

A Study on Effectiveness of Digital Marketing Strategies on Brand Equity

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ABSTRACT

Digital Marketing Strategy highlight on how the digital technologies make marketing more effective because they allow for individual attention, better campaign management, and better product, marketing design, and execution. This article does not ignore the fundamental theories of marketing but emphasizes their usefulness in developing a response to the threats and opportunities created by the Internet. It is easy to understand the flow diagram for developing the marketing strategies: understand customer needs, formulate a strategy, implement the strategy, and build trust with customers. The purpose of this study is to summarize the past researchers about the impact of social media marketing on consumer-based brand equity and finding out gaps in knowledge. Although there is a large body of researches in social media marketing, little researches have been done on this topic. The limited awareness of using social media as a strategic tool limited business firms in utilizing it appropriately. Addressing this gap, this review paper summarises the scattered scholar's writings and empirical findings on social media marketing (SMM) and consumer-based brand equity (CBBE). This research contributes to the academia and industry by identifying some research voids in extant study and providing directions for future researches.

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I. INTRODUCTION

Digital media has now become an important media used in every society. Digital media is growing rapidly in line with the increasing number of internet users in Asia. Even now, digital media has become a lifestyle in every circle, in addition, the use of digital media has helped everyone in carrying out routines, including in communicating, both in individuals and in mass communication. The types of digital media that are often used today are: Youtube, Facebook, Twitter, Path, and Instagram, where each of these types of digital media has almost the same function, namely communicating. Another function of using digital media, namely: branding, sharing, promotion, and marketing. Along with the development of digital technology supported by the internet, technology in the marketing sector also develops. Judging from the shifting of marketing activities from the real world to the virtual world is a boost from the fast development of digital technology and the large number of societies that are increasingly based on sophisticated devices. The reason is that in informing or educating about a product, media is needed to reach target audiences who use digital technology, namely the digital society or digital society and this form of marketing is called digital marketing 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 Brand equity and digital marketing. The study also discuss about the various elements of digital marketing which has an impact on the firm's sales. The research clearly list 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 positive impact on the sales for the products. Digital marketing can reach all people, anytime, in any way, and anywhere. Of course, it is very far superior to conventional marketing which is limited by time, location and user reach.

OBJECTIVES OF THE STUDY

- To identify the factor influencing the brand equity.
- To find the relationship between Digital Marketing and Brand Equity.
- To identify the impact of Digital Marketing.

II. REVIEW OF LITERATURE

Sawicki(2016) described digital marketing as: "It is the utilization of different means of digital technologies creating a platform which links potential customers to the firm offering to achieve their goals". Moreover, digital marketing is a digital identity of a company which helps promoting their services and products

through virtual platform. Digital marketing plays an important role to build a brand because of the fact it attracts customers. People now a days are highly attracted to Digital Media.

Dastane(2020) relate or examine the connection between Digital advertising and buy goal with the mediating effect of CRM (Customer Relationship Management) for Malaysian e-commerce industries. Empirical research on Malaysian e-commerce industry carried out which suggest that digital marketing have positive and noteworthy effect on buy expectation. Purchase intention has greatly influence by digital marketing. Digital marketing increases the purchase intension of a customer by 68%. It is true as people in this era is technologically advance and use gadgets such as mobile, computers and Tablets etc.

Mohammed & Alkubise(2016) explored online advertisement as a tool to market products and services digitally. It is significantly found that World Wide Web is the most adopted online advertisement platform with more interactive services and effectiveness. The results show that online advertisement is an effective way which increases the purchase intention and effectiveness depends on income level, internet usage and advertisement content.

Afrina Yasmin, Sadia Tasneem and Kaniz Fatema (2015) conducted a study on “Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study”. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms’ sales. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm’s sales.

III. RESEARCH METHODOLOGY

A Research Design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research is a descriptive research, as it includes surveying and fact-finding. The research was not done before for the organization. The research was supposed to explore details for further studies. A research population is also known as a well-defined collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain population usually have a common, binding characteristic or trait. The population of this research about 500 peoples of that organisation.

