



INFLUENCE OF DIGITAL MARKETING ON BRAND BUILDING

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Abstract

Digital marketing goes beyond simply delivering products to customers and ensuring their satisfaction. It also involves providing information and spreading awareness about the product to potential customers. This helps businesses adapt to the changing behaviors of people in society and adjust their strategies for selling products online. The study employed judgmental sampling to select 150 participants, with data measured on a Likert scale. The researchers used SPSS for statistical analysis to ensure the accuracy and robustness of the study's results. The study's provided positive insights among the constructs. Hence this study is fruitful for marketers

Key words: Digital Marketing, Brand building, Brand reputation

1.1 Introduction

Online marketing, also known as digital marketing, is a broad term used to describe the promotional activities conducted on the internet and other digital communication channels with the goal of reaching and engaging potential customers. These channels include popular platforms like social media, mobile apps, email, web apps, search engines, websites, and any emerging digital platforms.

Digital marketing has revolutionized the way businesses connect with customers, making it faster and more convenient to establish trust and relationships. In today's digital era, the use of digital marketing has significantly increased, as the internet has become a powerful tool for creating awareness about products, brands, and various other aspects.



Digital marketing goes beyond simply delivering products to customers and ensuring their satisfaction. It also involves providing information and spreading awareness about the product to potential customers. This helps businesses adapt to the changing behaviors of people in society and adjust their strategies for selling products online.

The strategies employed by manufacturers to sell products online in the current internet era can collectively be referred to as digital marketing. It serves as an advertising platform that enables manufacturers to interact with their customers effectively. By leveraging digital marketing, manufacturers can establish a strong brand presence for their products that align with customer preferences and market demands.

Numerous studies have explored the significant impact of digital marketing on brand building and brand perception. With the rapid growth of digital channels, businesses have recognized the need to leverage these platforms to establish and strengthen their brands.

Digital marketing has been found to play a crucial role in brand building by creating brand awareness and shaping brand perception among consumers. According to Smith and Taylor (2019), digital marketing channels such as social media, search engine optimization, and online advertising have a direct and positive impact on brand recognition and recall. They found that businesses that effectively utilize digital marketing strategies experience higher levels of brand awareness, leading to increased brand equity.

Social media platforms have emerged as powerful tools for brand building. Research by Li and Bernoff (2020) suggests that active engagement on social media channels, such as creating compelling content, interacting with customers, and responding to their queries, can significantly enhance brand perception. The study highlights that effective digital marketing campaigns on social media can influence customers' perception of the brand and contribute to building a strong brand image.

Furthermore, digital marketing enables businesses to target specific customer segments and personalize their marketing messages. A study by Chen and Wang (2018) emphasizes that personalized digital marketing campaigns lead to higher levels of customer engagement and brand loyalty. By tailoring content and offers to individual preferences, businesses can create a personalized brand experience that resonates with customers and strengthens their perception of the brand.

Another aspect of digital marketing that influences brand perception is online reviews and customer feedback. Research by Verhoef et al. (2017) demonstrates that online reviews have a significant impact on consumers' perception of the brand. Positive reviews and ratings enhance brand credibility and trust, while negative reviews can undermine brand perception. Businesses



that actively manage online reviews and engage with customers' feedback can effectively shape brand perception and build customer trust.

In addition to brand building, digital marketing has also been found to influence brand perception through storytelling and brand narrative. Research by Fuentes and Pujol (2019) suggests that digital marketing platforms offer unique opportunities to create engaging brand narratives that evoke emotions and connect with customers on a deeper level. Effective storytelling through digital channels helps businesses shape the desired brand perception and foster a sense of brand identity and loyalty among consumers.

Overall, the literature highlights the significant influence of digital marketing on brand building and brand perception. Utilizing digital channels effectively allows businesses to create brand awareness, personalize marketing messages, manage online reviews, and engage customers through compelling storytelling. By leveraging these strategies, businesses can shape positive brand perceptions, enhance brand equity, and foster long-term customer loyalty.

Social media marketing has been widely recognized as a powerful tool for brand building. Research by Smith and Taylor (2019) indicates that effective use of social media platforms, such as Facebook, Instagram, and Twitter, positively impacts brand recognition and recall. They found that businesses that actively engage with their audience through compelling content and interactive campaigns experience higher levels of brand awareness and equity.

Online reviews and customer feedback have also been shown to significantly influence brand perception. Verhoef et al. (2017) found that positive online reviews enhance brand credibility and trust, while negative reviews can damage brand image. Businesses that actively manage and respond to online reviews can shape consumer perceptions and build a positive brand reputation.

Personalization and customization have become crucial elements of digital marketing strategies. Chen and Wang (2018) highlight the importance of personalized marketing messages and customized product offerings in driving customer engagement and brand loyalty. By tailoring digital experiences to individual preferences, businesses can create unique and personalized brand interactions that positively influence brand perception.

Storytelling and content marketing have emerged as effective approaches for brand building in the digital realm. Fuentes and Pujol (2019) emphasize the power of digital platforms in crafting engaging brand narratives that resonate with consumers on an emotional level. They found that effective storytelling through digital channels helps shape brand perception, establish brand identity, and foster a sense of connection and loyalty among consumers.



Furthermore, the advent of emerging technologies has opened up new opportunities for brand building. Li and Bernoff (2020) highlight the impact of artificial intelligence (AI) and chatbots on brand perception. They suggest that AI-driven chatbots, when used strategically, can enhance brand engagement, provide personalized customer experiences, and contribute to positive brand associations.

This study focuses on examining how manufacturers utilize digital marketing strategies to build their brands. Brand building encompasses several stages, including identifying the brand, differentiating it from competitors, positioning it effectively, building and exposing the brand to the target audience, personalizing it based on customer preferences, and continuously reviewing its performance.

There are six key elements involved in brand building: service offering, positioning, value positioning, brand strength, brand awareness, and brand identity. These elements play a crucial role in establishing a distinct brand image and differentiating it from other brands offering similar products.

