

# BRAND AWARENESS THROUGH DIGITAL MARKETING LEADING TO REPEAT PURCHASE

*A Research Project Report submitted in partial fulfilment of the requirements for the Degree  
of  
BACHELOR OF BUSINESS ADMINISTRATION ST. JOSEPH'S UNIVERSITY,  
BANGALORE*

## **ABSTRACT**

This research study focuses on the impact of digital marketing on consumer behaviours and the market size for digital marketing. The study surveyed participants from different age groups and lifestyles to understand their knowledge of digital marketing and the influence of digital marketing campaigns on their buying decisions. The study also aimed to determine the market size for digital marketing and the most effective means of brand awareness campaigns.

The results of the survey showed that a majority of participants were aware of digital marketing campaigns, and social media was the most effective means of brand awareness campaigns. The study also found that digital platforms, such as email marketing, social media, website optimization, and app notifications, are effective ways to create brand awareness and encourage repeat purchases.

Furthermore, the study revealed that the impact of brand awareness campaigns on digital platforms has a significant effect on customer decision-making. The study concluded that digital platforms are powerful tools for businesses to create brand awareness and encourage repeat purchases, and implementing effective strategies can lead to loyal customers, repeat purchases, and increased revenue.

Overall, this research study provides valuable insights for businesses seeking to leverage digital platforms to build a strong online presence and lasting relationships with customers.

---

## **INTRODUCTION**

Brand awareness is a marketing term for the degree to which consumers recognize and aware of a product by its name. Consumer awareness of the brand not only means positive perception of the brand but it also includes the disappointing perception of the consumers too. It can be done through conventional method such as printed posters, billboard, tv advertisement etc. But now a days with grow interest and use of social media and going digital has make it easier and give wider range of market and advantage to the brand to carry their brand awareness campaign through digital marketing.

Digital marketing (online marketing), is the promotions of brand to connect with potential customer using the internet and other form of digital communication. Digital marketing refers to the use of digital channels and technologies to promote products or services. There are several types of digital marketing that businesses can use to reach their target audience and drive conversions.

1. Search Engine Optimization (SEO): This involves optimizing your website's content and structure to rank higher in search engine results pages (SERPs) and increase visibility. SEO includes keyword research, on-page optimization, link building, and content marketing.
2. Pay-per-click (PPC) advertising: This type of digital marketing involves placing ads on search engine results pages, social media platforms, or other websites, and paying each time someone clicks on the ad. It includes search engine advertising, social media advertising, and display advertising.
3. Social Media Marketing: Social media marketing involves promoting your brand or products on social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. It includes content creation, community management, influencer marketing, and social media advertising.
4. Email Marketing: This involves using email to communicate with potential and existing customers. Email marketing includes newsletters, promotional emails, and drip campaigns.
5. Content Marketing: Content marketing involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience. It includes blog posts, videos, infographics, whitepapers, and case studies.
6. Affiliate Marketing: This is a type of performance-based marketing where an affiliate earns a commission for promoting a company's products or services. It involves finding relevant partners and creating an affiliate program.

In conclusion, digital marketing offers businesses a range of opportunities to reach and engage their target audience. By utilizing a combination of these types of digital marketing, businesses can create a comprehensive and effective marketing strategy.

Repeat purchase are those who reorder or buys the same brand product from all the available option in the market. Repeat customer not only buy your product more, but they also have higher average order value than first time customer. Those customers have higher chances of turning or converting into loyal customer of the brand. Repeat purchase can be made with proper engagement with the customer and making customer feel involve with the brand. There are many methods to increase Repeat purchase rate but the key is of all is by prioritizing customer service.

Lack of brand awareness and involvement with the customer can lead to losing the customer to the competitors and not able to convert those into repeat purchase, loyal customer.

Consumer buying decision is always influence by many factors, internal and external factor, one of the most important among all the other factor seem to be the consumer awareness/knowledge about the particular brand.

## STATEMENT OF PROBLEM

Since the beginning of the covid pandemic, most workplace, work has gone online and average time spend on social media by people has increase gradually. In those time reaching to customer and keeping the customer relation and brand awareness through conventional method has been very hard for every brand. But that doesn't mean that customer has stop purchasing/consuming during those periods of time. So, in order to keep with brand marketing campaign many brands have heavily relied on digital marking over conventional marketing.

How the emerging changes and interest in digital world has affected the customer purchase decision? With an aim to cover the research gap, as so far nobody had done a detail research on the relationship between brand awareness through digital marketing and repeat purchase. Many researches have only look at the relation between brand awareness and repeat purchase only through the scope of brand loyalty but through this research paper I would like to give a new prospective from point of digital marketing adding with brand loyalty.

