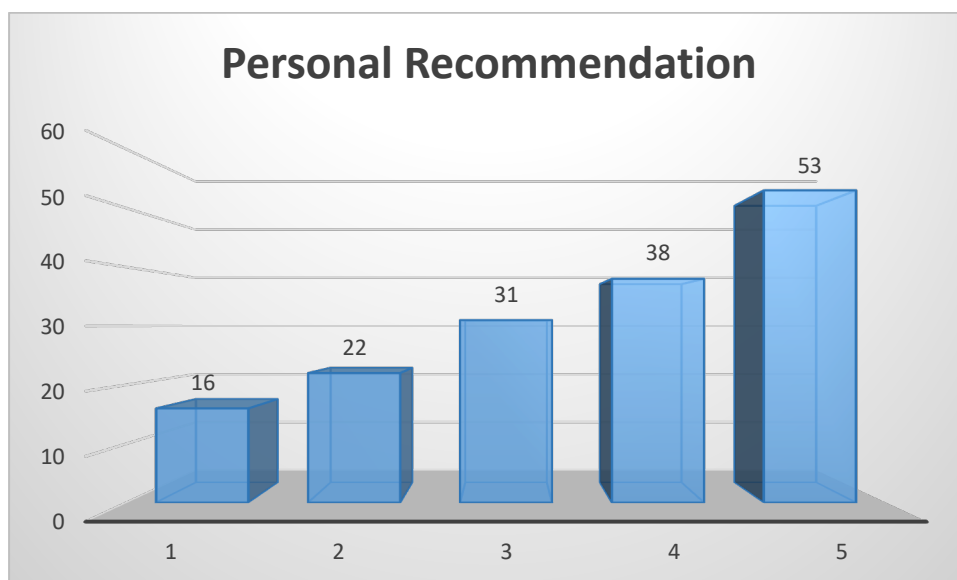
4.3.6 Personal Recommendations

Table 11 Personal Recommendations

Personal Recommendation		
	Frequency	Percent
1	16	10.0
2	22	13.8
3	31	19.4
4	38	23.8
5	53	33.1
Total	160	100.0

The above table gives the frequency distribution regarding personal recommendations affecting brand perception. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 15 Personal Recommendations



Source: Researcher's own work

From the above figure it can be observed that 33.1% of the respondents strongly agree that personal recommendation affect their perception regarding a brand and 23.8% of

the respondents have reported that they agree that personal recommendations are affecting their brand perception. It can also be observed that 19.4% of the respondents are neutral that personal recommendation affects their perception regarding a brand. Whereas, 13.8% of the respondents disagree that personal recommendation affects their perception regarding a brand and 10% of the respondents strongly disagree with the same. Thus, it can be inferred that majority of the respondents i.e. 56.9% of the respondents agree that personal recommendation affect their perception regarding brand.

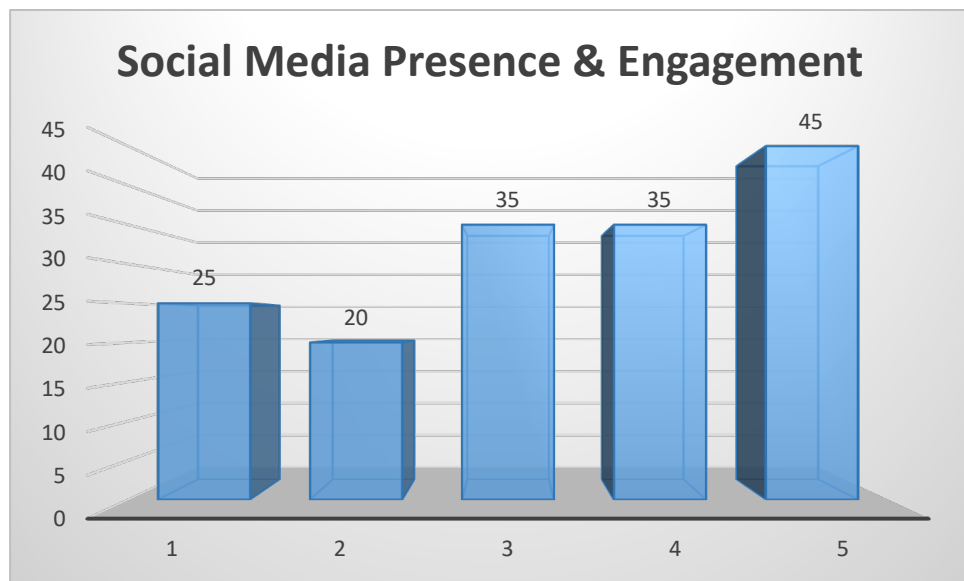
4.3.7 Social Media Presence and Engagement

Table 12 Social Media Presence & Engagement

Social Media Presence & Engagement		
	Frequency	Percent
1	25	15.6
2	20	12.5
3	35	21.9
4	35	21.9
5	45	28.1
Total	160	100.0

The above table gives the frequency distribution regarding the social media presence and engagement affecting brand perception. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 16 Social Media Presence & Engagement



Source: Researcher's own work

From the above figure it can be observed that 28.1% of the respondents strongly agree that social media presence and engagement affect their perception regarding a brand and 21.9% of the respondents have reported that they agree that social media presence and engagement are affecting their brand perception. It can also be observed that 21.9% of the respondents are neutral that social media presence and engagement affects their perception regarding a brand. Whereas, 15.6% of the respondents strongly disagree that social media presence and engagement affects their perception regarding a brand and 12.5% of the respondents disagree with the same. Thus, it can be inferred that majority of the respondents i.e. 50% of the respondents agree that social media presence and engagement affect their perception regarding brand.

4.4 Evaluating Digital Shopping Behaviour of the Customers

To evaluate the digital shopping behaviour of the respondents following information have been collected from the respondents with the help of questionnaire.

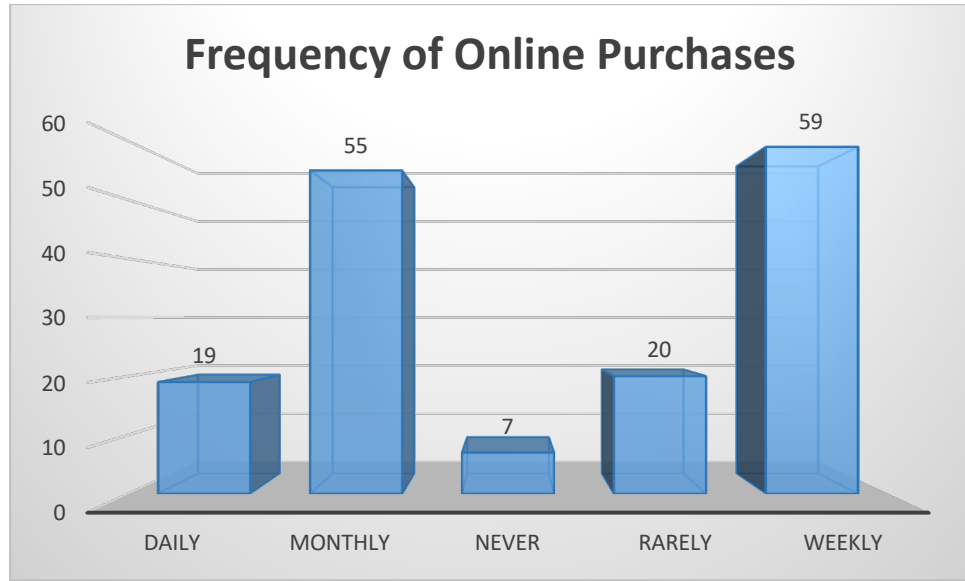
4.4.1 Frequency of Online Purchases

Table 13 Frequency of Online Purchases

Frequency of Online Purchases		
	Frequency	Percent
Daily	19	11.9
Monthly	55	34.4
Never	7	4.4
Rarely	20	12.5
Weekly	59	36.9
Total	160	100.0