In a highly competitive market with numerous brands vying for customer attention, it becomes essential to influence customers and make them choose a particular brand. Digital marketing plays a pivotal role in this process by helping manufacturers create a strong brand name for their products. Building a positive brand image is a valuable asset for any business, and companies invest significant efforts in shaping customer perceptions and building brand loyalty.

Brand building is an ongoing process that encompasses various marketing activities aimed at increasing brand awareness, promoting products, and establishing meaningful connections with the target audience. This study aims to explore the challenges faced by businesses in finding innovative ways to reach their customers. It also delves into the positive impact of digital marketing on brand awareness and how it influences customer loyalty.

By adopting a quantitative approach, this research aims to identify and analyze different digital marketing channels and their effectiveness in building brand awareness and fostering brand loyalty. This comprehensive analysis will shed light on the importance of digital marketing in establishing strong brand connections and creating lasting relationships with customers.

While previous research has explored the influence of digital marketing on brand building and brand perception, there is a need for further investigation into specific aspects of this relationship. Existing studies have primarily focused on the impact of social media marketing, online reviews, personalization, storytelling, and emerging technologies. However, there is limited research addressing the combined effects of these factors on brand building and brand perception.



Additionally, most of the existing studies have predominantly focused on specific industries or regions, providing limited generalizability of findings. There is a need for cross-industry and cross-cultural research to gain a comprehensive understanding of how digital marketing strategies influence brand building and brand perception across various contexts.

Furthermore, while the literature emphasizes the importance of digital marketing in shaping positive brand perceptions, there is a lack of studies investigating potential challenges or negative effects associated with digital marketing strategies. Understanding potential drawbacks or unintended consequences of digital marketing practices is crucial for developing comprehensive strategies that enhance brand building and mitigate any potential negative impacts.

Lastly, while the literature has touched upon the influence of digital marketing on brand loyalty, there is a need for more research examining the mediating factors and mechanisms through which digital marketing strategies impact brand loyalty. Understanding the underlying psychological processes and consumer behaviors involved in the relationship between digital marketing, brand perception, and brand building would provide valuable insights for marketers.

Addressing these research gaps would contribute to a deeper understanding of the influence of digital marketing on brand building and brand perception, providing valuable insights and practical implications for businesses seeking to optimize their digital marketing strategies and effectively manage their brand reputation in the digital era.

1.2 Literature Review

Digital Marketing and Brand Building

Afrina Yasmin et al. (2015) conducted a study that explores the attractiveness of digital marketing and its role in facilitating customer-brand interactions through digital media. The research aims to establish a connection between traditional marketing methods and digital marketing strategies. Additionally, the study delves into the various elements of digital marketing that significantly influence a firm's sales performance. Throughout the research, the authors highlight the advantages of digital marketing from a customer perspective. The findings of the study indicate that digital marketing offers limitless opportunities for reaching customers and positively impacts product sales. By leveraging digital marketing strategies, businesses can effectively engage with their target audience and drive revenue growth.

Existing research has extensively explored the impact of digital marketing on brand building and brand perception, shedding light on various aspects of this relationship. Previous studies have primarily focused on specific elements such as social media marketing, online reviews,



personalization, storytelling, and emerging technologies (Smith & Taylor, 2019; Verhoef et al., 2017; Chen & Wang, 2018; Fuentes & Pujol, 2019; Li & Bernoff, 2020). However, there remains a research gap in understanding the combined effects of these factors on brand building and brand perception. While individual studies have examined the influence of these components in isolation, there is a need for comprehensive research that investigates how the integration and interaction of these strategies contribute to overall brand success. Moreover, the majority of existing research has focused on specific industries or geographical locations, limiting the generalizability of findings. To address this gap, future research should aim to explore the influence of digital marketing strategies across diverse industries and cultural contexts, providing a broader understanding of the dynamics between digital marketing and brand perception. Furthermore, while the literature emphasizes the positive impact of digital marketing on brand perception, there is a lack of research examining potential challenges or negative consequences associated with these strategies. Investigating potential drawbacks or unintended effects is essential for developing well-rounded digital marketing approaches that effectively enhance brand building and mitigate any potential negative repercussions. Finally, although the literature acknowledges the influence of digital marketing on brand loyalty, more research is needed to elucidate the underlying mechanisms and mediating factors through which digital marketing strategies impact brand loyalty (Smith & Taylor, 2019; Verhoef et al., 2017). Gaining a deeper understanding of the psychological processes and consumer behaviors involved will provide valuable insights for marketers seeking to optimize their digital marketing efforts and cultivate strong brand loyalty (Li & Bernoff, 2020). By addressing these research gaps, future studies can contribute to a more comprehensive understanding of the influence of digital marketing on brand building and brand perception, offering practical implications for businesses navigating the digital landscape.

Through the use of trend analysis, the study looks into several facets of digital marketing. It aids in predicting how digital marketing will develop in the corporate world. The researcher noted that social media, personalized content marketing, search engine marketing, and search engine optimization are among the institutions that have adopted the digital marketing trend. He outlined the several business sectors that require the adoption of digital marketing, such as outsourcing, segmentation, remarketing, etc. He concludes that the two marketing strategies of digital marketing such as customer side strategy and customer and system side strategy (Yusuf Kamal, 2016).

Yusuf Kamal (2016) conducted a comprehensive analysis of digital marketing trends to predict its future shape in the business environment. The researcher identified key trends in digital marketing, including mobility, social media, social local mobile marketing, customized content marketing, advanced analytics, search engine marketing, and search engine optimization. Kamal also emphasized the domains in business that require the integration of digital marketing, such as



outsourcing, segmentation, and remarketing. The study concludes by highlighting two marketing strategies in digital marketing: customer-side strategy and customer and system-side strategy.