## REVIEW OF LITERATURE

As brand awareness and the repeat purchase are very brought subject and predicting and stating something on consumer buying decision as a whole on the bases on number customer/people or field that we did research on is

almost impossible but through that research we can get a roughly understanding of the situation and can use it in future marketing campaign.

As it is broad area of study it's almost impossible to cover all in one research. So, my attempt in this research paper is to cover the black spot in all the other previously done research paper including/ similar topic.

1. Emma k MacDonald and Byron Sharp research on 'Brand awareness effects on consumer decision making for a common, repeat purchase product' (April 2000)

From the research they found that for common, repeat purchase of the product are led by the brand awareness, higher brand awareness lead to an increasing likelihood of purchase but does not significantly impact the specific brand chosen. Study focusing on the impact of brand awareness on customer purchase decision.

Even though the research was detail and done in huge number, the problem is its to old to refer to as the customer choice and the market are keep on changing so it's not entirely reliable to base on this research.

2. Flip Schutte research on 'The impact of digital marketing on consumer behaviour: a case study if millennials in south Africa' on (April 2022)

This paper is aimed at gaining insight more insight in the effect of digital marketing by focusing on the millennial consumer in the retail industry. The study was conducted with 14 millennial consumers in the Gauteng region and unstructured interview were used as the mode of research with those 14 millennials. The finding of the study revealed that millennials consumers found digital marketing useful for their intentions, namely to get better deals on the products and services they had intended to acquire.

As the research is based on only 14 millennial of very specific region it's hard right when use to make marketing as the we can't predict consumer behaviour base on the taste and preferences of 14 millennial it's a very narrow area of research done.

3. Jayansuria.N. A, Kodippili.N

'The study on brand loyalty and repeat purchase intention of the shampoo market in Colombo' on (June 2020)

The study was conducted with non-probability convenience sample technique has been used and selected a sample of 384 people residing in the Colombo district in Sri Lanka. The purpose of this research is to study whether brand loyalty has an impact on repeat purchase intention in the shampoo market in Sri Lanka while the objective is to identify the impact on brand loyalty and repeat purchase intention. One of the major finding of this research is that males in Colombo use more than female and most popular/ preferred brand is dove. The study concludes with showing positive relation between brand loyalty and repeat purchase intention.

Again, as the area of the research is restricted at only one district it's almost no use to when it comes to predicting the customer in other region. Also, research is based on shampoo market, people approach on other market can be different than shampoo market.

4. Maia Seturi research on 'Brand awareness and success in the market' on (September 2017)

The research was aim to study the attitude of consumers to Georgian brands at Tbilisi (the capital of Georgia) consumer market. Proceeding from the goal of this research the tasks of the study were: to determine consumer evaluations about Georgian brands and their separate components; to find out the attitude of consumers to the advantages of Georgian brands, associations of consumers concerning successful brands. As a result of the marketing research successful Georgian brands at Tbilisi consumer market were determined. In the process of their evaluation the several characteristics were taken into consideration. The research method was of exploratory and descriptive nature. In the conclusive part of the work are given research results, conclusions and recommendations.

## OBJECTIVES

- Changes in methods of brand awareness over time. Before and after covid lock down.
- Why digital marketing is more effective than convention brand awareness method?
- How brand awareness affects the consumer buying decision and repeat purchase.

- Advantages of going digital to the brand?
- What is brand loyalty and how it is created?

## LIMITATION

Brand awareness and repeat purchase are a very vast concept and it include many other factor, business function and study of human psychology, etc. Sole focusing on proving relationship between brand awareness through digital marketing and repeat purchase, it almost impossible to go in every detail and every concept due to its vast area of study. So, some details and small concept might lack in the paper.

With restricted time period, also play a vital role in why this paper was not able to reach its peak. It's hard to do a detail research and evaluation, wait for more response, go into every detail to understand and every aspect related to the topic when you can't afford to cross certain time limit.

As the research is based on responses of very a smaller number of people. So, it's hard to give an overall understanding of customer prospective just base on this research but an it can give basic understanding of the situation.

## SCOPE

As brand awareness, repeat purchase and brand loyalty are interrelated topic and also a crucial element that determine the success of the brand. When a brand set up high level of brand awareness among the potential customer, it is more likely to be able to convert those potential customers into customer and achieve repeat purchases. As customer become more familiar and comfortable with the brand they start to develop a sense of trust and confidence, familiarity leading towards the repeat purchase. Repeat purchase then contribute to a customer becoming a loyal customer.

