

# INTERNET MARKETING'S IMPACT ON BRAND PROMOTION: A PERSPECTIVE VIEW

<sup>1</sup>Kandarp Tiwari,<sup>2</sup>Prof Manish Varshney

<sup>1</sup>Research Scholar Abdul Kalaam Technical University Lucknow: Email: [kandarptwr@gmail.com](mailto:kandarptwr@gmail.com)

<sup>2</sup>Professor Deptt of Computer Science & Engineering SSVIT Bareilly: Email: [itsmanishvarshney@gmail.com](mailto:itsmanishvarshney@gmail.com)

## Abstract:

Over the past decade, digital marketing has evolved as a distinct specialisation, with its roots in direct marketing. This means that brand marketers have a wide variety of techniques to communicate directly and indirectly with their target customers. A particular product's brand image is examined in relation to the impact of digital marketing. When it comes to brand awareness, the study looks at how digital marketing has helped customers learn more about their favourite products. Digital marketing methods like email marketing, SEO, mobile marketing, blogging and affiliate marketing are examined in this study to see how they affect brand building among customers. A link between digital marketing and brand building is explored in this study. Using digital marketing, the eye-catching caption that blinks on the customers' digital gadgets, from e-mail to search engines, is etched in their minds. When a brand's positioning is communicated through digital channels and assets as part of a multichannel brand communication or engagement programme, it is referred to as digital branding.

Keywords: Marketing, Branding, Branding Communications, Branding Perception

## 1. INTRODUCTION:

There has been a long history of product marketing studies. The techniques utilised by a seller to market a product also evolved as a result of the social and behavioural shifts in the society. In today's internet era, manufacturers utilise a marketing approach known as Digital Marketing to promote their products online. In the early days of digital marketing, all that was offered was text-based information on the products. With the rise in internet use, digital marketing has become more than just selling items; it now includes the dissemination of information about the products. Advertising and consumer interaction are the primary functions of this platform. Digital marketing aids in the manufacturer's efforts to establish a brand name. With so many items on the market, it's hard to keep up. As a manufacturer, you have the obligation to distinguish your own brand from that of your competitors. Every firm must care about how their brand is perceived. The value of a well-known brand cannot be overstated. It is for this reason that firms put more emphasis on building brand recognition among consumers. A brand can be thought of as the manufacturer's commitment to their customers. For Philip Jones (1993), brands are products that give functional benefits as well as added values that certain customers are willing to pay for. In this sense, brand building may be described as the act of bringing value to the company's target audience through marketing. It includes all aspects of the product that the customer knows, feels, and experiences. As a result, a company's future success is dependent on its ability to successfully establish a brand. Building a brand is more than simply putting the product name in the customer's head; it's also about establishing a relationship with the customer. These digital channels and assets are used to communicate a brand's positioning in the context of a multi-channel brand communication or engagement campaign, which might be called "digital branding" and "digital marketing."

## 2. BASE OF THE STUDY BACKGROUND:

In order to stay competitive in today's market, organisations must not only keep up with the demands of digitization but also develop new methods and tools for communicating with, reaching, meeting, and serving today's customers. People no longer go to a physical store to buy a product; instead, they use electronic devices such as laptops, tablets, and cell phones to shop from the comfort of their homes. People prefer buying online to going to a physical store

because there are so many more options and they can compare products based on factors such as price, quality, and quantity. People have made the transition to the digital world, and as a result, manufacturers must adapt to the new conditions and preferences of their customers. Research shows how the manufacturer uses digital marketing to develop a brand. Even Identifying the brand, Differentiating and positioning the brand, Building and exposing the brand, customising the brand, and reviewing the brand are all steps in the process of building a successful brand. In order to establish a strong brand, there are six factors to consider: Setting Up Shop Positioning yourself as a good deal 4. The strength of the brand 6. Brand identity 5. Brand awareness Consequently, digital marketing offers businesses with a platform through which they can communicate with their customers and provide information and feedback that boosts their brand building activities. This study is based on the popular MI smartphone, which competes with other mid-range smart phones for attention from academics. Using various digital marketing platforms, MI phones have been able to develop a strong brand among Indian buyers, according to the report.