In a study by Peter S.H. Leeftang et al. (2014), the researchers examined the growing complexity of markets and the challenges faced by marketing organizations in adapting to market changes. The study identified four major challenges associated with digital marketing: the explosion of data, the impact of social media, the proliferation of channels, and shifting consumer demographics. Ten digital marketing tensions were also revealed, including the digital revolution, customer insights, breakthroughs, social media, online opportunities, price transparency, automated interactions, metrics, talent gaps, and organizational challenges.

Marina Johansson (2010) explored the influence of social networks on the branding process and the creation of brand equity through brand awareness. The research identified various levels of brand awareness, including recognition, recall, top-of-mind, and word of mouth. The study highlighted different aspects of branding that have been highly influenced by social media and provided insights into brand equity, brand strategy, and brand awareness.

Cait Lamberton and Andrew T. Stephen (2016) discussed the transformative impact of technology over the past decade. The study aimed to understand the influence of digital marketing on consumer self-expression and communication, the utilization of digital marketing tools for promotion, and the diverse ways technology is used for market intelligence. Through the analysis of articles, the study identified three eras: digital media shaping and facilitating buyer behavior, consumer shaping, and the age of social media. These eras illustrated the growth of digitalization in the market and predicted the role of digital marketing in assisting producers and consumers in the future.

Christian Hoffmann and Lisa Weithaler (2015) investigated the conversion of brand identity into positive brand reputation. The study focused on how online communication channels influence consumer perception and aid decision-making processes related to specific brands. The research revealed that elements such as differentiation, trustworthiness, recognizability, willingness-to-support, responsibility, reliability, and credibility are interconnected and contribute to consumer perception of a brand in the digital era.

Mohammed Rizwan Alam (2016) examined the key challenges of brand building on a global level. The study outlined challenges related to time horizon, brand loyalty, innovation, positioning, quality, language and communication, counterfeiting, changing environments, and miscellaneous factors. The researcher recommended that management allocate sufficient time for brand building to foster customer retention through brand loyalty. The study also advised brand



managers to possess comprehensive knowledge about the brand to effectively tackle counterfeit challenges.

In a study by Nan Feng (2014), the importance of building a strong brand among customers was explored. The research identified four factors—brand positioning, brand name selection, brand sponsorship, and brand development—that have a positive impact on building a strong brand. The study also highlighted various brand development processes, including line extensions, brand extensions, multi-brands, and new brands.

Marina Johansson (2010) examines the impact of digital marketing on brand development. Additionally explains how these brands build consumer awareness of their products. The study also identifies the social media platforms where brand building will receive significant attention. In their comprehensive analysis of the mobile phone industry, Dunuwille and Pathmini (2016) delve into the intricate relationship between brand image and consumer satisfaction. Their study focuses on identifying the specific type and level of customer satisfaction and brand image prevalent in the market, particularly in relation to mobile phones. Additionally, the research explores the key factors within brand image that significantly impact customer satisfaction in the context of mobile phones. By determining which brand image factors exert the strongest influence on customer satisfaction, the study provides valuable insights and recommendations for enhancing overall customer satisfaction through effective brand image management within the competitive mobile phone market. Notably, the findings highlight positive correlations between pricing, brand awareness, brand loyalty, perceived quality, and customer happiness, underlining the importance of these factors in shaping consumer satisfaction.

Turning to the realm of digital marketing, Chaffey (2013) emphasizes the critical role of technology in supporting marketing efforts to meet customer needs and enhance satisfaction. Digital marketing encompasses the strategic utilization of diverse digital technologies to achieve marketing objectives, with internet marketing emerging as a central element in this ecosystem. Chaffey's perspective underscores the transformative impact of digital marketing and the need for businesses to harness the power of technology to adapt their brand, pricing, distribution, and promotional strategies in response to evolving market dynamics.

Further highlighting the significance of digital marketing, Mort, Sullivan, Drennan, and Judy (2002) underscore the rapid advancements in technology and their profound influence on marketing practices. The authors emphasize the growing relevance of digital channels, particularly the internet, as indispensable tools for businesses. They assert that marketing managers who fail to capitalize on the internet's potential within their overall marketing strategies may find themselves at a disadvantage in the marketplace. The internet's pervasive reach and capabilities have not only transformed the way brands engage with consumers but



have also necessitated changes in fundamental aspects of marketing, including brand positioning, pricing strategies, distribution channels, and promotional activities.

Shifting focus to contemporary digital advertising platforms, Gokhan Aydin (2016) aims to shed light on the differential attitudes towards social media ads and mobile ads, which have rapidly emerged as prominent and influential forms of digital advertising. By examining consumer perceptions and preferences regarding these two distinct advertising formats, the study seeks to uncover valuable insights into the dynamic landscape of digital marketing. Understanding consumer attitudes towards social media ads and mobile ads can inform marketers in devising effective advertising strategies that resonate with target audiences and yield optimal outcomes in terms of brand engagement and customer response.

Digital Marketing and Brand Perception

The concept of digital marketing emerged with the advent of the Internet and the development of search engines that ranked websites. The first search engine, utilizing a network protocol called Gopher for query and search, was launched in 1991 (Smyth, 2007). Subsequently, with the introduction of Yahoo in 1994, companies began recognizing the importance of optimizing their website rankings (Smyth, 2007).

Following the dot-com bubble burst in 2001, the market became dominated by search engines such as Google and Yahoo for search optimization (Smyth, 2007). The year 2006 witnessed a significant increase in internet search traffic, leading to the growing prominence of search engine optimization, particularly for major companies like Google (Smyth, 2007). Moreover, the proliferation of mobile devices in 2007 resulted in a drastic increase in internet usage on the go, enabling people worldwide to connect more conveniently through social media platforms.

In developed countries, businesses have come to realize the significance of digital marketing. In order to achieve success, companies must integrate online strategies with traditional methods to precisely meet the needs of their customers (Parsons, Zeisser, & Waitman, 1996). The introduction of new technologies has created new opportunities for marketers to effectively manage their websites and accomplish their business objectives (Kiani, 1998).

