



Digital Marketing: Role of Modern Marketing Techniques in Building Brand Awareness

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Abstract

With the advent of the Internet, the term Digital Marketing has come into existence. Various techniques of digital marketing have transformed the world of marketing for the better. This study aims to understand the concept of digital marketing and its various techniques and tries to find out the best technique of digital marketing for building brand awareness. The sample of sixty respondents (Millennials and Generation Z) has been taken into consideration. The findings show that social media marketing is the best digital marketing tool to target the youth and Instagram is considered the best social media platform to build brand awareness as most of the youth prefer to use Instagram over other social media platforms.

Keywords: Digital Marketing, social media marketing, Brand Awareness, Digital Marketing Techniques

Introduction

In today's times, the Internet has become an inseparable part of everyone's life. Common people are using the internet for their personal uses whereas companies and businesses are using it for commercial purposes. With the development of information technology, the business landscape has developed at a frenetic pace. Due to these technological advancements, a new concept of marketing i.e., Digital Marketing has come into existence (Karen & Zai, 2022). According to Makrides, the term Digital marketing can be defined as: "a technology-supported adaptive process which enables firms or organizations to collaborate with customers and partners to create, communicate, convey and sustain value for all the stakeholders" (Makrides et al., 2020). The umbrella term of digital marketing includes various techniques such as Search engine optimization (SEO), Content marketing, email marketing, social media marketing, and much more within it (Mandal & Sajjad, 2020).

With the advent of digital marketing, companies have been able to increase their brand awareness easily. Brand awareness is a goal that every organization aspires to achieve as it helps the companies to perform well by increasing sales and it indirectly affects the purchase intentions of the consumers as well (Halik et al., 2021). Digital marketing has become an effective marketing strategy to target consumers online who cannot be targeted through conventional marketing to create brand awareness amongst them (Hong et al., 2021). Digital marketing is a cost-effective medium that helps in gaining loyal customer support along with a positive brand image and increases business efficiency through brand awareness (Vinayagalakshmi, 2022).

The objective of this study is to understand the concept of digital marketing and its various tools and the impact of these tools on the brand awareness of consumers. The main aim of this study is to know the best digital marketing tool that can be used to target the youth. The study also aims to find out the best social media platform on which marketing campaigns can be run especially to target the youth both from Generation Millennial and Generation Z.

Literature review

According to Karen & Zai (2022), Digital marketing is an easier and more efficient way to create awareness about the brand amongst consumers. Karen & Zai (2022) have also outlined various digital marketing strategies such as Internet advertising, social media marketing, email marketing, content marketing, website marketing, etc., and revealed the positive relationship between them and brand awareness. Consumer behavior can easily be monitored by using various strategies of digital marketing leading to brand recognition. Internet advertising and website marketing are the two digital marketing strategies that are considered the best and have positively impacted the brand awareness of businesses. A company should have a strong social media presence as one of the tools of digital marketing i.e., social media marketing plays a crucial role in increasing brand exposure and building brand awareness.

Makrides et al. (2019) discuss the importance of advertising through digital channels (digital marketing) in strengthening the consumer-brand relationship. The researcher also analyzed the four social media platforms such as Facebook, LinkedIn, Twitter (Now X), and Instagram, and their effectiveness on consumer brand awareness. This paper states that firms need to take benefit from various social media platforms to increase interaction with consumers which can further lead to consumer sensitivity towards brands and brand awareness. A strong social media presence is important to strengthen relationships with customers to gain their trust which further leads to brand recognition amongst them. Facebook is considered the most popular social media platform making it ideal for running digital marketing campaigns.

Moncey & Baskaran (2020) say that the modern user is highly dependent on various digital channels such as websites, social media, search engines, etc. to understand the brands better. Digital marketing has provided marketers with increased customer engagement and changed customer perception towards their brand. Digital Marketing has also influenced brand awareness, purchase intentions, and loyalty of customers. In the times of digital marketing and online advertising, there is still a section of consumers who believe in traditional

forms of marketing and advertising as traditional forms seem to be more trustworthy. To influence that section, marketers need to focus on utilizing various digital marketing strategies to provide relevant and correct information about the brands.

