

Digital Marketing: An Emerging Platform to Build Branding

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Abstract: Digital marketing has emerged as a specialism over the last decade with its origin rooted in direct marketing. The increase in the number of personal devices and its use means brand marketers have many more ways of communication directly and indirectly with their target consumers. The study focuses on the effects of digital marketing on branding of a particular product. The study focuses on how digital marketing has made the people to know more about the brands and the development of the brands in the market through technology. The research provides the overview of different digital marketing tools like e-mail marketing, SEO, mobile marketing, blogging, affiliated marketing etc., and its influence on brand building among the customers. This study helps to determine the relationship between the digital marketing and brand building. The digital marketing makes the consumers to remember the eye-catching caption which blinks on their digital devices starting from their e-mail to their search engines. The study identified that digital channels and assets are used to communicate a brand's positioning as part of a multichannel brand communication or engagement program where the digital marketing can be called as digital branding or digital communication.

Key Words: Brand Building, Brand Communication, Brand Perception, Digital Branding, Digital Marketing.

1. INTRODUCTION:

The study of marketing a product is an age old concept. The change in the society that is, in particular, the behavioral change of the people, the strategies used by a seller for selling a product also changed. In the internet era, marketing strategy used by the manufacturers to sell a product online can be called Digital Marketing in today's time. Earlier digital marketing has emerged by just offering text-based product information. But now with the growth in the use of internet, it has been observed that digital marketing is not just selling of products alone, but also involving the spreading of information about the products. It serves as an advertising platform and also helps the manufacturer to interact with its customers. Digital marketing helps the manufacturer to build a brand name for their product. There are so many products available in the market. Every manufacturer has the responsibility to differentiate their brand from the competitor's brand. Brand image is important for all business. A strong brand image is a valuable asset for any business. So the businesses give more importance to build a brand in the minds of the customers. In simple terms, brand is the promise made by the manufacturer to their customers. Philip Jones (1993) defines "a brand is a product that provides functional benefits plus added values that some customers value enough to buy". Thus brand building can be defined as the process of creating value to the customers. It involves all the things that customer know, feel and experience about the product. So brand plays an important role for the success of the business. Brand building is not just brings the product name in the minds of customer, but also make the customer to trust the brand. This study identifies digital channels and assets are used to communicate a brand's positioning as part of a multichannel brand communication or engagement program where the digital marketing can be called digital branding or digital communication.

2. BACKGROUND OF THE STUDY:

The changing marketing condition naturally challenges companies to adapt to the requirements of digitization and also to adopt new ways and tools to interact, reach, meet, and serve today's customer. In today's scenario, the people are not going to the real market place to buy a product instead they sit at home with the gadgets like laptop, tablets, mobile phones etc., to buy their products. People enjoy shopping online than in the real market because in online shopping they have many alternatives for the product and they can compare the products in terms of price, quality, quantity etc., The people have entered into the digital world so the manufacturers should also make the changes according to the changing environment and consumer's choice. The study clearly reveals how the manufacturer uses digital marketing strategies to build a brand. Even Brand building involves various stages such as: Identifying the

brand, Differentiating and positioning the brand, Building and exposing the brand, personalizing the brand and reviewing the brand. There are six elements of brand building such as 1. Service offering 2. Positioning 3. Value positioning 4. Brand strength 5. Brand awareness 6. Brand identity. Thus, digital marketing provides a platform to the businesses to interact with their customers and share information and feedback which further enhances the brand building activity of the business. The researcher has taken VIVO mobile phone as a case study because the phones are quite popular in the market which competes with other smart phones targeted for the middle class. The study analyses how VIVO phones build the successful brand by using different digital marketing channels among the Indian customers.

3. REVIEW OF LITERATURE:

Afrina Yasmin et.al (2015) focuses on how digital marketing is attracting and allowing the customers to interact with the brand through digital media. The study portrays the relationship between traditional marketing and digital marketing. The study also discusses about the various elements of digital marketing which has an impact on the firm's sales. The research clearly lists out the advantages of digital marketing to the customers. The study concludes that digital marketing has no boundaries for reaching the customers and it has a positive impact on the sales for the products.