The above table gives the frequency distribution regarding the frequency of online purchases by the respondents. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 17 Frequency of Online Purchases



Source: Researcher's own work

From the above figure it can be observed that 36.9% of the respondents have reported that they make online purchases on weekly basis. While, 34.4% of the respondents have mentioned that their frequency of online purchases is monthly. It can be seen that 12.5% of the respondents rarely make online purchases. Also, it is observed that 11.9% of the respondents make daily purchases online. While only 4.4% of the respondents have reported that they never make online purchases. Thus, it can be inferred from the above figure that majority of the respondents make weekly and monthly online purchases.

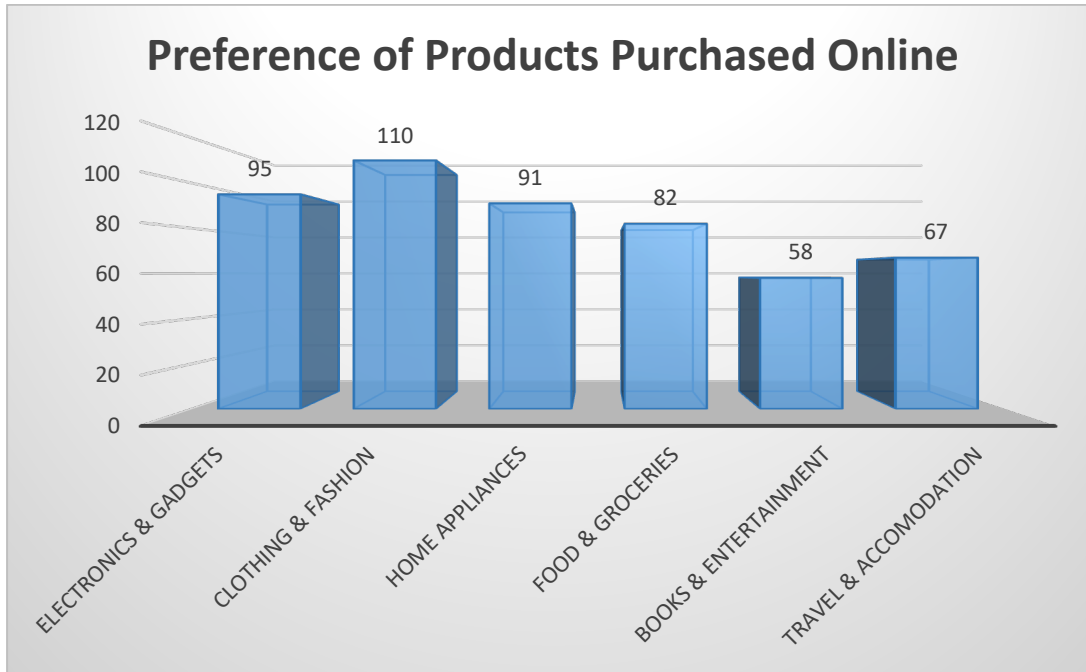
4.4.2 Type of products or services preferred to purchase online

Table 14 Type of products or services preferred to purchase online

Preference of Products Purchased Online		
	Frequency	Percent
Electronics & Gadgets	95	59.40%
Clothing & Fashion	110	69%
Home Appliances	91	56.90%
Food & Groceries	82	51.20%
Books & Entertainment	58	36.30%
Travel & Accomodation	67	41.90%

The above table gives the frequency distribution regarding the types of products or services preferred by the respondents to purchase online. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 18 Type of products or services preferred to purchase online



Source: Researcher's own work

From the above table it can be observed that 69% of the respondents prefer to purchase clothing and fashion related products online and 59.40% of the respondents have reported that they prefer online purchase for the products relating to electronics and gadgets. While it can be seen that 56.90% respondents prefer to purchase home appliances online. It is also found that 51.20% of the respondents purchase food and groceries online and 41.90% of the respondents make online purchase relating to travel and accommodation. It is also found that 36.30% of the respondents have reported that they make online purchases relating to books and entertainment. Thus it can be concluded that majority of the respondents prefer purchasing products online, relating to clothing and fashion along with electronics and gadgets.

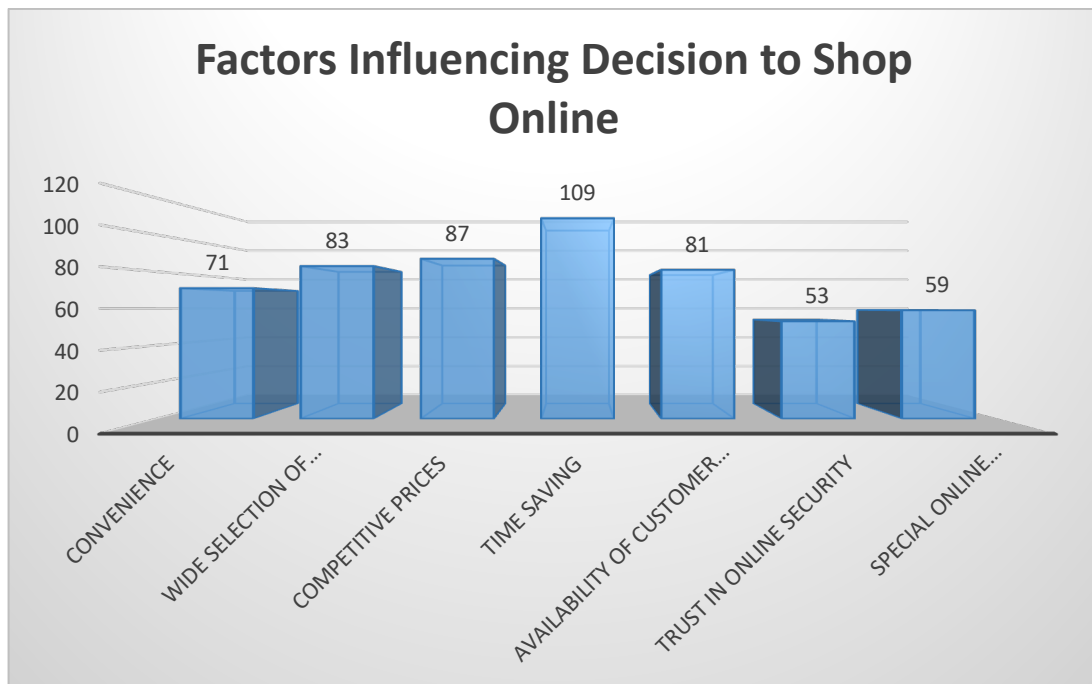
4.4.3 Factors influencing Decision to Shop Online