### 3. A REVIEW OF THE WORKS:

When it comes to engaging with customers, Afrina Yasmin et.al (2019) emphasises the importance of digital marketing as a way to bring them into the company's digital ecosystem. The study shows how traditional and digital marketing are linked. It also discusses the numerous aspects of digital marketing that have an impact on the company's sales. It's simple to see the benefits of digital marketing to customers from the research. According to the findings of the research, digital marketing can reach clients no matter where they are located and has a good effect on product sales.

According to Yusuf Kamal (2018), a trend analysis method is used by the author to study many aspects of digital marketing in order to predict its future. According to the report, digital marketing trends include mobile, social media, social local mobile marketing, and personalised content marketing, as well as advanced analytical tools, search engine marketing, and SEO. Outsourcing, segmentation, and remarketing are just a few of the areas in business where digital marketing may help. He comes to the conclusion that there are two types of digital marketing strategies: customer-facing and customer-and-system-facing.

Peter S.H. Lee et al. (2016) discovered the gap between the increasing market complexity and the marketing organization's ability to adapt to market developments. The report also identified four major issues associated with digital marketing, including the explosion of data, social media, proliferation of channels, and changing demographics of consumers. The research reveals ten issues associated with digital marketing, including digital revolution, consumer insights, breakthrough, social media, online opportunity, price transparency, automated interactions, metrics, skill gap, and organisation.

Marina Johansson (2013) discusses the impact of social networks on the branding of a product. It also describes how organisations build brand equity through brand recognition. Levels of brand awareness include recognition, recall, top-of-mind awareness, and word of mouth. The research demonstrated the various areas of branding that have been significantly changed by social media. It describes brand equity, brand strategy, and brand recognition.

Cait Lambertson and Andrew T. Stephen (2017) describe the decade-long evolution of technology. The purpose of this study is to determine the impact of digital marketing on consumer self-expression and communication, the use of various digital marketing tools for promotion, and the many applications of technology for market intelligence. The study derived three eras by studying the articles: 1. Digital media forms and supports buyer behaviour, 2. consumer shape, and 3. the age of social media. Through this era, researchers have described the evolution of digitalization in the market and anticipated the future benefits of digital marketing to producers and consumers.

Christian Hoffmann and Lisa Weithalen (2015) investigate the transition of brand identity to good brand reputation. The study focuses on how online communication channels influence consumer perception and how this impacts the consumer's decision-making process in regards to a particular brand. The study reveals that the elements of brand reputation are distinction, trustworthiness, recognizability, support willingness, responsibility, dependability, and credibility. In the digital era, the consumer perception of a brand is dependent on several factors.

At a worldwide level, Mohammed Rizwan Alam (2016) examines the key challenges of brand construction. He enumerates the issues of global brand in terms of time horizon, brand loyalty, innovation, positioning, quality, language and communication, counterfeiting, environmental change, and others. The study proposes that

management allocate sufficient time to develop a brand in order to retain clients by fostering brand loyalty. The report advises brand managers to have comprehensive brand knowledge in order to combat counterfeiting issues.

In his study, Nan Feng (2015) explains the importance of establishing a strong brand among customers. Brand positioning, brand name selection, brand sponsorship, and brand development are the four factors. These four aspects have a good effect on developing a strong brand and emphasise the brand development process, which can be accomplished via line expansions, brand extensions, multi-brands, and new brands.

Dunuwille and Pathmini (2017) examine the relationship between brand image and consumer happiness in the mobile phone market. The study explains the nature and level of consumer satisfaction and brand image in the market, identifies the brand image components that influence mobile phone customer contentment, and offers suggestions for improving customer satisfaction through brand image in the mobile phone market. Perceived quality, brand loyalty, brand awareness, and brand association are also positively associated to customer happiness, concluded the study.