Given the abundance of choices available to customers, marketers face significant challenges in establishing brands and driving traffic to their products and services. Online advertising serves as a powerful marketing tool for building brands and increasing traffic, thus paving the way for success in the digital realm (Song, 2001).



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1.3 Rationale Of the Study

This study aims to examine the effects of digital marketing on brand building and perception. In today's digital age, businesses utilize various online platforms such as websites, social media, search engines, and mobile apps to promote their brands and connect with customers. However, there is a lack of understanding regarding the specific impact of digital marketing on brand-related outcomes.

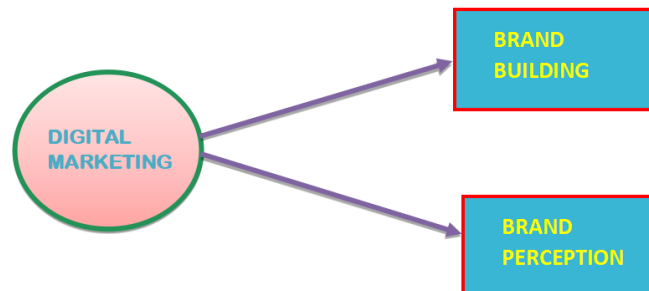
While previous research has explored digital marketing's influence on customer behavior, more comprehensive studies are needed to investigate its relationship with brand building. By addressing this research gap, this study seeks to provide insights into how digital marketing strategies contribute to brand building and shape brand perceptions. It will assess the effectiveness of different digital marketing channels and techniques.

In summary, this study aims to fill the gap in existing literature by providing a comprehensive analysis of the impact of digital marketing on brand building and perception. The findings will offer valuable insights and recommendations for marketers and businesses looking to leverage digital platforms for effective brand management.

1.4 Objectives

- To identify the impact of digital marketing on brand building
- To identify the impact of digital marketing on brand perception

CONCEPTUAL MODEL OF STUDY





1.5 Hypothesis of the Study

H0: There is no significant Impact of digital marketing on brand building

H1: There is a significant Impact of digital marketing on brand building

H0: There is no significant Impact of digital marketing on brand perception

H2: There is a significant Impact of digital marketing on brand perception

2.1 The Study

This study evaluates the impact of digital marketing methodology on brand building using descriptive and quantitative research. Descriptive research aims to expand knowledge and understand current issues through data collection, focusing on sample population behavior. The study analyzes primary data collected from respondents using a questionnaire with a 5-point Likert scale. Secondary data from scholars, researchers, articles, and working papers is also utilized. The study includes 150 Realme phone users as respondents and employs factor analysis, regression, and reliability tests for analysis.

2.2 Sample Design

2.2.1 Population The population for this study comprises customers of Realme phones, ranging from students to adults. The age group included in the population ranges from 15 to 75 years. The customers of Realme phones are from diverse locations, representing various geographical areas.

2.2.2 Sample Size The sample size for this study consists of 150 respondents. These respondents were selected from the population to represent a subset of the larger customer base.

2.2.3 Sample Element The individual customers of Realme phones constitute the sample elements for this study. Each respondent selected from the sample represents an individual customer who uses Realme phones.

2.2.4 Sampling Technique This study utilizes probability simple random sampling as the sampling technique. This involves randomly selecting respondents from the population of Realme phone users, ensuring equal chances of inclusion for every customer. By employing this approach, the researchers aim to minimize bias and increase the generalizability of the findings to the larger population. The use of probability simple random sampling allows for representative data collection and facilitates broader insights and conclusions from the study.



2.3 Tools used for Data Collection

In this study, the data will be collected using a standardized questionnaire that includes variables related to Brand Building (Johansson, M., 2010), Brand Perception (Smith, A. N., & Taylor, J., 2019), and Digital Marketing (Chen, Y., & Wang, Q., 2018). The questionnaire will employ a 5-point Likert scale, where respondents will indicate their agreement or disagreement with statements using the scale ranging from 1 (strongly disagree) to 5 (strongly agree). The use of a standardized questionnaire ensures consistency in data collection and allows for the comparison and analysis of responses across different participants. The selected variables, Brand Building, Brand Perception, and Digital Marketing, have been previously studied and established in the literature as relevant factors in the context of the research.

By using a Likert scale, respondents will have the opportunity to express their level of agreement or disagreement with the statements provided. This allows for the capture of nuanced responses and provides a range of options for participants to indicate their perceptions or attitudes towards the variables being measured. Overall, the data collection process will involve administering the standardized questionnaire to participants, who will provide their responses on a 5-point Likert scale. This approach ensures a systematic and reliable collection of data for subsequent analysis and interpretation.

2.4 Tools used for Data Analysis

SPSS, which stands for Statistical Package for the Social Sciences, is a widely used software tool for data analysis. It offers various methods and techniques to analyze and interpret data, including:

Demographic Analysis: SPSS allows for the calculation and presentation of percentages, enabling researchers to compare and review results and track progress. This method simplifies the interpretation of data by expressing variables as percentages, making it easier to understand the relative distribution and composition of the data.

Reliability Test: Within SPSS, there are features available for conducting reliability tests such as Cronbach's Alpha. This particular test is used to measure the consistency and stability of test scores. It allows researchers to evaluate the reliability and validity of the measurement instrument, such as a questionnaire or survey, used in their study.

Factor Analysis: SPSS includes tools for conducting factor analysis, which is used to identify underlying factors that influence certain variables. In the context of the study mentioned, factor analysis can be applied to determine which factors influence brand building, brand perception,



and digital marketing of Realme phones among customers. It helps researchers understand the latent constructs and relationships among variables.

Regression: SPSS enables regression analysis to examine the relationship between variables, including the impact of digital marketing on brand building. This analysis helps researchers understand the contribution of digital marketing activities to brand establishment. By using SPSS, researchers can gain insights, test hypotheses, and draw meaningful conclusions from their data, as it provides a comprehensive platform for various statistical analyses.