Table 15 Factors Influencing Decision to Shop Online

Factors Influencing Decision to Shop Online		
	Frequency	Percent
Convenience	71	44.40%
Wide Selection of Products	83	52%
Competitive Prices	87	54.40%
Time Saving	109	68.10%
Availability of Customer Reviews	81	50.60%
Trust in Online Security	53	33.10%
Special Online Promotions or Discounts	59	36.90%

The above table gives the frequency distribution regarding the factors influencing decisions to purchase online rather than in physical stores. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 19 Factors Influencing Decision to Shop Online



Source: Researcher's own work

From the above figure it can be observed that 68.10% of the respondents have reported that they prefer to shop online rather than in physical stores as it saves their time. While, 54.40% of the respondents prefer to shop online rather than in physical stores because they get competitive prices online when compared with physical stores. It can also be seen that 52% of the respondents prefer to shop online rather than in physical stores because they get wide selection of products online as compared to physical stores and 50.60% of the respondents have reported that availability of customer reviews influence their decision to

shop online rather than in physical stores. Whereas, 44.40% respondents have reported online shopping as more convenient than physical stores, influencing their decisions to make purchase online. It is also seen that 36.90% of the respondents are influenced to shop online rather than in physical stores because of special online promotions and discounts and 33.10% of the respondents trust in online security which influences their decision to shop online rather than in physical stores. Thus, it can be concluded that Time saving, Competitive pricing and wide selection of products are amongst the main reasons for preferring online purchases by the respondents rather than making purchases in physical stores.

4.5 Evaluating the impact of digital marketing on Brand Building

For evaluating the impact of digital marketing on Brand Building following information have been collected from the respondents.

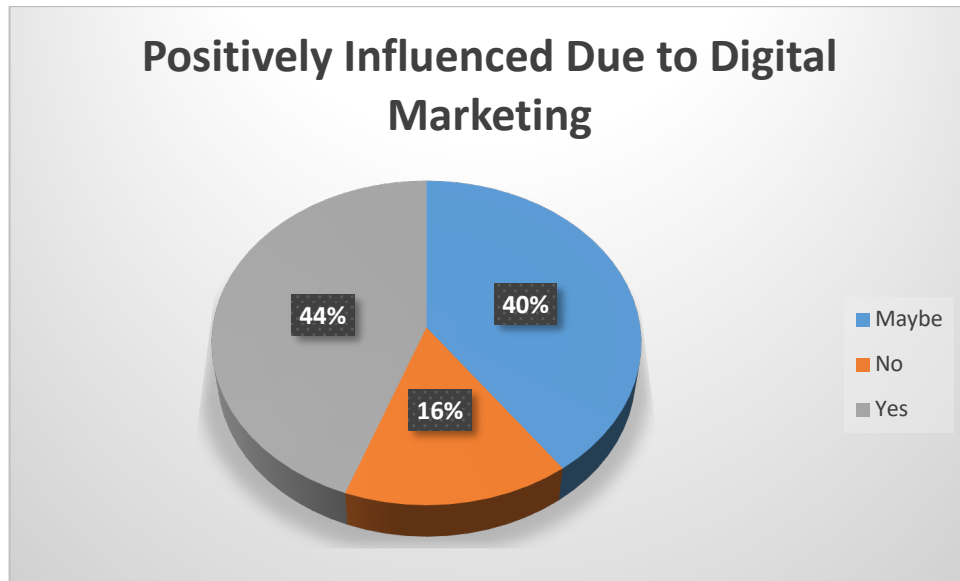
4.5.1 Positively Influenced for Purchases due to Digital Marketing

Table 16 Positively Influenced for Purchases due to Digital Marketing

Positively Influenced due to Digital Marketing		
	Frequency	Percent
Maybe	64	40.0
No	25	15.6
Yes	71	44.4
Total	160	100.0

The above table gives the frequency distribution regarding the positive influence of digital marketing advertisements and campaigns for considering or purchasing the products and services. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 20 Positively Influenced for Purchases due to Digital Marketing



Source: Researcher's own work

From the above figure it can be observed that 44.4% of the respondents have been influenced positively to make or consider purchasing products and services due to digital marketing. While it can be seen that 40% of the respondents have reported that they may consider or make purchases of products and services due to digital marketing campaigns and advertisements. Only 15.6% of the respondents have reported that they have not been positively influenced by the digital marketing advertisement and campaigns for considering or purchasing products and services. Thus, it can be inferred that majority of the respondents i.e.44.4% of the respondents have been positively influenced by the digital marketing advertisements and campaigns for considering or making purchases of products or services.

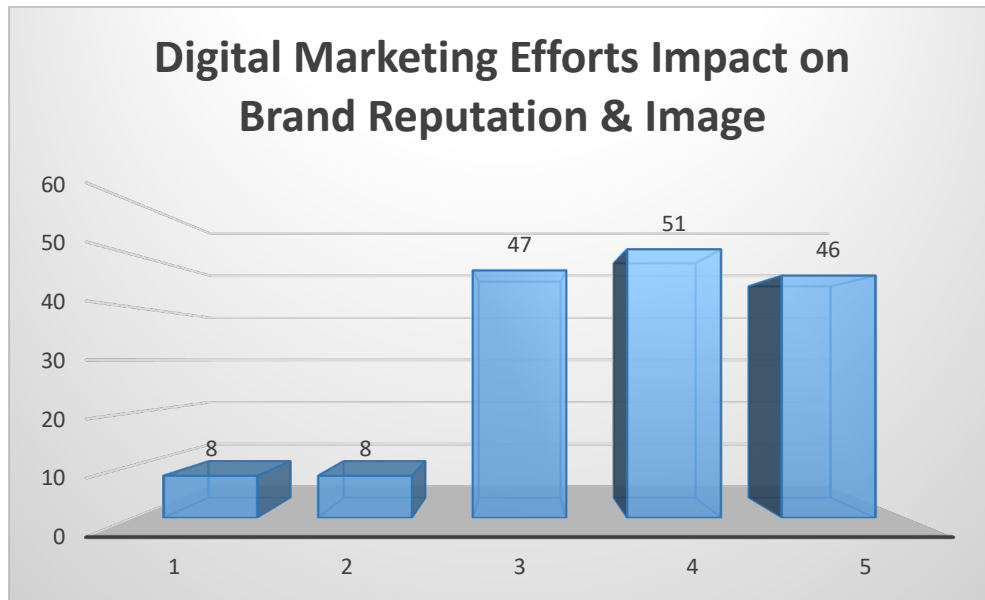
4.5.2 Digital marketing efforts Impacting Reputation & Image

Table 17 Digital Marketing Efforts Impacting Reputation & Image

Digital Marketing Efforts Impact on Brand Reputation & Image		
	Frequency	Percent
1	8	5.0
2	8	5.0
3	47	29.4
4	51	31.9
5	46	28.8
Total	160	100.0

The above table gives the frequency distribution regarding the impact of digital marketing efforts on brand reputation and image. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 21 Digital Marketing Efforts Impact on Brand Reputation & Image



Source: Researcher's own work

From the above figure it can be observed that 31.9% of the respondents have agreed that the digital marketing efforts of a brand impact its brand reputation and image. While 29.4% of the respondents are neutral regarding the digital marketing efforts of a brand impacting its brand reputation and image. It is also found that 28.8% of the respondents have strongly agreed that digital marketing efforts of a brand impacts its brand reputation and image. Only 5% or the respondents have strongly disagreed and 5% have disagreed that digital marketing efforts of a brand impacts its brand reputation and image. Thus, it can be inferred from the above that majority of the respondents i.e. 60.7% respondents have agreed that digital marketing efforts of a brand impacts its brand reputation and image.