Yusuf Kamal (2016) examines the different aspects of digital marketing through trend analysis method in order to determine the future shape of digital marketing in the business environment. The researcher pointed out the digital marketing trend institutions have included the mobility, social media, social local mobile marketing, and customized content marketing, advanced analytical, search engine marketing and search engine optimization. He listed out the different domains in business which need the incorporation of digital marketing like 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.

Peter S.H. Lee et al (2014) identified the gap between accelerating complexity of markets and the capacity of marketing organization to cope with the changes in the market. The study also identified four biggest challenges corresponding to digital marketing such as explosion of data, social media, proliferation of channels and shifting consumer demographics. The research reveals ten digital marketing tensions like digital revolution, customer insights, breakthrough, social media, online opportunity, price transparency, automated interactions, metrics, talent gap and organization.

Marina Johansson (2010) implies how social networks have influenced in the process of branding a product. It also tells about how companies create brand equity through brand awareness. The levels of brand awareness are recognition, recall, top-of-mind, word of mouth. The research revealed different aspects of branding and which aspect has been highly influenced through social media. It explains the brand equity, brand strategy and brand awareness.

Cait Lambertson and Andrew T. Stephen (2016) explain about how the technology has transformed over the decade. The study aims to identify the influence of digital marketing on consumer self-expression and communication, the use of different digital marketing tools for promotion and the different ways of usage of technology for market intelligence. From analyzing the articles the study derived three eras as 1. Digital media shapes and facilitates buyer behavior, 2. consumer shape, 3. Age of social media. Through this era the researcher has explained the growth of digitalization in the market and also predicted how the digital marketing helps the producer and consumer in the future.

Mohammed Rizwan Alam (2016) explores the key challenges of brand building in the global level. He lists out the challenges of global brand in terms of time horizon, brand loyalty, innovation, positioning, quality, language and communication, counterfeit, changing environment and miscellaneous. The researcher recommends that the management should provide reasonable time to build a brand in order to retain customers by building brand loyalty. The study recommends the brand manager to have complete knowledge about the brand in order to tackle the counterfeit challenges.

Nan Feng (2014) in his study explains the necessity for building the strong brand among the customer. The four factors are brand positioning, the brand name selection, brand sponsorship, and brand development. These four factors have a positive impact on building a strong brand and highlight the brand development process which can be done through line extensions, brand extensions, multi-brands, or new brands.

Dunuwille and Pathmini (2016) analyse the impact of brand image on customer satisfaction in the mobile phone market. The study explains the nature and level of customer satisfaction and brand image in the market and also identifies the brand image factors which influence the mobile phone customer satisfaction and found out the most influential brand image factor on the mobile phone customer satisfaction and provides recommendations to improve customer satisfaction through brand image in the mobile phone market. The study concludes by saying perceived quality, brand loyalty, brand awareness, and brand association are also positively related to customer satisfaction.

4. RESEARCH METHODOLOGY:

The study is descriptive and analytical in nature. The researcher adopted systematic methods for collecting and

analyzing the data. The study is based on the primary data collected from the respondents. 150 respondents have been selected for the studies that are using VIVO phones. Judgmental sampling method was adopted for selecting the respondents. The survey was conducted using structured questionnaire containing 5-point Likert scale statements. The statistical calculations are done through SPSS. The researcher also used the secondary data for the study. The tools used for the analyses are percentage method, factor analysis and regression.

4.1 Objectives

- To study the awareness about digital marketing among consumers
- To identify the factor influencing the brand perception of VIVO phones
- To study the relationship between digital marketing and brand building of VIVO phones

5. ANALYSIS AND DISCUSSION:

Analysis means the computation of certain indices or measures along with searching for pattern of relationship that exists among the data groups. Analysis may be categorized as descriptive analysis and inferential analysis. The data collected through questionnaires are analyzed using statistical tools to achieve the objectives of the study.

Descriptive Analysis on Sample

Percentage analysis is one of the statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected for the study and its finding will give easy interpretation for the reader.

