

EVALUATING THE RELATIONSHIP BETWEEN THE DIGITAL MARKETING AND BRAND BUILDING

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ABSTRACT

When it comes to building a unique identity for a company in today's internet-driven society, digital marketing is now essential. This research is useful for understanding how digital marketing and brand development are related. From e-mail to search engines, digital marketing entices customers to recall the attention-grabbing caption that flashes on their digital gadgets. A total of 275 participants will participate in the study. To choose the participants, a judgmental sampling technique was used. The research found that digital marketing, also known as digital branding or digital communication, makes use of digital channels and assets to convey a company's positioning as part of an engagement program or multichannel brand communication.

Keywords: Brand, Digital marketing, Consumers, Advertisement, Product

I. INTRODUCTION

The link between digital marketing and brand creation has become inseparable in the dynamic environment of contemporary business. This has resulted in a transformation of the manner in which businesses engage with their target consumers and establish a unique identity in the global marketplace. The concept of digital marketing, which encompasses a wide range of online platforms and technologies, has arisen as a significant influencing factor in the formation of brand perception, the promotion of consumer involvement, and the acceleration of corporate expansion. The fundamental function of digital marketing is to act as a channel through which businesses may connect with the people they are trying to reach in the space of the internet. Consumer behavior has been modified as a result of the pervasive nature of the internet and the extensive usage of digital devices. As a result, online platforms have become the major arena for interactions with brands. In order to successfully traverse this linked terrain, companies are increasingly relying on modern technologies such as social media, search engines, email marketing, content development, and other digital platforms. As a consequence of this, the smart implementation of digital marketing campaigns helps businesses to transcend geographical borders, communicate with a wide range of demographics, and interact with customers on a more personal level.

The ability to develop a captivating narrative that connects with the target audience is one of the most important components of the interaction between digital marketing and the process of establishing a brand. Because customers are bombarded with information from a wide variety of sources in this day and age, it is essential for companies to differentiate themselves from the noise that is generated by the digital world. Through the use of intriguing information, visually attractive images, and interactive experiences, digital marketing makes it possible to communicate the story of a business. Brands have the ability to define their story, establish a unique voice, and inspire emotional connections that foster brand loyalty all via the use of various forms of content, including social media postings, blog articles, and multimedia material. In addition, because digital marketing is powered by data, it presents businesses with the opportunity to get significant insights into the behavior, preferences, and trends of their target audiences. Companies have the ability to monitor the efficacy of their digital campaigns in real time by utilizing analytics tools and metrics. This provides them with the ability to adapt their tactics depending on the actual interaction of their users. This method, which is centered on data, not only improves the effectiveness of marketing activities but also makes it easier to gain a more in-depth comprehension of the audience that is being targeted. By making use of these data, companies

are able to modify their messaging, improve their product offers, and optimize their entire marketing strategy in order to better fit with the expectations of their target audience.

Search engine optimization, often known as SEO, is an additional essential component of the digital marketing environment that has a direct impact on the exposure and awareness of a company. In order to create a brand, it is necessary to have a strong presence online, and search engine optimization strategies guarantee that a brand's digital assets are ranked highly in the results of search engines. Not only does this visibility assist to the construction of a strong brand image, but it also reinforces the legitimacy of the brand already in existence. When it comes to the digital domain, consumers frequently equate greater search ranks with trustworthiness and authority, all of which are considered to be essential components of brand perception. The introduction of social media platforms has brought about a change in the manner in which companies communicate with their audience, hence presenting chances for real-time contact and feedback that were previously unattainable. The use of social media marketing has become an essential component in the process of developing a brand since it enables businesses to humanize their brand, demonstrate their authenticity, and establish a communication channel with customers that allows for two-way discussion. Direct involvement may be facilitated through the use of platforms such as Facebook, Instagram, Twitter, and LinkedIn. These platforms enable companies to reply to questions and issues raised by customers, answer complaints, and demonstrate their values in an open and honest manner. The viral character of social media also increases brand visibility since people share material with their networks, which exponentially expands the reach of marketing initiatives thanks to the viral nature of social media.