4.5.3 Liking, Sharing & Commenting with a Brand on Social Media

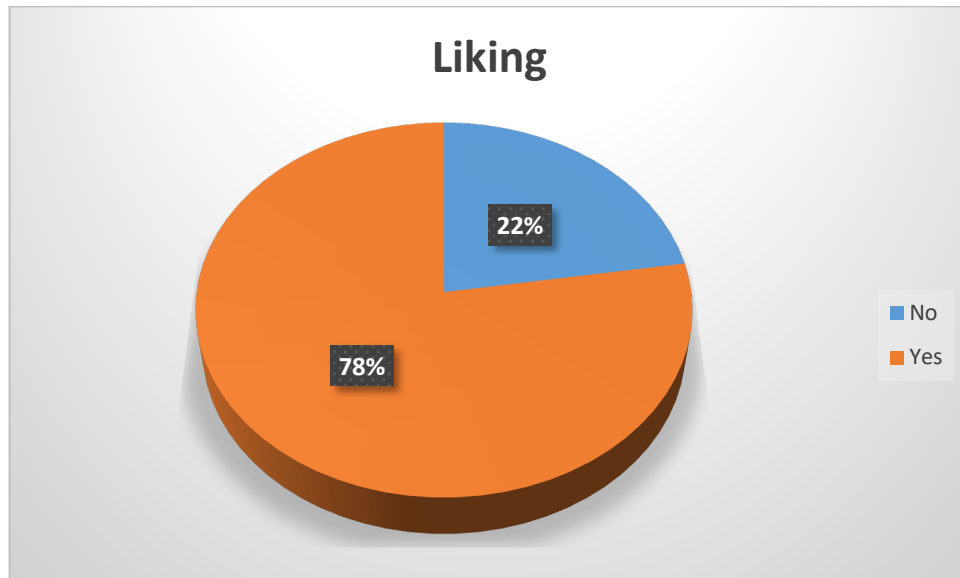
Liking

Table 18 Liking

Liking		
	Frequency	Percent
No	36	22.5
Yes	124	77.5
Total	160	100.0

The above table gives the frequency distribution regarding the interaction of respondents with brand on social media by liking their digital marketing content. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 22 Liking



Source: Researcher's own work

From the above figure it can be observed that 77.5% of the respondents have liked the digital marketing content of the brand on social media. While only 22.5% of the respondents have reported that they have not liked the digital marketing content of the brand on social media platforms. Thus, it can be concluded that majority of the respondents have liked the digital marketing content of brand on social media platforms.

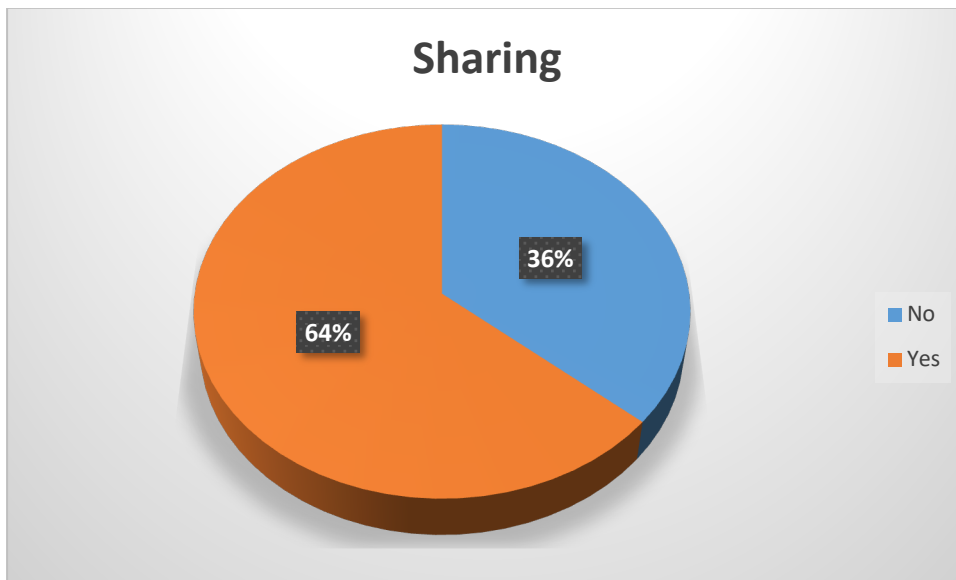
Sharing

Table 19 Sharing

Sharing		
	Frequency	Percent
No	58	36.3
Yes	102	63.8
Total	160	100.0

The above table gives the frequency distribution regarding the interaction of respondents with brand on social media by sharing their digital marketing content. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 23 Sharing



Source: Researcher's own work

From the above figure it can be observed that 63.8% of the respondents have shared the digital marketing content of the brand on social media. While only 36.3% of the respondents have reported that they have not shared the digital marketing content of the brand on social media platforms. Thus, it can be concluded that majority of the respondents have shared the digital marketing content of brand on social media platforms.

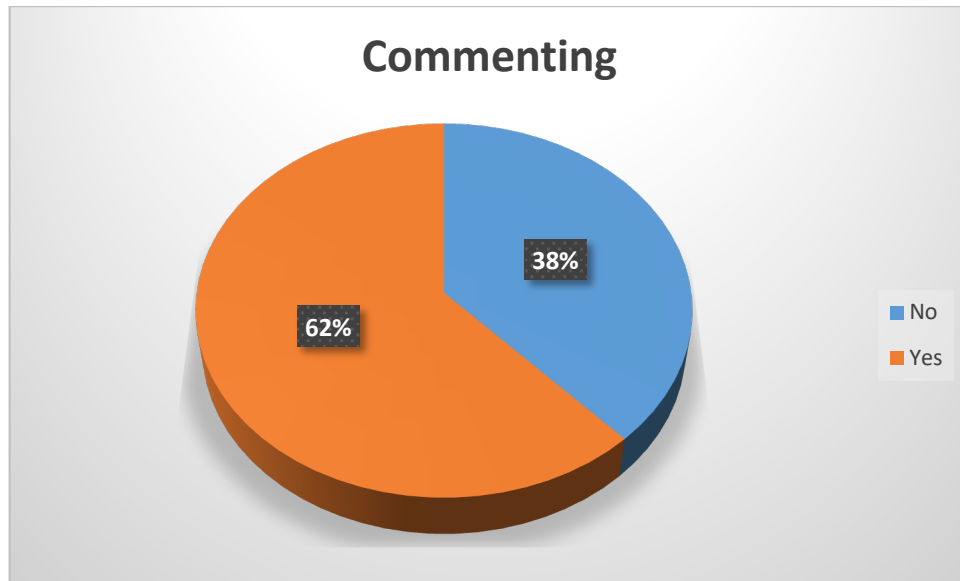
Commenting

Table 20 Commenting

Commenting		
	Frequency	Percent
No	61	38.1
Yes	99	61.9
Total	160	100.0

The above table gives the frequency distribution regarding the interaction of respondents with brand on social media by commenting their digital marketing content. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 24 Commenting



Source: Researcher's own work

From the above figure it can be observed that 61.9% of the respondents have commented on the digital marketing content of the brand on social media. While only 38.1% of the respondents have reported that they have not commented on the digital marketing content of the brand on social media platforms. Thus, it can be concluded that majority of the respondents have commented on the digital marketing content of brand on social media platforms.