3.1 Analysis and Discussion

Unbiased data research aims to derive meaningful insights through systematic investigation and statistical analysis. It involves collecting unbiased data, conducting descriptive and inferential analysis, using statistical tools, and presenting the results in the discussion section to provide context and highlight significance.

Descriptive Analysis on Sample

Percentage analysis is a statistical method that involves computing the proportion or percentage of specific variables within a sample or population. It is a valuable tool for describing and understanding the overall characteristics of the data under study. By expressing the variables as percentages, it enables easy comparison and review of the results.

The primary purpose of percentage analysis is to provide a clear and concise interpretation of the data. Instead of dealing with raw numbers, percentages offer a more intuitive and relatable way to understand the distribution and composition of the variables. This facilitates a straightforward comparison between different groups or categories within the data set.

When conducting percentage analysis, researchers typically select relevant variables that are of interest or importance to the study. By calculating the percentage of each variable, researchers can gain insights into the relative frequency or occurrence of specific attributes or characteristics within the sample or population.

For readers and stakeholders, percentage analysis provides a user-friendly presentation of the data. It allows them to easily interpret and comprehend the findings, as the results are presented in a more accessible format. This can be particularly helpful for decision-making processes, as stakeholders can quickly grasp the relative importance or prevalence of certain variables. Overall, percentage analysis is a valuable statistical tool that enhances data interpretation and comparison. It simplifies complex information, making it easier for researchers and readers to understand the characteristics of the sample or population being studied

Table 1: Measurement of Demographic factors

S.NO	VARIABLES	CLASSIFICATIONS	FREQUENCY	PERCENTAGE
1	Gender	Male	80	53
		Female	70	47
		Transgender	0	0
		Total	150	100
2	Age	Under 18	13	8.7
		18-24	80	53.3
		25-40	41	27.3
		41-60	16	10.2
		61-75	0	0
		Total	150	100
3	Occupation	Student	82	54
		Employee	42	28
		Business	7	5
		Other	19	13
		Total	150	100
4	Monthly Income	0-20000	95	63.3
		21000-40000	32	21.3
		41000-60000	15	10
		Above 60000	8	5.3
		Total	150	100

In Table 1, the frequency and percentage distribution of respondents are presented based on different variables.



Regarding gender, there were 80 male respondents, representing 53% of the total, while 70 female respondents accounted for 47%. No transgender respondents were included in the data. Overall, the sample consisted of 150 participants.

In terms of age, 13 respondents were under 18 years old, comprising 8.7% of the total. The largest age group was 18-24, with 80 respondents (53.3%). Additionally, 41 respondents fell in the 25-40 age range (27.3%), and 16 respondents were aged between 41 and 60 (10.2%). No respondents were included in the 61-75 age group.

Regarding occupation, the majority of respondents (54%) identified as students, with 82 individuals falling into this category. Employees constituted the second-largest group, with 42 respondents (28%). Additionally, 7 respondents identified as business owners (5%), while 19 respondents identified with other occupations (13%).

Concerning monthly income, 95 respondents (63.3%) reported earning between 0 and 20000, making it the most common income range. The next largest group (21.3%) consisted of 32 respondents who earned between 21000 and 40000. Furthermore, 15 respondents (10%) reported earning between 41000 and 60000, and 8 respondents (5.3%) had an income above 60000.

The table offers valuable insights by presenting the distribution of respondents according to gender, age, occupation, and monthly income. This information provides a clear understanding of the sample composition and enables potential analysis and comparisons within these variables.

3. Reliability Test

1. Scale: BRAND BUILDING

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.



Table 2: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.828	7

The reliability statistics for the scale or questionnaire used in the analysis indicate a high level of internal consistency. This is demonstrated by the value of Cronbach's Alpha, which is .828. Cronbach's Alpha measures the reliability of the scale, with values ranging from 0 to 1. A higher value suggests greater internal consistency, indicating that the items in the scale are strongly correlated and measure the same underlying construct.

In this case, the Cronbach's Alpha value of .828 indicates a high level of internal consistency, meaning that the items in the scale are reliable and consistently measure the intended concept or construct. The analysis was based on a total of 7 items, which refers to the number of individual questions or statements included in the scale or questionnaire. Having an adequate number of items helps ensure the reliability and accuracy of the measurement.

2. Scale: BRAND PERCEPTION

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.



Table 3: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.601	7

The provided reliability statistics include Cronbach's Alpha and the number of items used in the calculation. Cronbach's Alpha, which measures internal consistency and represents the reliability of the scale or questionnaire, has a value of .601 in this case. The range of Cronbach's Alpha is from 0 to 1, with higher values indicating greater internal consistency. With a value of .601, the scale or questionnaire demonstrates a fair to moderate level of internal consistency. The analysis was conducted using 7 items, which refers to the number of individual questions or statements included in the scale or questionnaire. It is important to have an adequate number of items to ensure the reliability of the scale. In summary, the reliability statistics indicate a fair to moderate level of internal consistency (Cronbach's Alpha = .601) for the scale or questionnaire, with 7 items used in the analysis.

3. Scale: DIGITAL MARKETING

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.



Table 4: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.786	6

The reliability statistics reveal that the scale or questionnaire used in the analysis demonstrates a moderate level of internal consistency, as indicated by Cronbach's Alpha value of .786. Cronbach's Alpha is a measure of reliability, ranging from 0 to 1, with higher values indicating greater internal consistency. In this case, the value of .786 suggests that the items in the scale are moderately consistent in measuring the intended construct. The analysis was conducted using 6 items, which refers to the number of individual questions or statements included in the scale or questionnaire. Having an adequate number of items is crucial for ensuring the reliability of the scale. In summary, the reliability statistics provide evidence of moderate internal consistency (Cronbach's Alpha = .786) for the scale or questionnaire, with 6 items utilized in the analysis.