For the purposes of digital marketing, content is king, and the production of material that is not only useful but also relevant and consistent is an essential component in the process of establishing a powerful presence for a company. By educating and entertaining the audience, content marketing not only portrays the company as an authoritative source within its sector, but it also educates and entertains the audience directly. The ability to demonstrate their knowledge, address the concerns of their customers, and promote themselves as thought leaders may be accomplished by businesses through the use of various content forms such as blog posts, articles, videos, and podcasts. A sense of connection and loyalty may also be fostered via the use of material that is congruent with the values of the brand and that connects with the audience that is being targeted. Email marketing, which is frequently regarded to be a classic way of digital marketing, continues to be an effective instrument for the development of brands. Through email marketing campaigns, companies are able to cultivate connections with their audience over time by sending tailored content, special offers, and updates right to the inbox of their audience members. Maintaining consistent engagement with their subscribers through email allows companies to remain at the forefront of their customers' minds, reinforce their messaging, and build a sense of exclusivity among their subscribers. In addition, email marketing gives companies the ability to divide their audience into several groups according to their preferences and actions, allowing them to target their content to certain groups for a more customized and efficient approach.

A further illustration of the mutually beneficial link that exists between digital marketing and the development of a brand is provided by influencer marketing. Brands have the ability to broaden their reach and interact with new audiences by capitalizing on the influence and credibility of individuals who have a big following in a certain sector or specialty. The role of influencers is similar to that of brand advocates; they give genuine endorsements of items or services to the people who follow them. As a result of the fact that customers frequently depend on the advice of influencers that they follow, this type of marketing not only increases the exposure of the company but also develops trust. As the field of digital marketing continues to develop, the incorporation of technologies that utilize artificial intelligence (AI) and machine learning (ML) has become a game-changer for organizations that are looking to improve their marketing efforts. A tremendous quantity of data may be analyzed by algorithms driven by artificial intelligence, which can then be used to forecast consumer behavior, optimize ad targeting, and customize user experiences. In addition, machine learning algorithms make it possible for marketers to automate operations that are repetitive, which results in marketing campaigns that are managed more effectively. The application of artificial intelligence and machine learning in digital marketing not only enhances the efficiency of brand-building efforts but also places

businesses at the forefront of technical innovation with regard to their respective industries. The complex link that exists between digital marketing and the development of a brand is a force that is both dynamic and transformational in the modern and current corporate landscape. In order for businesses to successfully negotiate the intricacies of the internet world, digital marketing acts as a conduit via which they can engage with consumers, shape narratives, and cultivate connections that will last. Every aspect of digital marketing, from the strategic use of social media and content marketing to the data-driven insights offered by analytics tools, adds to the formation and fortification of a brand's identity. This includes the use of social media and content marketing. In this day and age, when the opinions of consumers are molded by their interactions online, the strategic deployment of digital marketing techniques is not only an option but rather a must for companies that want to succeed in a market that is highly competitive. The link between digital marketing and brand creation will surely experience more transformations as technology continues to improve and consumer habits continue to adapt. This will provide both problems and opportunities for businesses to innovate and remain ahead in a digital world that is always developing. At the end of the day, the synergy that exists between digital marketing and brand creation highlights the crucial role that online tactics play in determining the success and durability of modern businesses.

II. REVIEW OF LITERATURE

Karen, Karen & Zai, Immanuel (2022) The progress in information technology has significantly impacted the implementation of marketing strategies in the industry, resulting in the emergence of many platforms and techniques to enhance customer recognition of brands. Commonly employed in several businesses within our rapidly advancing technology, digital marketing tactics encompass advertising, social media marketing, content marketing, email marketing, and website marketing. This article offers a comprehensive examination of the several digital marketing methods that are associated with brand awareness. Considering this, the research methodology employed in this study is comparative causal, and the main dataset utilized consisted of information collected from 273 digital media users in the province of Riau Island. The data was then analyzed using the Smart PLS software. The idea underwent empirical testing, which unveiled a notable and favorable correlation between online advertising and brand recognition. The study may be further enhanced by incorporating data from other age cohorts, geographic regions, and additional digital marketing tactics that were not explored in this particular study.