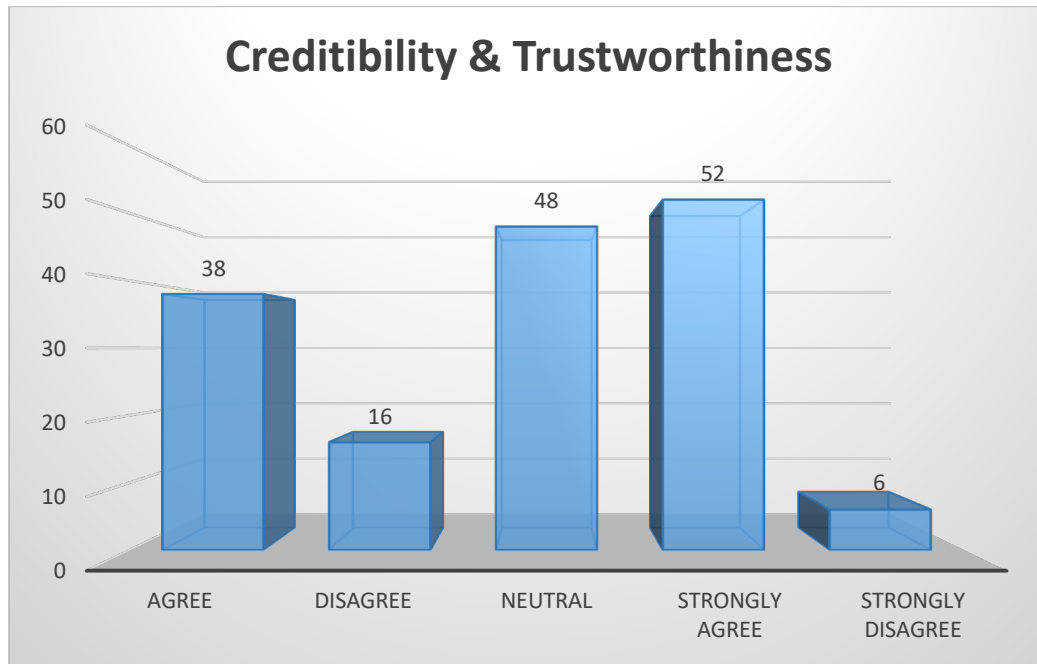
4.5.4 Brand's Credibility and Trustworthiness

Table 21 Credibility & Trustworthiness

Credibility & Trustworthiness		
	Frequency	Percent
Agree	38	23.8
Disagree	16	10.0
Neutral	48	30.0
Strongly Agree	52	32.5
Strongly Disagree	6	3.8
Total	160	100.0

The above table gives the frequency distribution regarding the strong online presence through digital marketing contributes to brand credibility and trustworthiness. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 25 Creditability & Trustworthiness



Source: Researcher's own work

From the above figure it can be observed that 32.5% of the respondents strongly agree that strong online presence of a brand through digital marketing contributes to brand creditability and trustworthiness and 23.8% respondents agree regarding the same. While, 30% of the respondents are neutral regarding strong online presence of a brand through digital marketing contributes to brand creditability and trustworthiness. It can also be seen that 10% of the respondents disagree and 3.8% of the respondents strongly disagree regarding strong online presence of a brand through digital marketing contributes to brand creditability and trustworthiness. Thus, it can be inferred that majority of the respondents i.e. 56.3% have agreed that strong online presence of a brand through digital marketing contributes to brand creditability and trustworthiness.

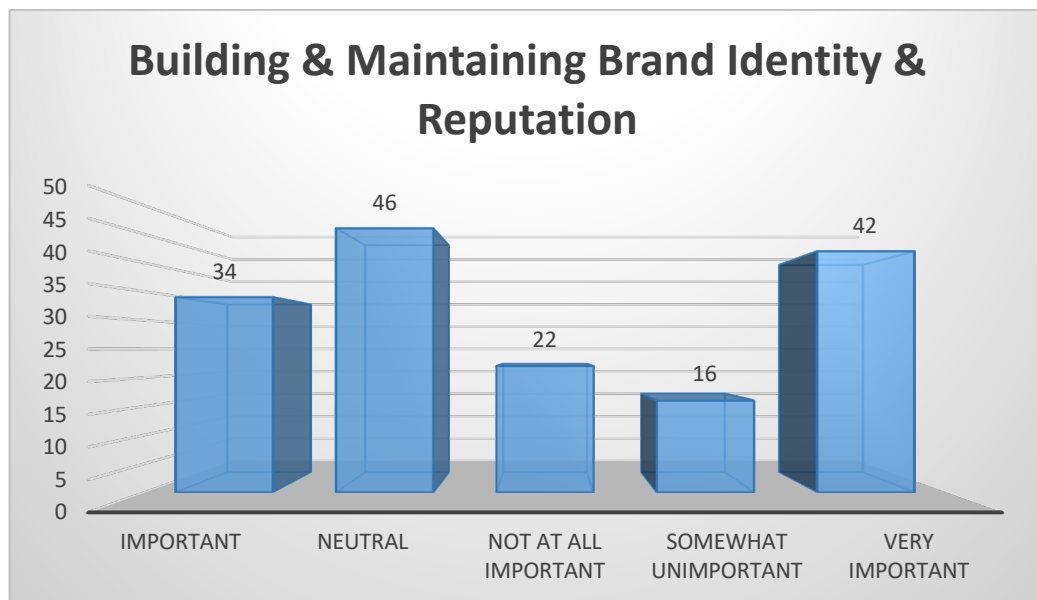
4.5.5 Building & Maintaining Brand's Identity & Reputation

Table 22 Building & Maintaining Brand's Identity & Reputation

Building & Maintaining Brand Identity & Reputation		
	Frequency	Percent
Important	34	21.3
Neutral	46	28.8
Not at all Important	22	13.8
Somewhat Unimportant	16	10.0
Very Important	42	26.3
Total	160	100.0

The above table gives the frequency distribution regarding the role played by digital marketing in building and maintaining brand's identity and reputation. While for the better understanding of the same the graphical presentation of the table is given here as under.