Sampling Method:

Simple random sampling is a fundamental sampling method and can easily be a component of a more complex sampling method. The main attribute of this sampling method is that every sample has the same probability of being chosen. The sample size in this sampling method should ideally be more than a few hundred so that simple random sampling can be applied appropriately. They say that this method is theoretically simple to understand but difficult to implement practically. Working with large sample size isn’t an easy task, and it can sometimes be a challenge to finding a realistic sampling frame.

IV. ANALYSIS AND INTERPRETATION

Table of I am attracted to businesses and products through email marketing

| | Sum of Squares | Df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 7.624 | 2 | 3.812 | 6.508 | .002 |
| Within Groups | 115.396 | 197 | .586 | | |
| Total | 123.020 | 199 | | | |

Inference:

From the above table the Calculated table the calculated sum value is.002 which was below the level of 0.05%. Hence the Hypothesis of H1 is truly fit and it is acceptable.

H0 – There is no relation between I am attracted to businesses and products through email marketing.

H1 – There is relation between I am attracted to businesses and products through email marketing.

Table of Email marketing is significantly cheaper and faster to assess than traditional Mail

| | Sum of Squares | Df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 13.102 | 2 | 6.551 | 11.558 | .000 |
| Within Groups | 111.653 | 197 | .567 | | |
| Total | 124.755 | 199 | | | |

Inference:

From the above table the Calculated table the calculated sum value is.000 which was high the level of 0.05%. Hence the Hypothesis of H1 is truly fit and it is acceptable.

H0 – There is no relation between Email marketing is significantly cheaper and faster to assess than traditional Mail.

H1 – There is relation between Email marketing is significantly cheaper and faster to assess than traditional Mail.

Table of Mobile marketing helps businesses reach a far wider and diverse audience

| | Sum of Squares | Df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 46.540 | 2 | 23.270 | 53.009 | .000 |
| Within Groups | 86.480 | 197 | .439 | | |
| Total | 133.020 | 199 | | | |

Inference:

From the above table the Calculated table the calculated sum value is. 000 which was high the level of 0.05%. Hence the Hypothesis of H1 is truly fit and it is acceptable.

H0 – There is no relation between Mobile marketing helps businesses reach a far wider and diverse audience.

H1 – There is relation between Mobile marketing helps businesses reach a far wider and diverse audience.

Table of SEO helps me find needed products faster

| | Sum of Squares | Df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 13.416 | 2 | 6.708 | 11.174 | .000 |
| Within Groups | 118.264 | 197 | .600 | | |
| Total | 131.680 | 199 | | | |

Inference:

From the above table the Calculated table the calculated sum value is.000 which was below the level of 0.05%. Hence the Hypothesis of H1 is truly fit and it is acceptable.

H0 – There is no relation between SEO helps me find needed products faster.

H1 – There is relation between SEO helps me find needed products faster.

V. SUGGESTIONS

- 1) The company can provide price concession, trade discount and cash discount to motivate the bulk buyers of customers.
- 2) The pricing policy can be changed according to the convenience of customers.
- 3) The company can adopt further several product lines newly. This will be helpful to increase profit.
- 4) A special care should be taken with regard to the complaint given by customers.
- 5)The company can concentrate more on advertising about their products and services.
- 6) Feedback can be collected from the customers after using the product, according to the feedback the products can be altered.
- 7) Dealers meeting should be organized on regular basis to have interactions about the policies of the company.

VI. CONCLUSION

The Pupa Home Care Product is one of the fast moving brands in Tamil Nadu. Its Manufacturing factory is in Karur. The company has good market share which the result of efforts made by Company.

The literature and empirical works have revealed that digital marketing was a key factor and significantly affected the purchase intention of the customers with some support from relevant previous study results. In the current research, the digital marketing dimension’s social media marketing had a significant and positive effect on purchase intention.

The study offers some practical implications to increase the levels of purchase intention to Pupa products, the study suggested that the store management should incorporate advanced forms of positive brand value to enhance the brand awareness through digital marketing approaches e.g. social-media platforms. According to the findings of this research, moderating the role of brand equity would improve the need to

integrate more updated marketing means with more focus on the prevailing purchasing behaviours to effectively respond to the critical changes in this field.

Finally, graphics with light or natural background colours are preferred to darker ones. This research has some limitations. First, it used the quantitative research approach through survey questionnaires to conduct an online research instrument to reflect the internet population's views, so the offline customers were not considered in this study.

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