Table 1 DEMOGRAPHIC PROFILE

S.NO	VARIABLES	CLASSIFICATION	FREQUENCY	PERCENTAGE
1	Gender	Male	78	52.0
		Female	72	48.0
		Total	150	100.0
2	Marital status	Unmarried	116	77.3
		Married	34	22.7
		Total	150	100.0
3	Age(in years)	15-25	98	65.3
		25-35	33	22.0
		35-45	11	7.3
		Above 45	8	5.3
		Total	150	100
4	Educational Qualification	UG	60	40.0
		PG	50	33.3
		Professionals	18	12.0
		Upto School	13	8.7
		Others	9	6.0
5	Monthly Income (in Rs)	10,000-20,000	50	33.3
		21,000--30,000	32	21.3
		Below 10,000	28	18.7
		Above 40,000	23	15.3
		31,000-40,000	17	11.3
		Total	150	100
6	Frequency of internet usage	3 Hour - 4 Hour	43	28.7
		More Than 4 Hour	31	20.7
		1 Hour - 2 Hour	30	20.0
		2 Hour - 3 Hour	26	17.3
		Less Than 1 Hour	20	13.3
		Total	150	100

From the table 1, out of the total 150 sample, 52% of the respondents are male and remaining 48% of the respondents are female. 77.3 % of the respondents are unmarried and the 22.7% of respondents are married. It is observed that 65.3%

of the respondents are between the age group of 15-25 years, 22.0% of the respondents are between the age group of 25-35 years, while remaining 7.3% of the respondents are between the age group of 35-45 years and 5.3% of the customers are above 45 years of age. The respondents are well educated, where 40.0% of the respondents have bachelor's degree followed by 33.3% of the customers are post graduates, 12.0% of the customers are professionals, 8.7% of the respondents have only school education and remaining 6.0% of the customers where belong to other category. Out of the total respondent 33.3% of the respondents monthly income is Between 10,000-20,000, 21.3% are of from 21,000-30,000, 18.7% are below 10,000 and 15.3% are of from above 40,000 and 11.3% of the respondents are of from 31,000-40,000. With regards to frequency of internet usage 28.7% of the respondents daily use internet for 3-4 hours, followed by 20.7% of respondents use it for more than 4 hours, 20.0% of the respondents use internet for 1-2 hour, 17.3% of respondents use for 2-3 hour and the remaining 13.3% of respondents daily use internet for less than one hour.

Factors Influencing the Brand Perception of VIVO Phones

The researcher used factor analysis to determine which factor influence the brand perception of VIVO phones among the customers

➤ Factor analysis

The technique of Factor analysis has been used. This technique has been particularly used as the purpose of the study is to extract the minimum number of factors that will explain the maximum amount of variance in the collected data.

Table 2 FACTOR 1- BRAND LOYALTY

S.NO	STATEMENT	FACTOR LOADING
1	This brand is reliable	0.795
2	This brand is durable	0.777
3	This brand has features that distinguishes itself from competitor's brand	0.689
4	This product has high quality	0.652
5	I am satisfied with the product offered by this brand	0.623
6	This brand provides good value for money	0.621
7	This brand is familiar	0.585
8	I recommend this brand to others	0.552

The statement shown in table 2 relates to brand loyalty with respect to reliability, durability, high quality etc. Therefore the factor has been named as brand loyalty. Brand reliability has the high factor loading with 0.795 which means that VIVO brand is highly trustworthy, followed by brand durability with factor loading of 0.777. The factor loading of 0.689 says that VIVO brand distinguish their brand from their competitors brand. The customers are highly satisfied with the products offered from the VIVO brand referred from the factor loading of .623 and followed by other variables like pricing, familiarity and the brand is recommended to others with the factor loading of 0.621, 0.585 and 0.552. Therefore the customers are more loyal to the brand.

Table 3 FACTOR 2 - BRAND RECOGNISATION

S.NO	STATEMENTS	FACTOR LOADING
1	I am satisfied with the post service facility of this brand	0.729
2	I buy this brand because it is exclusively available only in online	0.714
3	I am satisfied with the brand ads.	0.711
4	In case of change of mobile I will buy the same brand again	0.664
5	I recognise the brand whenever I see the brand ad	0.663
6	I am satisfied with the brand purchase decision	0.655
7	I am interested in getting more information concerning the product	0.589

The statements shown in table 3 are related to the brand recognition. Thus the factor has been named as brand recognition. The VIVO brand provide proper post service facility which is inferred from the high factor loading 0.729. The customers buy this brand because it available only in online which as the factor loading of 0.714. The brand ads have the factor loading of 0.711. The customer can recognize the brand by watching the brand ads with the factor loading of .663. The factor loading with 0.589 says the customers are very much interested in getting information concerning about the product.