Figure 26 Building & Maintaining Brand's Identity & Reputation



Source: Researcher's own work

From the above figure it can be observed that 28.8% of the respondents are neutral regarding the role played by digital marketing in building and maintaining a brand's identity and reputation. While 26.3% respondents report that digital marketing plays a very important role in building and maintaining a brand's identity and reputation. While, 21.3% of the respondents have agreed that digital marketing plays an important role in building and maintaining a brand's identity and reputation. It can also be seen that 13.8% of the respondent's report that digital marketing not at all plays an important role in building and maintaining a brand's identity and reputation and 10% of the respondents report that digital marketing plays somewhat unimportant role in building and maintaining a brand's identity

and reputation. Thus, it can be inferred that majority of the respondents i.e. 47.6% have the opinion that digital marketing plays an important role in building and maintaining a brand's identity and reputation.

4.6 Hypothesis Testing

Following hypothesis have been tested using the statistical tools to identify the relationship amongst the variables selected in the research study.

4.6.1 Associations between Gender & Usage of Digital platforms

The following hypothesis have been framed to check the associations between Gender and Usage of Digital platforms.

H₀ – There is no association between Gender and Usage of Digital Platforms.

H₁- There is association between Gender and Usage of Digital Platforms.

From the following table we can observe the association of gender with the usage of digital platforms for shopping or information gathering.

Table 23 Gender and Usage of Digital Platforms

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.034 ^a	4	.060
Likelihood Ratio	9.120	4	.058
N of Valid Cases	160		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.41.			

From the above table it can be observed that the p-value is 0.06 which is greater than the chosen significance level of 0.050 hence, we do not reject the null hypothesis. Thus, we can conclude that there is no significance association between gender and usage of digital platforms for shopping and information gathering.

4.6.2 Associations between Gender & Understanding of Digital platforms

The following hypothesis have been framed to check the associations between Gender and Understanding of Digital platforms.

H₀ – There is no association between Gender and Understanding of Digital Marketing.

H₁- There is association between Gender and Understanding of Digital Marketing.

From the following table we can observe the association of gender with the understanding of digital platforms for shopping or information gathering.

Table 24 Gender & Understanding of Digital platforms

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.929 ^a	4	.570
Likelihood Ratio	2.944	4	.567
N of Valid Cases	160		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.26.			

From the above table it can be observed that the p-value is 0.570 which is greater than the chosen significance level of 0.050 hence, we do not reject the null hypothesis. Thus, we can conclude that there is no significance association between gender and understanding of digital marketing.

4.6.3 Associations between Gender & Frequency of Online Purchase

The following hypothesis have been framed to check the associations between Gender and Frequency of Online Purchase.

H₀ – There is no association between Gender and Frequency of Online Purchase.

H₁- There is association between Gender and Frequency of Online Purchase.

From the following table we can observe the association of Gender with Frequency of Online Purchase.

Table 25 Gender & Frequency of Online Purchase

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.349 ^a	4	.253
Likelihood Ratio	5.451	4	.244
N of Valid Cases	160		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.37.			

From the above table it can be observed that the p-value is 0.253 which is greater than the chosen significance level of 0.050 hence, we do not reject the null hypothesis. Thus, we can conclude that there is no significance association between gender and frequency of online purchase.

4.6.4 Associations between Gender & Positive Influence by Digital Marketing

The following hypothesis have been framed to check the associations between Gender and Positive Influence by Digital Marketing.

H₀ – There is no association between Gender and Positive Influence by Digital Marketing.

H₁- There is association between Gender and Positive Influence by Digital Marketing.

From the following table we can observe the association of Gender with the Positive Influence by Digital Marketing.

Table 26 Gender & Positive Influence by Digital Marketing

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.043 ^a	2	.218
Likelihood Ratio	3.059	2	.217
N of Valid Cases	160		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.03.			

From the above table it can be observed that the p-value is 0.218 which is greater than the chosen significance level of 0.050 hence, we do not reject the null hypothesis. Thus, we can conclude that there is no significance association between Gender and Positive Influence by Digital Marketing.

4.6.5 Associations between Age & Usage of Digital platforms

The following hypothesis have been framed to check the associations between Age and Usage of Digital platforms.

H₀ – There is no association between Age and Usage of Digital Platforms.

H₁- There is association between Age and Usage of Digital Platforms.

From the following table we can observe the association of age with the usage of digital platforms for shopping or information gathering.

Table 27 Age & Usage of Digital platforms

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	47.929 ^a	24	.003
Likelihood Ratio	53.934	24	.000
N of Valid Cases	160		
a. 25 cells (71.4%) have expected count less than 5. The minimum expected count is .16.			

From the above table it can be observed that the p-value is 0.03 which is lesser than the chosen significance level of 0.050 hence, we reject the null hypothesis. Thus, we can conclude that there is significance association between age and usage of digital platforms for shopping and information gathering.

4.6.6 Associations between Age & Understanding of Digital Marketing

The following hypothesis have been framed to check the associations between Age and Understanding of Digital Marketing.

H₀ – There is no association between Age and Understanding of Digital Marketing.

H₁- There is association between Age and Understanding of Digital Marketing.

From the following table we can observe the association of age with the usage of digital platforms for shopping or information gathering.

Table 28 Age & Understanding of Digital Marketing

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	54.205 ^a	24	.000
Likelihood Ratio	58.155	24	.000
N of Valid Cases	160		
a. 24 cells (68.6%) have expected count less than 5. The minimum expected count is .41.			

From the above table it can be observed that the p-value is 0.000 which is lesser than the chosen significance level of 0.050 hence, we reject the null hypothesis. Thus, we can conclude that there is significance association between age and understanding of digital marketing.

4.6.7 Associations between Age & Frequency of Online Purchase

The following hypothesis have been framed to check the associations between Age and Frequency of Online Purchase.

H₀ – There is no association between Age and Frequency of Online Purchase.

H₁- There is association between Age and Frequency of Online Purchase.

From the following table we can observe the association of Age with Frequency of Online Purchase.

Table 29 Age & Frequency of Online Purchase

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	53.501 ^a	24	.000
Likelihood Ratio	57.187	24	.000
N of Valid Cases	160		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .22.

From the above table it can be observed that the p-value is 0.000 which is lesser than the chosen significance level of 0.050 hence, we reject the null hypothesis. Thus, we can conclude that there is significance association between age and frequency of online purchase.

4.6.8 Associations between Age & Positive Influence by Digital Marketing

The following hypothesis have been framed to check the associations between Age and Positive Influence by Digital Marketing.

H₀ – There is no association between Age and Positive Influence by Digital Marketing.

H₁- There is association between Age and Positive Influence by Digital Marketing.

From the following table we can observe the association of Age with the Positive Influence by Digital Marketing.

Table 30 Age & Positive Influence by Digital Marketing

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.996 ^a	12	.067
Likelihood Ratio	19.758	12	.072
N of Valid Cases	160		
a. 13 cells (61.9%) have expected count less than 5. The minimum expected count is .78.			

From the above table it can be observed that the p-value is 0.067 which is greater than the chosen significance level of 0.050 hence, we do not reject the null hypothesis. Thus, we can conclude that there is no significance association between Age and Positive Influence by Digital Marketing.