Factor Analysis

BRAND BUILDING

Table 5: Kaiser-Meyer-Olkin Measure

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.944
Bartlett's Test of Sphericity	Approx. Chi-Square	1936.273
	Df	105
	Sig.	.000

Table 5 includes two significant statistical tests used factor analysis: KMO which measures the data's suitability for further interpretation and ranges from 0-1 with 0.944 indicating excellent



suitability and Bartlett's test that shows the presence of an interrelation among variables. The calculated chi value is 1936.273, and the significance level is 0.000, which is different from an identity matrix. This infers that the variables are, making it acceptable to proceed with the factor analysis that uncovers underlying factors.

Table 6: Factors Measurement

Factor	Eigen value		Variable coverage	Loading	
	Name	Total			% variance
Image		8.31	55.402	I understand the features of brand Realme phones well enough to evaluate it against another brand	0.805
				I get bored with buying the same brands even if they are good	0.799
				I consider myself to be highly loyal to this brand	0.794
				I would try an alternative brand if the alternative brand offered increased facilities than the Realme phones brand	0.787
Service		1.084	7.229	I will come back from another purchase	0.969
				The overall satisfaction with the brand service delivery is good	0.781
				This brand is helpful in responding to questions and complaints	0.769

The table 6 appears to represent the results of a factor analysis of brand building in which there are 2 factors are generated. Each factor in the analysis is listed along with its corresponding eigenvalue, variable coverage, and loading.

Factor 1: Image

Eigenvalue: 8.31



Variable coverage: 55.402%

Loading: "I understand the features of brand Realme phones well enough to evaluate it against another brand" with a loading of 0.805. "I get bored with buying the same brands even if they are good" with a loading of 0.799. "I consider myself to be highly loyal to this brand" with a loading of 0.794. "I would try an alternative brand if the alternative brand offered increased facilities than the Realme phones brand" with a loading of 0.787.

This factor, labeled as "Image," seems to capture respondents' perceptions and attitudes related to brand understanding, loyalty, and openness to trying alternative brands. The eigenvalue of 8.31 indicates that this factor explains a significant portion of the variance in the data, accounting for 55.402% of the total variance.

Factor 2 : Service

Eigenvalue: 1.084

Variable coverage: 7.229%

Loading: "I will come back from another purchase" with a loading of 0.969. "The overall satisfaction with the brand service delivery is good" with a loading of 0.781. "This brand is helpful in responding to questions and complaints" with a loading of 0.769.

This factor, labeled as "Service," appears to capture respondents' perceptions and satisfaction with the brand's service delivery. The eigenvalue of 1.084 indicates that this factor explains a smaller portion of the variance compared to the "Image" factor, accounting for 7.229% of the total variance.

Overall, the factor analysis suggests that brand image and service are two important factors influencing respondents' perceptions and attitudes towards the Realme brand. The "Image" factor has a higher eigenvalue and explains a larger portion of the variance compared to the "Service" factor.



BRAND PERCEPTION

Table 7: Kaiser-Meyer-Olkin Measure

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.834
Bartlett's Test of Sphericity	Approx. Chi-Square	358.331
	Df	36
	Sig.	.000

The Table 7 presents two statistical tests widely used in factor analysis to assess the suitability of data for further analysis. The KMO measure of sampling adequacy reported to be 0.834 suggests the data is reasonably suitable for factor analysis. However, there is still room for improvement. On the other hand, Bartlett's test of sphericity indicates a significant deviation of the correlation matrix from an identity matrix, supported by a chi-square value of 358.331 with 36 degrees of freedom and a significance level of .000. The result confirms that the variables considered in the factor analysis are correlated, justifying the use of factor analysis to explore underlying factors.

Table 8 : Factors Measurements

Factor Name	Eigen value		Variable coverage	Loading
	Total	% variance		
Reputation	2.169	24.099	This brand is reliable	0.713
			This product has high quality	0.684
			This brand has features that distinguish itself from competitor's brand	0.666



Security	1.987	22.074	This brand provides value for money	0.741
			I recommend this brand and its services to others	0.587
			This brand is durable	0.534
			I am satisfied with the product offered by this brand	0.599

The table 8 appears to represent the results of a factor analysis of brand perception in which there are 2 factors are generated. Each factor in the analysis is listed along with its corresponding eigenvalue, variable coverage, and loading.

Factor 1 : Reputation

Eigenvalue: 2.169

Variable coverage: 24.099%

Loading: "This brand is reliable" with a loading of 0.713. "This product has high quality" with a loading of 0.684. "This brand has features that distinguish itself from competitor's brand" with a loading of 0.666.

This factor, labeled as "Reputation," captures respondents' perceptions of the brand's reliability, product quality, and unique features. The eigenvalue of 2.169 indicates that this factor explains a substantial portion of the variance in the data, accounting for 24.099% of the total variance.

Factor 2 : Security

Eigenvalue: 1.987

Variable coverage: 22.074%

Loading: "This brand provides value for money" with a loading of 0.741. "I recommend this brand and its services to others" with a loading of 0.587. "This brand is durable" with a loading of 0.534. "I am satisfied with the product offered by this brand" with a loading of 0.599.

This factor, labeled as "Security," reflects respondents' perceptions of the brand's value for money, recommendation likelihood, product durability, and overall satisfaction. The eigenvalue



of 1.987 indicates that this factor explains a significant portion of the variance, accounting for 22.074% of the total variance.

In summary, the factor analysis suggests that the brand's reputation and security are two important factors influencing respondents' perceptions. The "Reputation" factor, with a higher eigenvalue, explains a larger portion of the variance compared to the "Security" factor. The "Reputation" factor is associated with attributes such as reliability, product quality, and unique features, while the "Security" factor encompasses aspects such as value for money, recommendation likelihood, durability, and overall satisfaction.