Bakhtiary, Mohammad Javad & Behzadi, Maryam (2022) In a highly competitive era of digital advancements, the significance of brand equity has become increasingly crucial. Changing brands is a simple task and customer evaluations have a significant impact. Brand equity is a measure of the financial worth of a brand. Established firms with strong brand equity may command higher prices for their products and are more likely to achieve success in expanding their business. In the present day, the establishment of brand value is not just reliant on marketing and advertising endeavors, but also on favorable consumer encounters. In order to maintain customer loyalty over an extended period of time, businesses must give utmost importance to the consumer, ensuring that they continually provide seamless experiences that specifically address client requirements and preferences. This study investigates the impact of digital marketing on the brand value of customers of online firms. This research is classified as applied research and has been conducted utilizing the scaling approach. The data gathering instrument utilized is a questionnaire, targeting the statistical population of clients of online enterprises. According to the findings, digital marketing has a favorable impact on all three aspects of brand equity, namely brand loyalty, perceived value, and brand image. Notably, it exerts the most significant influence on brand image.

Le, Jenny et al., (2021) The manner in which companies interact with their clients and keep in touch with them have been revolutionized by the rise of new forms of electronic communication and information. Here we take a look back at the most important areas of study in the field of digital marketing from a relationship viewpoint. Topics covered include marketing via email and websites, SEO, UGC, social media, presumption in the sharing economy, immersive marketing, and marketing based on artificial intelligence. Given this background, the chapter suggests a number of areas for further study, such as influencer marketing, live streaming, social service enhancement, the shadow side of social media marketing, consumer-to-consumer interactions on two-sided platforms,

psychological mechanisms associated with mixed reality use, the experience of AI-enabled service automation, and pertinent ethical concerns. In addition, further study is needed to analyze how new technologies like blockchain and the Internet of Things (IoT) may affect the connection between firms and their customers. Researchers should look into topics like blockchain technology, participatory marketing through the Internet of Things (IoT), and data protection and privacy concerns associated with these technologies. In this chapter, we see how academic studies have painted a detailed picture of the link between relationship marketing and digital marketing.

Mandal, Pinaki & Sajjad, Sobia (2020) The field of digital marketing has grown rapidly in the last decade. One can find the roots of direct marketing. The proliferation of personal gadgets has given brand marketers a plethora of new opportunities to interact with their target audiences, both directly and indirectly. This research delves at the effects of digital marketing on the brand of a certain product. As this research delves further, consumers who have interacted with digital marketing have a better grasp of businesses and the ways in which technology has contributed to the success of brands. The research delves at digital marketing strategies such as email, search engine optimization, mobile, blogging, affiliate marketing, and similar tactics, exploring their impact on consumer brand building. The connection between digital marketing and brand development was the driving force for this study. Digital marketing makes use of attention-grabbing headlines that flash on digital devices, such email and search engine results, increasing the likelihood that consumers will remember them. As part of their multichannel branding and engagement strategies, brands are increasingly utilizing digital assets and platforms to communicate their positions. The term "digital marketing" can mean a variety of things depending on context.