#### **4. METHODS OF RESEARCH:**

The study is analytical and descriptive in nature. The researcher utilised systematic procedures for data collection and analysis. The study is based on data received directly from respondents. 150 respondents have been selected for the MI phone-based studies. The respondents were chosen using a form of judgmental sampling. The poll was done using a structured questionnaire containing statements on a 5-point Likert scale. Statistical calculations are performed using SPSS 23. The researcher utilised secondary data for the investigation as well. The analyses are conducted using the percentage approach, factor analysis, and regression.

#### **5. RESEARCH QUESTIONS:**

- Why is digital marketing essential for businesses?
- Whether or not brand-building through digital marketing is effective?

#### **6. OBJECTIVES:**

- To investigate customer awareness of digital marketing
- To determine the factors that affect the brand impression of MI phones
- To investigate the connection between digital marketing and brand development of MI phones.

#### **7. ANALYSIS AND DISCUSSION:**

Analysis entails the computation of specific indices or measurements and the search for a relationship pattern between data sets. There are two types of analysis: descriptive analysis and inferential analysis. To meet the aims of the study, the questionnaire results are examined using statistical methods.

##### **7.1 DESCRIPTIVE RESEARCH ON COLLECTION:**

It is one of the statistical metrics used to characterise the entire characteristics of a sample or population. Percentage analysis is the process of calculating the percentages of the variables that were chosen for the study.

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

4	Educational Qualification	Above 45	8	5.3
		Total	150	100
		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)	Total	150	100
		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
6	Frequency of internet usage	Total	150	100
		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

Table 1 DEMOGRAPHIC PROFILE

As can be seen in Table 1, of the 150 people who took part in the survey, 52% were men and 48% were women. About 77.3 percent of those polled have not found a partner, while only 22.7 percent have found a spouse. There are 65.3 percent of responders aged 15-25, 22.0 percent between the ages of 25-35, and 7.7 percent of clients aged 35-45. It appears that the customers are well-educated; 40% have a bachelor's degree, while 33.3 percent have a master's, 12.0 percent have a PhD, and 8.7 percent of the customers have only a school education; the remaining 6.0% belong to another category. A total of 33.3% of respondents have a monthly income between \$10,000 and \$20,000, 21.3% have a monthly income between \$21,000 and \$30,000, 18.7% have a monthly income below \$10,000, and 15.3% have a monthly income above \$40,000; 11.3% of respondents have a monthly income between \$31,000 and \$40,000 as well. 28.7 percent of respondents daily use the internet for three to four hours, followed by 20.7 percent of respondents who use it for more than four hours, 20.0 percent of respondents who use it for one to two hours, and the remaining 13.3 percent of respondents who use the internet for less than an hour each day.

## 7.2 THE CONNECTION BETWEEN BRAND BUILDING AND ONLINE MARKETING:

Regression methods are used to investigate the connection between brand building and digital marketing.

H0: Brand building and digital marketing do not have any meaningful connections to one other.

H1: Brand building and digital marketing have a strong connection.

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

a. Predictors: (Constant), digital marketing

Table 2 Model Summary

The regression value for brand building and digital marketing is shown in table 7. R is significant and H0 is rejected as a hypothesis, according to the findings. As a result, it can be said that digital marketing and brand building are intertwined. In other words, the success of any brand depends on the manufacturers' use of digital marketing methods.

## 8. CONCLUSION:

From literature review and surveys, this study attempts to identify the influence of digital marketing on brand formation by looking at numerous elements that have been identified. Digital marketing variables such as regular updates, brand attachment, and digital purchasing were all lumped together into three categories in the study. Brand loyalty and brand recognition were shown to be the most important aspects in developing brand loyalty. For the study, it was observed that digital marketing has a significant impact on brand building in the modern world. Rather than traditional media like printouts, televisions, and radios, customers are more interested in digital media. Because of a shift in consumer behaviour, it is now more important for marketers to understand their customers in order to design effective marketing tactics to keep current customers and attract new ones. As a result, digital marketing functions as a form of digital communication for digital brand management.