DIGITAL MARKETING

Table 9 : Kaiser-Meyer-Olkin Measure

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.834
Bartlett's Test of Sphericity	Approx. Chi-Square	358.33
	Df	36
	Sig.	.000

The Table 9 provides the results of commonly used tests for factor analysis - the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity. The KMO measure assesses the suitability of the data for factor analysis and in this case, the KMO score is reported as 0.834, indicating fairly good sampling adequacy. Similarly, Bartlett's test examines whether the correlation matrix in the factor analysis significantly deviates from an identity matrix, indicating the presence of intercorrelations among the variables. The approximate chi-square value is 358.331 with 36 degrees of freedom, and a significance level of .000, indicating that the correlation matrix significantly deviates from an identity matrix. Thus, these results demonstrate that factor analysis can be employed to identify underlying factors within the data.



Table 10 : Factor Measurement

Factor Name	Eigen value		Variable coverage	Loading
	Total	% variance		
Awareness	2.605	28.941	Digital advertisement enhances the brand awareness	0.796
			Digital advertisement helps stay updated with products or services	0.764
			Digital advertisement provides clear information about the products or services	0.587
			Digital advertisement helps to easily compare this brand with other brands	0.63
Follow up	1.747	19.411	Digital advertisement helps to have Greater engagement with the products	0.832
			Digital advertisement leads to 24/7 Shopping	0.553

The table 10 represents the results of a factor analysis, indicating the eigenvalues, variable coverage, and loadings for each factor in which are 2 factors are generated.

Factor 1 : Awareness

Eigenvalue: 2.605

Variable coverage: 28.941%

Loading: "Digital advertisement enhances brand awareness" with a loading of 0.796. "Digital advertisement helps stay updated with products or services" with a loading of 0.764. "Digital advertisement provides clear information about the products or services" with a loading of 0.587. "Digital advertisement helps to easily compare this brand with other brands" with a loading of 0.630.

This factor, labeled as "Awareness," reflects respondents' perceptions related to digital advertisements. It suggests that digital advertisements contribute to enhancing brand awareness,



staying updated with products or services, providing clear information, and facilitating brand comparisons. The eigenvalue of 2.605 indicates that this factor explains a substantial portion of the variance in the data, accounting for 28.941% of the total variance.

Factor 2 : Follow up

Eigenvalue: 1.747

Variable coverage: 19.411%

Loading: "Digital advertisement helps to have greater engagement with the products" with a loading of 0.832. "Digital advertisement leads to 24/7 shopping" with a loading of 0.553.

This factor, labeled as "Follow up," represents respondents' perceptions regarding the impact of digital advertisements on their engagement with products and the convenience of 24/7 shopping. The eigenvalue of 1.747 indicates that this factor explains a significant portion of the variance, accounting for 19.411% of the total variance.

In summary, the factor analysis reveals two important factors: "Awareness" and "Follow up." The "Awareness" factor, with a higher eigenvalue, indicates that digital advertisements play a crucial role in enhancing brand awareness, staying updated, providing clear information, and facilitating brand comparisons. The "Follow up" factor highlights the impact of digital advertisements on greater product engagement and the convenience of 24/7 shopping

Relationship between Digital Marketing and Brand Building

To find the relationship between brand building and digital marketing the regression tools is used.

H0: There is no significant Impact of digital marketing on brand building

H1: There is a significant Impact of digital marketing on brand building



Table 11: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.360 ^a	.330	.324	4.33789

a. Predictors: (Constant), Digital Marketing

The table 11 presents the model summary of a regression analysis with one predictor variable- "Digital Marketing." The correlation coefficient between the predictor variable and the dependent variable is 0.360, indicating a moderate positive relationship. The coefficient of determination (R-squared) is 0.330, which explains around 33% of the variance. The adjusted R-squared value, taking into account the predictor variables, is 0.324. The standard error of the estimate is 4.33789, indicating the average difference between predicted and actual values of the dependent variable. In summary, the model with "Digital Marketing" as a predictor variable explains a significant portion(33%) of the variance in the outcome variable, while the moderate positive correlation suggests a meaningful impact.

Table 12: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	415.499	1	415.499	22.081	.000 ^b
	Residual	2784.961	148	18.817		
	Total	3200.460	149			

a. Dependent Variable: Brand_Building

b. Predictors: (Constant), Digital_Marketing

The ANOVA analysis shows that the Digital Marketing predictor variable has a significant impact on the Brand Building dependent variable. The regression model is a good fit for the data and the positive value of R suggests a strong positive connection between Brand Building and Digital Marketing. The F-value of 22.081 and the significance level of .000 further establish the statistical significance of the regression model. In conclusion, it can be inferred that the use of Digital Marketing can contribute positively to Brand Building efforts.



Relationship between Digital Marketing and Brand Perception

To find the relationship between brand perception and digital marketing the regression tools is used.

H0: There is no significant Impact of digital marketing on brand perception

H2: There is a significant Impact of digital marketing on brand perception

Table 13: Model Summary

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345 ^a	.219	.213	3.40920

a. Predictors: (Constant), Digital_Marketing

The model summary in Table 13 shows that the predictor variable, 'Digital Marketing', has a moderate positive relationship with the outcome variable. The correlation coefficient between the two is 0.345. Further analysis reveals that approximately 21.9% of the variance in the outcome variable can be explained by the predictor variable as determined by the coefficient of determination (R-squared), which is 0.219. The standard error of the estimate, 3.40920, shows the average difference between predicted and actual values of the dependent variable. Adjusted R-squared is also available, which is 0.213. This value takes into account the influence of multiple predictor variables to the analysis and adjusts the R-squared value accordingly. More simply put, the regression model points to a significant proportion (21.9%) of the outcome variable variance being explained by 'Digital Marketing' alone. The moderate positive correlation is worth noting too, suggesting that 'Digital Marketing' has a meaningful impact on the outcome variable.