Hong et al. (2021) say that in today's digital era, digital marketing is very important for companies to survive in a highly competitive world. Hong et al. blamed the lack of digital promotion, as the reason behind the firm Tidal61 getting lesser leads resulting in lesser revenue. After implementing digital marketing strategies for promotion, brand awareness among consumers increased, further increasing the business contracts and revenues for Tidal61. Various Digital marketing techniques not only helped in increasing brand awareness and brand recall for the firm but also successfully changed the perceptions of consumers positively towards the products and services.

Objectives

To find out the best tool of digital marketing for brand awareness.

To know the best social media platform to run the digital marketing campaign.

Methodology

To achieve this research study's objectives, the online consumer behaviour of two generations has been analysed. The questionnaire was sent to 100 respondents but the researcher got the responses of 66 respondents. After analysing the responses 60 responses were selected to analyse as 6 responses were either incomplete or not from the chosen sample unit. Data was analysed of 60 respondents where 30 respondents were Millennials and 30 were from Generation Z through a questionnaire. These respondents were taken as samples because they are active internet users and represent the youth (makrides et al., 2020). The questionnaire was sent online through Google Forms to extract the data from the respondents. Voluntary response Sampling (non-probability sampling) has been used for this study because data was sent through Google Forms and participants voluntarily responded.

Findings and Discussion

All the respondents are active Internet users as the responses were sent via the Internet on Google Forms. In this study, 57 % of females and 43% of males participated. While talking about the better medium to increase brand awareness of the brands 98 % of respondents feel that digital marketing tools are more credible, and have better reach than traditional marketing tools.

There are different digital marketing tools for the purpose of increasing brand awareness and recognition, but respondents of the study feel that social media marketing (88%) is the best tool for spreading brand awareness amongst the target audience followed by content marketing (9%) and email marketing (3%). Almost three-

quarters of the respondents (72 %) claim that influencer marketing, where products are advertised through influencers on social media platforms is a good way of increasing brand awareness & recognition.

Talking about the preferred social media platform for creating brand awareness, 73 % of respondents prefer Instagram (73%) over Facebook (19%), LinkedIn (5%) and Twitter (3%). Respondents are not sure whether the repetition of advertisements leads customers to buy the products or not as 44% agree to this statement and the same percentage of respondents deny it. Verifying the importance of the word-of-mouth promotion method, 42% of respondents claim that they would buy the products recommended by friends and family. However, only 20% of respondents consider buying products advertised by digital marketing tools and social media influencers.

The data has been collected from two generations i.e., millennials and Gen Z. However, the answers of both generations were found similar. The generation gap plays no role in the difference in customer's experience of digital marketing tools. Further studies can be conducted on other generations such as Generation X to understand their habits of choosing platforms for gaining knowledge about the new products and to understand their medium of brand awareness.

Conclusion

Digital marketing is a big umbrella term that includes various digital marketing strategies such as search engine optimization (SEO), search engine marketing (SEM), Email direct marketing (EDM), etc. in it. The main advantage of Digital marketing is to enable brands to communicate with the customers. Due to this two-way interaction, customers share their feedback, and experiences and resolve their queries, which in turn helps to build brand awareness. Digital marketing techniques not only target a larger range of customers but also grant an opportunity for brands to target specific demographics and tailor their marketing messages accordingly. Its cost-effectiveness and customized result-oriented strategies have also motivated the brands to adopt it without any hesitation (Sundaram et.al., 2020).

This study has highlighted the importance of Digital Marketing tools in the modern Internet-based era. This study proves that Millennials (generation) and Generation Z rely on digital marketing tools for information related to new brands rather than traditional marketing tools. The most preferred digital marketing technique is Social Media Marketing. The findings extracted from the sample also indicate that influencer marketing contributes a lot to spreading brand awareness amongst consumers. Even then respondents say that they prefer to buy the products recommended by family & friends than by social media influencers.

Digital marketing tools like email marketing and search engine optimization positively influence brand building among customers. The various techniques of digital marketing make the users remember the brands through eye-catchy captions that blink on the devices of the consumers (Yuvraj & Indumathi, 2018). The findings of the paper have proved that digital marketing has a great impact on brand awareness. It also allows businesses to target the desired audience easily. Using digital marketing techniques not only benefits the firms by improving brand awareness but also helps in changing the perception of consumers about the products and

services of the brand in a positive way along with better chances of brand recalls resulting into better sales. As they say, “Out of sight, out of mind.” However, digital marketing and its various strategies ensure never letting the brands go out of sight, especially from its targeted audience.

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