Table 4 FACTOR 3 - FREQUENT UPDATE

S.NO	STATEMENTS	FACTOR LOADING
1	Digital advertisement helps to easily compare this brand with other brands	0.747
2	Digital advertisement leads to 24/7 Shopping	0.729
3	Digital advertisement helps stay updated with products or services	0.712
4	Digital advertisement provides clear information about the products or services	0.639
5	Digital advertisement helps to have Greater engagement with the products	0.568
6	Digital advertisement enhances the brand awareness	0.526

The statements shown in table 4 are related to frequency of update about the product. Thus the factor has been named as digital brand awareness. From the above table, digital advertisement helps the customers to compare the products with other brands has the high factor loading 0.747 followed by 0.729 factor loading for the continuous shopping among the customers and the least factor loading 0.526 reveals that digital advertisement enhances brand awareness among the customers.

Table 5 FACTOR 4 - BRAND ATTACHMENT

S.NO	STATEMENTS	FACTOR LOADING
1	Digital advertisement increases the emotional attachment to the brand products	0.726
2	Digital advertisement enables instant purchase through the link given	0.701
3	Digital advertisement helps to differentiate brands	0.609
4	Digital advertisement enhances the product category familiarities	0.558

All the statements shown in table 5 are related to the online shopping. Thus the factor has been named as Brand Attachment. The customers are emotionally attached to the brand though digital advertisement with factor loading 0.726. Digital marketing enables the customer for instant purchase with factor loading 0.701. The customers can easily differentiate the products through digital advertisement with factor loading 0.609. Finally digital advertisement enhances the product category which derived from the factor loading 0.558.

Table 6 FACTOR 5 - DIGITAL SHOPPING

S.NO	STATEMENTS	FACTOR LOADING
1	I feel convenient when doing Online shopping	0.790
2	Selection of goods on internet gives more options to the consumers	0.783
3	Online shopping offers greater discounts and rewards	0.773
4	Shopping on internet saves time	0.549
5	I don't prefer the print ads or Television commercials much to get the brand awareness	0.547

All the statements shown in table 6 are related to the online shopping. Thus the factor has been named as Digital shopping. The customer feels convenient to shop online which is inferred from the highest factor loading of 0.790. Followed by 0.783 factor loading for selection of goods, the customer feel he has wide variety of goods in online shopping. Online shopping has greater discounts and rewards with the factor loading of 0.773. Digital shopping saves time has the factor loading of 0.549. The customers do not prefer to get information from print ads and television which has the factor loading of 0.547.

Relationship between Brand Building and Digital Marketing

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

H₀: There is no significant relationship between brand building and digital marketing.

H₁: There is a significant relationship between brand building and digital marketing.

Table 7 Model Summary

R	R Square	Adjusted R Square	SIG.F CHANGE
0.394	0.155	0.149	.000

a. Predictors: (Constant), digital marketing

The table 7 portrays the regression value between brand building and digital marketing. The result indicated that the R value is significant and H₀ is rejected. Thus, it can be inferred that, there is a relationship between digital marketing and brand building. In other words building any brand is depends on digital marketing strategies followed by the manufacturers.

6. CONCLUSION:

This study makes an attempt to identify the influence of digital marketing on brand building by analyzing various factors which have been derived from literature review and questionnaire feedback. The study discovered two groups for brand building such as brand loyalty and brand recognition and also listed out the digital marketing factors which grouped into three factors such as frequent update, brand attachment and digital shopping. The study found out that digital marketing play a major role in building a brand in today's world. Customers are more attracted towards digital media than the traditional media like printout, TV etc. Changing buying behavior makes the marketers to understand the customers in a better way to devise suitable marketing strategies to retain the present and to capture the potential market, so the market can move from traditional marketing approach to digital marketing approach. Thus, digital marketing serves as a digital communication for digital branding.

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