Negricea, Costel & Purcarea, Ioan Matei (2020) In light of the new coronavirus crisis, which has accelerated digitalization in the corporate world, it is prudent to examine the relationship between digital marketing and pertinent public relations (PR) as a means of safeguarding and enhancing brand reputation while simultaneously subjecting the crisis communications strategy to review. Marketers are attempting to improve customer lifecycle marketing by better understanding digitally savvy buyer behavior and by considering how different channels can be utilized across different stages of the buyer's journey. They are also carefully looking through the window of opportunity represented by the synergy between the "5Ds of Digital" and the brand building role of digital communication. As smaller digital innovative service units, they also want to develop in the ongoing transition to a digital/marketing Center of Excellence (DCoE) model. Regarding the digital credentialing ecosystem's role in higher education's brand building, it's crucial to be community driven as we move from promise to reality. This can be achieved through well-thought-out digital marketing strategies, which should include effective pitch writing as part of public relations and inspiring design. We must also continuously channel the brand's energy into new actions, forge friendships, build emotional connections, and understand that digital transformation is crucial for a resilient organization.

Makrides, Anna et al., (2019) Advertising via digital channels, also known as digital marketing, has a huge influence on brand-consumer connections and has a revolutionary effect on businesses. This is because digital marketing allows consumers to engage with brands whenever and wherever they choose. In light of these facts, the research investigates the dynamics of digital media to find out whether they can raise global brand recognition by analyzing several successful digital platforms and practices. Using a survey research approach with a final sample size of 200 respondents, this study demonstrates that digital marketing has immense promise for SMEs, placing internationalization at the forefront of digital attributes. Furthermore, the results demonstrate the significant and quick development of various digital marketing strategies targeting certain demographics. The study concludes with a discussion of the results' theoretical and managerial implications as well as many recommendations for further research.

Tanha, Masrura (2018) The twenty-first century has made it possible for individuals and organizations to take advantage of a huge array of possibilities, and it has also altered the manner in which businesses communicate with their customers. The rise of social media has emerged as one of the most important events that has occurred over the last several years. In the first section of this essay, the author has provided an explanation of how the classic interactive marketing communications (IMC) methods have been improved by the incorporation of the new paradigm of digital marketing.

Consumers will produce good word of mouth in online communities and improve brand loyalty if a brand is successful in developing a customer-brand connection via active participation on various social media platforms. This will be accomplished by the brand. The purpose of this article is to provide an explanation of how businesses may use brand stories to establish a personal connection between the product and the network of individuals who are present on social media. Customers broaden their identification on social media by associating themselves with a business by following or like the company's page across a variety of digital channels. Local occurrences are no longer considered to be local and have the ability to reach thousands of individuals all over the world in a matter of seconds. This signifies that the trend of marketing is shifting as the control has passed from the corporations to the customers. It is for this reason that the author has developed a social media marketing strategy framework consisting of eight steps for the purpose of brand creation that is suitable with the current trend. This framework will assist organizations in ensuring that their digital campaigns are effective and that consumers are engaged.

Boric, Sladjana et al., (2016) All of these developments have brought about a new era, which we refer to as "the digital age." This new era has also brought about some new challenges that aim to find new ways to handle the difficulties that are associated with organization. As far as branding is concerned, the digital age has brought many benefits to the organization, and it has the potential to be an extremely valuable marketing tool. However, this is only the case if the organization is able to establish a positive relationship between the brand and the consumers, and if it has a proportional advantage in comparison to its competitors. While the digital age does bring many benefits to the organization, it also has the potential to set up many traps. The purpose of this article is to discuss the present state of affairs in the global market and to focus on certain aspects of business that are essential in the digital age for the continued existence of an organization and its overall success. It provides an overview of the current awareness of customers, as well as their approach to thinking and behavior. The objective of this study is to highlight conceptual frameworks of branding in Internet form, and to demonstrate how such frameworks may be of assistance to marketing planners by organizing and integrating the current information in the process of developing effective strategies for branding on the Internet. The purpose of this paper is to provide a real-world illustration of one of the most successful worldwide companies that has been able to triumph over the hurdles posed by the digital era.