The chi-square test shows the relationship between the two-variable taken into under consideration. Thus, it can be inferred from the hypothesis testing that there is no significance association between gender and usage of digital platforms for shopping and information gathering, there is no significance association between gender and understanding of digital marketing, there is no significance association between gender and frequency of online purchase, there is no significance association between Gender and Positive Influence by Digital Marketing. It is also found from the study that there is significance association between age and usage of digital platforms for shopping and information gathering, there is significance association between age and understanding of digital marketing. Also, it is revealed from the chi-square test that there is significance association between age and frequency of online purchase. While, there is no significance association between Age and Positive Influence by Digital Marketing.

5 Findings and Suggestions

5.1 Findings

From the study it is found that majority of the respondents are female i.e. 52% and it is also observed that majority of the respondents i.e. 57.5% are belonging to the mid-range group of age i.e. from 25-44 years. It is also found from the study that 36.3% of the respondents making use of digital platforms on daily basis. While 26.3% of the respondents make use of digital platforms on weekly basis. Which gets to 62.6% of the respondents being frequent users of digital platforms. Whereas, it is found that 56.3% of the respondents have having awareness regarding digital marketing and only 15% of the respondents are not having awareness regarding digital marketing.

The study also revealed that 29.4% of the respondents are having excellent understanding of digital marketing. While 24.4% of the respondents have good understanding regarding digital marketing. It is only 9.1% of the respondents who have very poor understanding of digital marketing. It is found from the study that Brand Reputation (57.5%), Personal Recommendations (56.9%) Customer Reviews and Rating (56.3%), Advertising and Marketing Efforts (54.4%) are major factor influencing the brand perception amongst the customers. It is also found from the study that, majority of the respondents i.e. 36.9% are making online purchases on weekly basis. While 11.9% make purchases on daily basis. Only 4.4% of the respondents have never made purchase online.

The most preferred products for online purchasing by the respondents are Clothing & Fashion (69%), Electronics & Gadgets (59.4%) and Home Appliances (56.9%). Books and Entertainment being the least preferred ones. It is found from the study that Time Saving (68.1%) is the most influencing factors affecting the decision to shop online rather than in physical stores and Trust is the online security being the least influencing factor. It is also found from the study that 40% of the respondents are unsure about the positive influence of digital marketing advertisements and campaigns for considering or purchasing products and services.

From the study it can be found that majority of the respondents i.e. 60.7% respondents have agreed that digital marketing efforts of a brand impacts its brand reputation and image. It is found from the study that majority of the respondents have liked (77.5%) the digital

marketing content of brand on social media platforms in comparison to sharing and commenting. Where commenting is the least (62%). It is also found that 56.3% of the respondents have agreed that strong online presence of brand through digital marketing contributes to brand creditability and trustworthiness. Whereas, it has been observed that 47.6% of the respondents have the opinion that digital marketing plays an important role in building and maintaining a brand's identity and reputation.

5.1.1 Results of Hypothesis Testing

While from the hypothesis testing it has been found that there is no association between gender and usage of digital platforms for shopping and information gathering, there is no significance association between gender and understanding of digital marketing, there is no significance association between gender and frequency of online purchase, there is no significance association between Gender and Positive Influence by Digital Marketing.

While, it has been found that there is significance association between age and usage of digital platforms for shopping and information gathering, there is significance association between age and understanding of digital marketing, there is significance association between age and frequency of online purchase, there is no significance association between Age and Positive Influence by Digital Marketing.

5.2 Recommendations

From the above findings of the study, it is recommended to the marketers to create compelling and relevant content in the form of blogs, posts, videos, infographics or social media posts to capture more audience and make them aware about digital marketing. It is also recommended to marketers that they should launch personalised email marketing campaigns, limited time special offers, implementing loyalty programmes and by introducing gamification elements can increase the purchase frequency of the customers.

The study also recommends to the marketers to implement a great referral marketing program so as to incentivise and reward customers for liking, sharing and commenting. Also, rewards can be offered to the customers on the basis of the individuals referred by them or by maintaining scoreboard. Moreover, the marketers should develop creative videos to share digitally amongst the online users over different social media platforms so as to create a

positive influence for making purchases of products and services. Also, it will contribute to brand creditability and trustworthiness.

It is recommended from the study that, to increase sales the marketers should provide more discounts and offers on the products belonging to the categories of Food and Groceries, Travel and accommodation and books and entertainment as these categories good have been preferred less by the respondents for online purchases. It is also recommended from the study that marketers should try to personalise their offerings relating to products and services according to the age of their target population as from hypothesis testing age is found to be an influencing factor in affecting the usage of digital platforms.

While, the study recommends that the marketers should become more active to increase their social media presence and post engaging content via particular channel preferred by their target audience so as to influence the perception of brand amongst the customers.

6 Conclusion

During the past ten years, digital marketing has become a recognized specialty, with direct marketing serving as its foundation. Brand marketers are provided with numerous additional avenues for both direct and indirect engagement with their intended customers due to the rise in the sheer quantity of personal gadgets as well as their usage. The present research aimed at studying the influence of digital marketing on brand building. For the purpose of accomplishing the above-mentioned objective the research is divided into theoretical and practical part. From the theoretical section it can be conclude that there are wide varieties of digital marketing techniques available with the marketers to select and place their offerings for the customers. It is also concluded from the literature review that the number of digital buyers has increased compared to past years and have been showing an upward moving trend. Moreover, it is also discovered from the literature that online shopping saves time, with various incentives and newest goods and services (Sharma and Kurian, 2014). It was also concluded from the literature that women spent more time and money for clothing and fashion (Goldsmith and Goldsmith, 2002). It was concluded that customers would prefer online buying even after covid-19 epidemic (Minhas, 2023).

From the practical part of the research, primary data analysed making use statistical tools like frequency analysis for better understanding of the data and Chi-square test for testing hypothesis of the research. From the primary research which aimed to collect the information regarding the awareness level of the respondents regarding digital marketing, it has been concluded that majority of the respondents were having awareness and understanding regarding digital marketing. Also, the study concluded that majority of the respondents are frequent users of digital platforms.

Moreover, the study aimed to understand the factors affecting the brand perception amongst the customer and from the study it is concluded that Brand Reputation, Personal Recommendations, Customer Reviews and Rating, Advertising and Marketing Efforts are major factor influencing the brand perception amongst the customers.

The study also attempted to evaluate the digital shopping behaviour of the customers and it has been concluded that customers make weekly and monthly purchases of products falling into the categories of Clothing and Fashion, Electronics and Gadgets and Home Appliances. Moreover, it is also found that customer prefer digital marketing over physical store as digital marketing offers the advantage of Time Saving, competitive pricing and wide

selection of products as these are the factors that motivate customers to make purchases making use of digital platforms.

It is also concluded from the study that half of the respondents have been positively influenced by digital marketing to consider a product or service or make purchase regarding the same. It is inferred that digital marketing efforts by the marketers impacts the overall reputation and image of a brand for majority of the respondents as they were positive regarding the same. Moreover, social media engagement by following, liking, sharing and commenting is accelerated amongst the customers with the help of digital marketing. It is concluded from the study that digital marketing helps to build brands creditability and trustworthiness along-with building brand's identity and reputation amongst the customers.