Before and after math of doing a brand awareness Campine by companies has make a severe change. As to cope with the changing market. Before covid business uses the conventional method to create brand awareness among people using face to face sales marketing, in-person interaction, such as offline events, conferences, trade shows, etc. Companies also rely and invested heavily on print, radio and another broadcast advertisement to reach their target audience. Billboard, flyers, and brochures are also some ways companies use to use to promote their product and making potential customer aware about the product. Even during those time digital way of marketing was also in use by companies but they invest and rely on other conventional marketing method.

But after and during covid major changes were made in the way companies do their brand awareness campaign, that was shifting and focusing more on digital marketing campaign. Those changes were made keep in mind the involvement of customer. As they don't go out and prefer less interaction it become impossible to influence customer with the billboard, face to face sales marketing, offline conference and event, distributing flyers etc. on the other hand people started spending more time on their phone, laptop and other digital gadget, opening wider market for digital marketing, with email marketing, social media marketing, search engine optimization(SEO), etc to drive traffic to the website to increase brand awareness and sale.

This research paper is based on how company can use digital marketing to generate brand awareness which will lead to repeat purchase. So, it can be use in other research related to topic like brand awareness, digital marketing, brand loyalty, repeat purchase, how sale is generated, different marketing campaign methods, change in business strategies before and after covid, etc. as this research paper is a collective analysis of all this topic.

## RESEARCH METHODOLOGY

Out of many ways of research methodology, for this research I have use question and answer survey method. The survey typically consists of a set of questions designed to elicit specific information from participants, which can be further analyse and used to draw conclusion about the study. Answer for each question are then further turned into pie chart for easy and better understanding and reading. With a limited amount of time to get a maximum responses and opinion this method is the only way to do that. For this research I have taken research field as every people by not specifying to any one area of people for research. As everyone, whatever kind of product they use they are consumer and potential consumer of one brand. With the research response from candidate of 20 from very differ lifestyle and age this research is drawn. So, to study something related consumer choices and psychology, restricting the field of study or drawing conclusion using survey answer of only specific type of consumer doesn't seem to be useful, due to which I had kept the study field wide with survey conclusion drawn

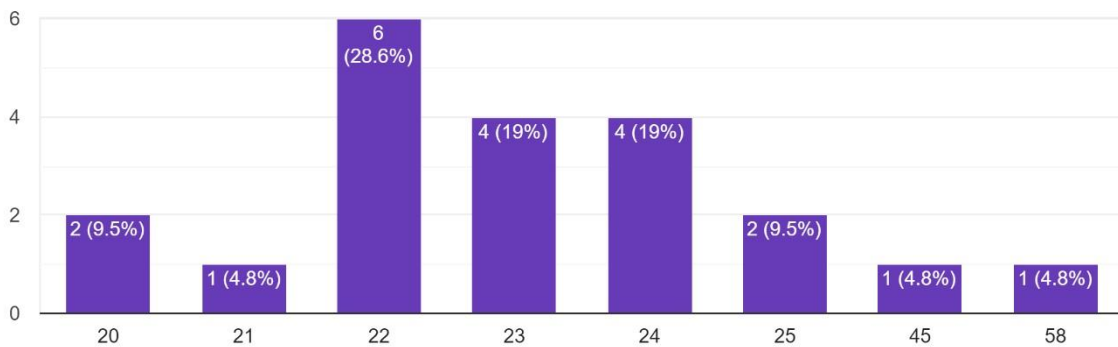
from the answer of many surveys answer from different consumer type. I can't say that conclusion drawn from this research is precise but it is like a great reference for the company or individual who is trying to understand something related to this research topic.

**DATA ANALYSIS AND INTERPRETATION**

With the research participant/ human subject form different age group living different lifestyle. This survey is conducted to understand how much they know about digital marketing and does the awareness campaign through those effect their buying decision or not and also to understand how large is the market for digital marketing.

**AGE**

21 responses

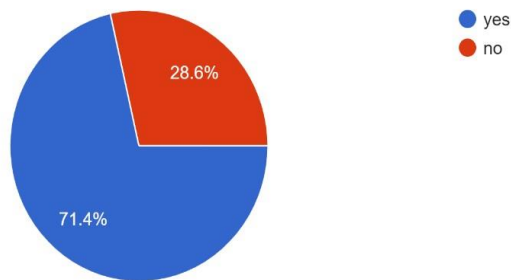


**CHART 1:**

Explaining the variety of the research participant from age of 20 to 58 and mid 20s being the greatest number of participants.