## REFERENCES:

- [1] Niharika Bharti, Harsh Purohit and Prashant Raman, Influence of Digital Marketing on Brand Building of North Indian Universities, doctoral diss., Wisdom banasthali vidyapith, (2019).
- [2] Afrina Yas min, SadiaTasneem, KanizFatema, Effectiveness of Digital Marketing in the Challenging Age, International Journal of Management Science and Business Administration, 1(5), 2015, 69-80.
- [3] Yusuf Kamal, Study of Trend in Digital Marketing and Evolution of Digital Marketing Strategies, International Journal of Engineering Science and Computing, 6(54), 2018, 5300-5302.
- [4] Peter S.H.Leeflang, Peter C.Verhoef, Peter Dahlstrom, TjarkFreundt, Challenges and Solutions for Marketing in Digital era, European Management Journal, 32, 2015, 1-12.
- [5] Marina Johansson Social Media and Brand Awareness a case study in the fast moving consumer goods, Lulea University of Technology, 129, 2013.
- [6] CaitLamberton and Andrew T. Stephen, A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2016 Journal of Marketing 80,m2016, 146–172.
- [7] Arifur Rahman Khan and Aminul Islam, The Impact of Digital Marketing on increasing Customer Loyalty: A Study on Dhaka City, Bangladesh, International Journal of Economics, Commerce and Management, 5(4), 2017.
- [8] Andrew T. Stephen, The Role of Digital and Social Media Marketing in Consumer Behaviour, University of Oxford, 2017.
- [9] Nan Feng, Building a Strong Brand and Managing Brand, University of Bridgeport, ASEE 2015 Zone I Conference.
- [10] Dunuwille and Pathmini, Brand Image and Customer Satisfaction in Mobile Phone Market: Study Based on Customers in Kandy District Dunuwille, Journal of Business Studies 3(1) 2017, 1-13.

- [11] Gokhan Aydın, Attitudes towards Digital Advertisements: Testing Differences between Social Media Ads and Mobile Ads, *International Journal of Research in Business Studies and Management*, 3(2), 2017, 1-11.
- [12] Jenyo Gabriel K. and SoyoyeKolapo, Online Marketing and Consumer Purchase Behaviour, *British Journal of Marketing Studies*, 3(7), 2017, 1-14.
- [13] Mohammed Nuseir, Internet Marketing and Its Impact on Online Communities, *International Journal of Business and Social Science*, 6(10), 2017, 177-18.
- [14] Mohammed RizwanAlam, Brand Building Challenges in Global Market: An Overview *International Journal of Management and Applied Science*, 2(5), 2018.
- [15] Rohan Samsona, MitaMehtab, ArtiChandani, Impact of Online Digital Communication on Customer Buying Decision, *Symbiosis Institute of Management Studies Annual Research Conference, Procedia Economics and Finance*, 11, 2017, 872 – 880.
- [16] Zulqurnain, Muhammad Aqib ,Mashal , and Abid, To Assess the Impact of Social Media Marketing on Consumer Perception, *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 6(3), 2017, 69–77.
- [17] Marina Johansson, Social Media and Brand Awareness a case study in the fast moving consumer goods, *doctoral diss., Lulea University of Technology*, 129, 2014.
- [18] Dr.Gagandeep K NAGRA and Dr. R .Gopal, The Effect of Digital Marketing Communication on Consumer Buying, *International Journal of Management (IJM)*, Volume 5, Issue 3, March (2017), pp. 53-57.
- [19] D. Prasanna Kumar, K. Rajyalakshmi and SS. Asadi, Digital Marketing Strategical Role To Promote Technical Education In Andhra And Telangana: An Exploratory Study, *International Journal of Civil Engineering and Technology*, 8(10), 2018, pp. 197–206.