From the hypothesis framed, it has been concluded that demographic variable gender has no significance association with digital marketing while age is found to have a significant association with digital marketing. Thus, it can be concluded that digital marketing efforts by the marketers help in building brand amongst the customers of various age groups irrespective of their gender.

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8 List of pictures, tables, and abbreviations

8.1 List of Figures

Figure 1 Advantages of Digital Marketing	24
Figure 2 Disadvantages of Digital Marketing.....	29
Figure 3 The Process of Branding	35
Figure 4 Digital Buyer in India for the year 2021-2025 (In Millions)	45
Figure 5 Age of the Respondents.....	47
Figure 6 Gender of Respondents	48
Figure 7 Frequency of Usage of Digital Platforms.....	49
Figure 8 Awareness about Digital Marketing.....	50
Figure 9 Understanding of Digital Marketing	51
Figure 10 Product Quality & Features	53
Figure 11 Price.....	54
Figure 12 Customer Reviews & Ratings	55
Figure 13 Brand Reputation.....	56
Figure 14 Advertising & Marketing Efforts	57
Figure 15 Personal Recommendations	58
Figure 16 Social Media Presence & Engagement	59
Figure 17 Frequency of Online Purchases.....	61
Figure 18 Type of products or services preferred to purchase online	62
Figure 19 Factors Influencing Decision to Shop Online	63
Figure 20 Positively Influenced for Purchases due to Digital Marketing.....	65
Figure 21 Digital Marketing Efforts Impact on Brand Reputation & Image.....	66
Figure 22 Liking	67
Figure 23 Sharing	68
Figure 24 Commenting	69
Figure 25 Creditibility & Trustworthiness	70
Figure 26 Building & Maintaining Brand's Identity & Reputation	71

8.2 List of tables

Table 1 Age of the Respondents	47
Table 2 Gender of Respondents.....	48
Table 3 Frequency of Usage of Digital Platforms	49
Table 4 Awareness about Digital Marketing	50
Table 5 Understanding of Digital Marketing.....	51
Table 6 Product Quality & Features	52
Table 7 Price	53
Table 8 Customer Reviews & Ratings.....	55
Table 9 Brand Reputation	56
Table 10 Advertising & Marketing Efforts.....	57
Table 11 Personal Recommendations.....	58
Table 12 Social Media Presence & Engagement.....	59
Table 13 Frequency of Online Purchases	60
Table 14 Type of products or services preferred to purchase online.....	61

Table 15 Factors Influencing Decision to Shop Online.....	63
Table 16 Positively Influenced for Purchases due to Digital Marketing.....	64
Table 17 Digital Marketing Efforts Impacting Reputation & Image.....	65
Table 18 Liking.....	67
Table 19 Sharing.....	67
Table 20 Commenting.....	68
Table 21 Creditibility & Trustworthiness.....	69
Table 22 Building & Maintaining Brand's Identity & Reputation.....	71
Table 23 Gender and Usage of Digital Platforms.....	72
Table 24 Gender & Understanding of Digital platforms.....	73
Table 25 Gender & Frequency of Online Purchase.....	73
Table 26 Gender & Positive Influence by Digital Marketing.....	74
Table 27 Age & Usage of Digital platforms.....	75
Table 28 Age & Understanding of Digital Marketing.....	75
Table 29 Age & Frequency of Online Purchase.....	76
Table 30 Age & Positive Influence by Digital Marketing.....	77

Appendix

9.1 Google Form Link

Google Form Link to the Questionnaire: <https://forms.gle/4g31UTLuvLDiQQdg8>

Questionnaire

Influence of Digital Marketing on Brand Building

I hope this message finds you well. My name is Rushik Patel, and I am currently conducting research on the topic "influence of digital marketing on brand building". Your insights and experiences in this field would be immensely valuable for the success of this study. I have developed a questionnaire designed to explore the various aspects of digital marketing and its influence on brand building. Your participation in this survey will not only enrich the research findings but also provide practical insights that can benefit professionals and businesses in the marketing domain. Your time and input are highly appreciated. All responses will be treated with confidentiality, and the data collected will be used for research purposes only.

Objective 1: To evaluate the awareness about digital marketing amongst the customers.

1. Age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

2. Gender:

- Male
- Female

3. How often do you use digital platforms (e.g., websites, social media, apps) for shopping or information gathering?

- Daily
- Weekly
- Monthly
- Rarely
- Never

4. Have you heard of the term "digital marketing" before?

- Yes
- No

5. "On a scale of 1 to 5, please rate your understanding of digital marketing, where 1 represents 'Very Poor Understanding' and 5 represents 'Excellent Understanding'."

- 1 - Very Poor Understanding
- 2 - Poor Understanding
- 3 - Neutral Understanding
- 4 - Good Understanding
- 5 - Excellent Understanding

Objective 2: To identify the factors affecting the brand perception amongst the customers.

6. When considering purchasing a product or service, which of the following factors influence your perception of a brand the most? ("On a scale of 1 to 5, please rate your Agreement, where 1 represents- Strongly Disagree & 5 represents- Strongly Agree)
- Product quality and features (Likert Scale 1-5)
 - Price (Likert Scale 1-5)
 - Customer reviews and ratings (Likert Scale 1-5)
 - Brand reputation (Likert Scale 1-5)
 - Advertising and marketing efforts (Likert Scale 1-5)
 - Personal recommendations (Likert Scale 1-5)
 - Social media presence and engagement (Likert Scale 1-5)

Objective 3: To evaluate the digital shopping behavior of the customers.

7. How frequently do you make online purchases (including e-commerce websites or apps)?
- Daily
 - Weekly
 - Monthly
 - Rarely
 - Never

8. What type of products or services do you prefer to purchase online? (Select all that apply)

- Electronics and gadgets
- Clothing and fashion
- Home appliances
- Food and groceries
- Books and entertainment
- Travel and accommodation
- Other (please specify)

9. What factors influence your decision to shop online rather than in physical stores? (Select all that apply)

- Convenience
- Wide selection of products
- Competitive prices
- Time-saving
- Availability of customer reviews
- Trust in online security
- Special online promotions or discounts
- Other (please specify)

Objective 4: To evaluate the impact of digital marketing on Brand Building.

10. Have you ever been positively influenced to consider or purchase a product or service due to a digital marketing campaign or advertisement?

- Yes
- No
- Maybe

11. "On a scale of 1 to 5, please indicate how you believe a brand's digital marketing efforts impact its overall reputation and image, where 1 represents 'Strongly Negative' and 5 represents 'Strongly Positive'."

- 1 - Strongly Negative
- 2 - Somewhat Negative
- 3 - Neutral
- 4 - Somewhat Positive
- 5 - Strongly Positive

12. Have you ever followed a brand on social media or engaged with their digital marketing content?

12(a) Liking

- Yes
- No

12(b) Sharing

- Yes
- No

12(c) Commenting

- Yes
- No

13. Do you believe that a strong online presence, through digital marketing, contributes to a brand's credibility and trustworthiness?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. What role do you believe digital marketing plays in building and maintaining a brand's identity and reputation?

- Not at all Important
- Somewhat Unimportant
- Neutral
- Important
- Very Important