**Are aware of digital marketing campaign run by business**

21 responses



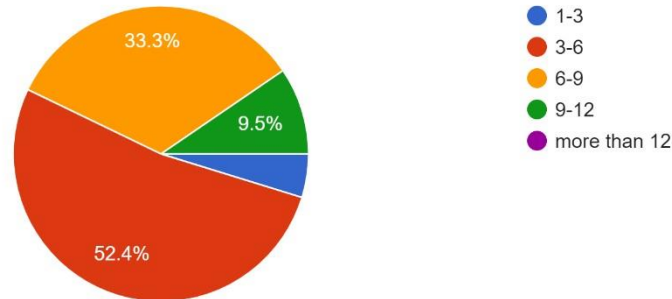
**CHART 2:**

This is to understand whether the subjects are aware about the digital marketing campaign run by business or not. If not then it will be hard to conduct the survey on them and we can probably say that those are the people who have little to no impact of digital marketing campaign. even though whether they are aware of digital marketing or not, as long as they have digital gadget with internet they have come across it but they have not realise or paid no attention to it.

With the approximately of ¾ of response being yes for the question it shows that they are aware and they have come across or seen those brand awareness campaign run on digital platform.

how much hour do you spend on social media per day

21 responses

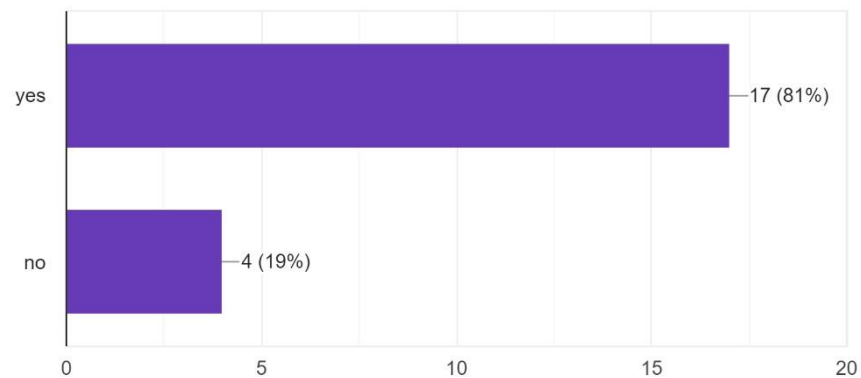


**CHART 3:**

With the 52% of people spending 3-6 hour on social media and 33% of people spending 6-9 hour on social media and 9.5% spending 9-12 hour on social media and only 4.8% of the people spend 1-3 hour which is minimum hour with the least number of people who spend that much time. This question was asked to check how much customer are involved in digital platform and how vast is the market in it. And how much easy it would be to approach it would to approach customer using those means.

Do you feel inclined to make purchase after knowing more about the product.

21 responses

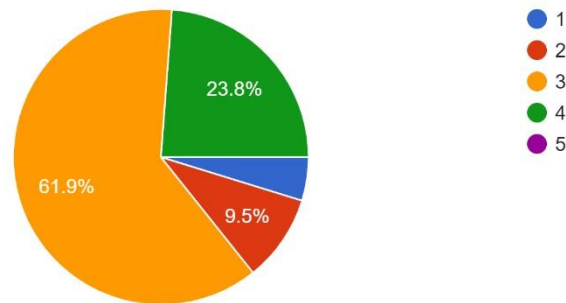


**CHART 4:**

The purpose is to draw the relationship between repeat purchase and brand awareness, whether brand awareness affect customer repeat purchase or not. With the 81% of response being yes we can safely say that it is likely of brand awareness making an effect/ impact on customer making repeat purchase

how much are you aware about the product brand that you use (1 being the lowest and 5 being highest)

21 responses

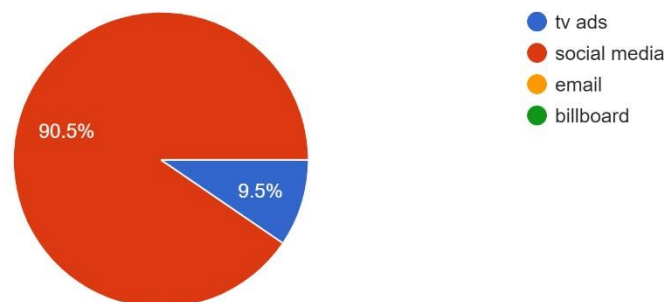


**CHART 5:**

To check whether they are aware about the product they use or not and how much do they know about the existing product they use or not. From this pie chart we can draw the conclusion that more than ¾ of the participant know more than average about their product.