III. RESEARCH METHODOLOGY

The research is both analytical and descriptive. Data collection and analysis were both carried out in a methodical fashion by the researcher. The main data used in the study came from the respondents themselves. For the study, 275 participants have been chosen. The researchers used a judgmental sampling technique to pick their responders. A standardized questionnaire with statements on a 5-point Likert scale was used to administer the survey. This statistical analysis is carried out using SPSS 23. The study also made use of secondary data. The percentage approach, factor analysis, and regression are the tools utilized for the analyses.

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Gender

Particulars	Percentage
Male	55.0
Female	45.0
Total	100.0

Based on the data shown in table 1, it can be observed that out of the entire sample, 55% of the respondents are male, while the remaining 45% comprises female respondents.

Table 2: Marital Status

Particulars	Percentage
Unmarried	70.0
Married	30.0
Total	100.0

According to table 2, out of the whole sample, 70 percent of respondents are single, while 30 percent

are married.

Table 3: Frequency of internet usage

Particulars	Percentage
Less Than 1 Hour	10.0
1 Hour - 2 Hour	18.0
2 Hour - 3 Hour	15.0
3 Hour - 4 Hour	35.0
More Than 4 Hour	22.0
Total	100

According to table 3, among the entire sample, 35% of the respondents use the internet for 3-4 hours daily, followed by 22% who use it for more than 4 hours. Additionally, 18% of the respondents use the internet for 1-2 hours, 15% use it for 2-3 hours, and the remaining 10% use it for less than one hour each day.

Factors Influencing the Brand Perception of MI Phones

The researcher employed factor analysis to ascertain the factors that impact brand perception among customers.

Table 4: Digital Brand building

S. No.	Particulars	Factor loading
1	Digital advertising facilitates convenient brand comparison with other brands.	0.751
2	Digital advertising facilitates round-the-clock shopping.	0.733
3	Utilizing digital advertising allows individuals to be informed about the latest products or services.	0.708
4	Digital advertising offers precise and unambiguous information on the products or services.	0.640
5	Digital advertising facilitates increased product engagement.	0.565
6	Digital advertising increases brand awareness.	0.531

All of the assertions that are shown in table 4 are connected to the regularity with which the product is updated. Digital brand awareness is the label that has been given to this particular issue. According to the chart that was just presented, digital advertising enables buyers to compare the items they purchase with those of other firms. has a high factor loading of 0.751, followed by a factor loading of 0.733 for the continuous shopping among the consumers, and the factor loading that is the least significant, which is 0.531, demonstrates that digital advertisement increases brand recognition among the customers.

Relationship between Brand Building and Digital Marketing

Regression methods are utilized in order to determine the nature of the connection that exists between brand creation and digital marketing.

Table 5 Model Summary

R	R Square	Adjusted R Square	Sig.F Change
0.392	0.157	0.151	.000

a. Predictors: (Constant), digital marketing

The value of the regression between brand building and digital marketing is presented in table 5, which can be found here. Based on the findings, it was determined that the R value is considerable. Therefore, it is possible to draw the conclusion that there is a connection between digital marketing and the process of establishing a brand. To phrase it another way, the success of any brand is contingent on the digital marketing methods that are implemented by the manufacturers.

V. CONCLUSION

The mutually beneficial relationship that exists between digital marketing and the development of a brand has emerged as a defining characteristic of the contemporary business environment. The advent of the digital age has brought about a transformation in the manner in which businesses interact with their target audiences, highlighting the importance of adopting a comprehensive and strategic approach to online marketing. From the origin of gripping storylines to the real-time connection

provided by social media, and the data-driven accuracy of analytics, each component of digital marketing contributes considerably to the formation and fortification of a brand's identity.

When we look to the future, we can see that the relationship between digital marketing and brand building is going to continue to develop, which will present businesses with both challenges and opportunities over the coming years.

In order for companies to succeed in a competitive environment, it will be essential for them to continually modify their strategies based on the insights gained from data, investigate new platforms, and align themselves with the ever-changing expectations of their customers. When it comes to shaping consumer perceptions and loyalty, the ethical considerations that surround data privacy, transparency, and authenticity will play an increasingly significant role in the future.

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