Table 14: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	232.520	1	232.520	20.006	.000 ^b
	Residual	1720.154	148	11.623		
	Total	1952.673	149			

a. Dependent Variable: Brand_Perception

b. Predictors: (Constant), Digital_Marketing



Based on the ANOVA summary provided, the regression model with "Digital_Marketing" as the predictor variable is statistically significant in explaining the variability in "Brand_Perception." The F-value of 20.006 and the significance level of .000 suggest that the regression model is a good fit for the data, and the predictor variable has a significant impact on the dependent variable. In other words, the use of digital marketing has a positive impact on brand perception.

4.1 Implications:

1. **Practical Marketing Guidance:** The study will offer practical advice to marketers on effectively utilizing digital marketing strategies for brand building. It will provide insights on the most effective channels and techniques to enhance brand awareness, identity, and loyalty, enabling informed decision-making and resource allocation.
2. **Improved Brand Engagement:** Understanding the impact of digital marketing on brand perception enables businesses to better engage with their target audience. Marketers can use the study's findings to customize digital marketing efforts, creating meaningful brand experiences and fostering stronger connections with customers.
3. **Competitive Edge:** Leveraging the study's insights, businesses can gain a competitive advantage through optimized digital marketing strategies. Strengthening brand presence and capturing a larger online market share differentiate companies from competitors.
4. **Targeted Audience Reach:** The study helps marketers understand their target audience better and identify effective digital marketing channels. By aligning messaging and content with customer preferences, marketers can optimize their efforts, leading to higher conversion rates and increased sales.
5. **Personalized Marketing Strategies:** The study emphasizes the importance of personalization in digital marketing. Marketers can use the findings to develop tailored strategies that cater to individual customer needs, fostering brand loyalty and advocacy.
6. **Data-Driven Decision Making:** The study highlights the significance of data in digital marketing. Marketers can leverage data analytics tools to gain insights into customer behavior, preferences, and engagement. This informs data-driven decision making, allowing for refined strategies and effective resource allocation.
7. **Social Media Engagement:** Understanding the impact of digital marketing on brand perception empowers marketers to leverage social media platforms. Active engagement fosters brand communities, user-generated content, and positive brand conversations, enhancing brand visibility, reputation, and customer loyalty.



8. **Continuous Adaptation and Innovation:** The study emphasizes the need for marketers to stay updated and embrace innovative digital marketing approaches. By monitoring industry developments and adapting strategies, marketers can stay ahead, effectively engage customers, and build strong and resilient brands in the dynamic digital landscape.

4.2: Limitations:

1. **Generalizability:** As with any study, the findings may be limited in terms of generalizability. The research may focus on specific industries, target demographics, or geographical regions, which may limit the broader applicability of the findings. Future studies should consider conducting research across different contexts to enhance the generalizability of the results.
2. **Sample Size:** Limited sample size may affect the generalizability of the findings. A larger, diverse sample is needed for a comprehensive understanding of the impact of digital marketing on brand building and perception.
3. **Time Constraints:** The study's timeframe may be limited, focusing on a specific period or snapshot in the digital marketing landscape. Changes in technology, consumer behavior, and market dynamics over time may not be fully captured or accounted for in the study.
4. **External Factors:** The study may not consider external factors that can influence brand building and perception, such as competitive activities, economic conditions, or societal trends. These factors can interact with digital marketing efforts and impact the outcomes observed in the study.
5. **Methodological Limitations:** The study's methodology, such as survey design or data collection techniques, may have inherent limitations that could affect the reliability or validity of the findings. Researchers should acknowledge and address these limitations to ensure the accuracy and credibility of the study.
6. **Evolving Digital Landscape:** The digital marketing landscape is constantly evolving, with new platforms, technologies, and strategies emerging regularly. The study's findings may become outdated as the industry evolves, and new digital marketing approaches are adopted. Continuous research and monitoring are necessary to keep pace with the rapidly changing digital environment.
7. **Measurement Challenges:** Measuring the impact of digital marketing on brand building and perception can be complex. It may be challenging to isolate the specific effects of digital marketing efforts from other marketing activities or external influences. Careful



consideration of measurement techniques and data analysis is essential to minimize potential biases and inaccuracies.

8. Limited Scope: Given the vastness of digital marketing, it may not be possible to cover all aspects comprehensively within a single study. The research may focus on specific elements of digital marketing or specific brand-related outcomes, which may limit a holistic understanding of the topic. Future studies should consider exploring different dimensions and expanding the scope of research to provide a more comprehensive view of the subject matter.

Conclusion

In Study, digital marketing has a significant and positive influence on brand building and brand perception on the basis of Realme mobile phone. Through various digital channels and strategies, companies can effectively promote their brands and connect with their target audience. The use of digital marketing allows for broader reach, increased customer engagement, and enhanced brand visibility.

Digital marketing enables businesses to create a strong brand identity, establish brand recognition, and differentiate themselves from competitors. By leveraging digital platforms such as social media, websites, and mobile apps, companies can effectively communicate their brand values, offerings, and unique selling propositions to the target audience. Furthermore, digital marketing facilitates two-way communication between businesses and consumers, fostering brand engagement and building brand loyalty. Through interactive content, personalized messaging, and targeted advertising, companies can establish meaningful connections with their customers, resulting in positive brand experiences and perceptions.

The accessibility and convenience offered by digital marketing platforms also contribute to improved brand perception. Customers can easily access information about products or services, read reviews, and engage with brands in real-time. This transparency and availability of information build trust and credibility, enhancing the overall perception of the brand. Moreover, digital marketing provides valuable data and insights that enable businesses to refine their brand strategies and tailor their messaging to meet customer needs and preferences. Through analytics and tracking tools, companies can measure the impact of their digital marketing efforts, identify areas for improvement, and optimize their brand building initiatives.

Overall, digital marketing serves as a powerful tool for brand building and brand perception. It empowers businesses to effectively engage with their target audience, create compelling brand experiences, and drive positive perceptions of their brand. By harnessing the potential of digital



marketing, companies can establish a strong brand presence, cultivate customer loyalty, and achieve sustainable business growth in the digital era.

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