from where do you get most amount of product/brand awareness

21 responses

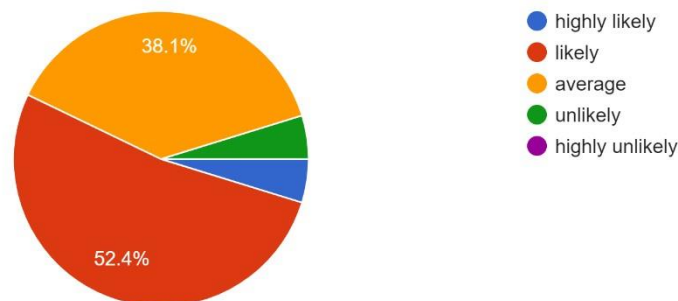


**CHART 6:**

It clear show the sources of getting brand awareness for the customer or we can say that which type/ means of brand awareness campaign most affectively reach customer. With the mix option of two most popular means of conventional brand awareness campaign means and two digital marketing platform. It is clear that participant got most amount of brand awareness form social media, with 90.5% answer being social media which is one of digital marketing platform/method. So, it is safe to say that now a days digital marketing method of brand awareness is more effective than that of conventional means of spreading brand awareness.

Does ads and content on social media, emails, notification from app on mobile, search on google etc. effect your repeat purchase decision

21 responses



To clarify the influence of brand awareness through digital platform. With the 52.4% of participant choosing likely and 38.1% of participant choosing average shows that brand awareness through digital platform has certain level of great impact on customer decision making.

With all question and answer survey it shows that the brand awareness through digital platform holds greater impact on customer than that of conventional way of brand awareness due to its wide reach due to number of time people spend on customer, easy access for both customer and business, flexibility to make changes, cost efficient as company don't have pay for every post they make on online unlike that of printing newspaper or billboard, etc. As customer spend high number of hours on digital platform due to which it is likely for customer to get influence by the brand awareness campaign on digital which is also prove by the survey question done in this research.

## FINDINGS

This research indicate that digital platforms are effective ways to create brand awareness and encourage repeat purchases. With the rise of social media platforms, businesses have been able to reach a wider audience and engage with their customers in a more personal way. Participants reported that they were more likely to purchase from brands that they followed on social media, indicating the importance of building a strong online presence. It would be smart choice for the business to start focusing more on digital marketing rather than conventional way of approaching customer as the market and the customer interest of gathering information are changing.

Research highlights the importance of businesses targeting the right audience, providing relevant content and visuals, and offering excellent customer service to build a strong online presence and achieve business success. The rise of digital marketing has provided businesses with a powerful tool to reach a wider audience and engage with their customers in a more personal way. However, businesses must be mindful of the need to provide relevant and engaging content and to offer excellent customer service to ensure that they remain competitive in the digital marketplace.

## CONCLUSION

Digital platforms with the revolutionised way of business interaction with their customer. The research paper has shown that digital platform such as email marketing, social media, website optimization, app notification, etc are affective ways to create brand awareness and encourage customer to make repeat purchase.

Social media provides businesses with a unique opportunity to interact with customers, promote products, and build brand awareness. Email marketing is a great way to stay in touch with customers, offer promotions, and promote new products or services. Website optimization is vital to ensure a positive customer experience and user-friendly website.



To succeed in building brand awareness, businesses must target the right audience, use relevant content and visuals, and provide excellent customer service. Implementing these strategies can lead to loyal customers, repeat purchases, and increased revenue.

In summary, digital platforms are powerful tools for businesses to create brand awareness and encourage repeat purchases. Leveraging social media, email marketing, and website optimization can help build a strong online presence and lasting relationships with customers.

## REFERENCE

1. Emma k MacDonald and Byron Sharp research on 'Brand awareness effects on consumer decision making for a common, repeat purchase product' (April 2000)
2. Flip Schutte research on 'The impact of digital marketing on consumer behaviour: a case study if millennials in south Africa' on (April 2022).
3. Jayansuria.N.A , Kodippili.N, et.an. 'The study on brand loyalty and repeat purchase intention of the shampoo market in Colombo' on (June 2020).
4. Book on consumer behaviour By Maria Cronley, Thomas Cline, Frank R. Kardes
5. The importance of brand awareness in consumers buying decision and perceived risk assessment. Lecturer PhD Ovidiu I. MOISESCU Babeş-Bolyai University of Cluj-Napoca. Retrieve from <https://core.ac.uk/download/pdf/6393243.pdf>
6. Growing digital marketing statistic. Retrieve from <https://wpforms.com/digital-marketingstatistics/>
7. Maia Seturi research on 'Brand awareness and success in the market' on (September 2017)

