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Dinesh Kanna

Assistant professor, Sri Sairam
Institute of Management
Studies, Sri Sairam Engineering
College, Chennai, Tamil Nadu,
India

Jagan S

Scholar, Sri Sairam Institute of
Management Studies, Sri
Sairam Engineering College,
Chennai, Tamil Nadu, India

Corresponding Author:

Dinesh Kanna

Assistant professor, Sri Sairam
Institute of Management
Studies, Sri Sairam Engineering
College, Chennai, Tamil Nadu,
India

A study on existence of digital marketing is supporting brand awareness and consumer behaviour

Dinesh Kanna and Jagan S

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Abstract

The current state of digital marketing development could change in the future. Economic trends in Indonesia, which could be subject to shifts. Consumers' purchasing power has increased, and their behavior has changed. In the age of digitalization, it is critical for everyone to understand and learn in order to boost economic progress. Nowadays, a key component of corporate marketing strategies is digital marketing. Digital marketing also has a significant impact on the growth of MSMEs, including those in the creative economy. Digital Marketing and Marketing Strategies possess higher revenue growth than those who don't employ digital marketing as a tactic. The method of systematic literature review (SLR) is used in this study. Numerous domestic and foreign publications that look into the existence of digital marketing provide research data. According to the research, the existence of digital marketing is reviewed by 12 worldwide journals. According to the research's conclusion, digital marketing plays a significant part in the development of consumer behavior and brand awareness. Examining how digital marketing might assist new enterprises in expanding their market share and competitiveness is the main objective of this dissertation. Impact of Digital Marketing on Consumer Loyalty, Brand Awareness, Start-Up Growth, and the Strength of Customer Relationships Future research will focus on these topics. There is a paucity of research on this topic; the sole pertinent study we could locate concentrated on social media and start-ups and hypothesized that the former positively influences the latter's ability to innovate. The research used in this study is qualitative.

Keywords: Digital marketing, consumer behavior, economic expansion, and startups

Introduction

Work orders are constantly being sent to clients in this era of innovation and promotion. It is quite challenging to raise the company's quality and efficiency without the greatest work goods, particularly in the advanced products industry. explosive growth of contemporary digitalization. Despite their tiny size, many firms today use sophisticated marketing strategies like social media marketing. Without creativity, representation will be outdated and deviate from current norms. Understanding the presentational aspect of the invention and its effects is crucial in this situation because business now enables everyone to choose the most reliable competitor for results. Many times, contemporary innovations meet this need. According to Bican and Brem (2020) ^[27], advertisements are more effective than other forms of advertising because they enable businesses to sway consumers who are searching for goods or services. The process of developing a computerized startup is a computerized demonstration of the development of a non-computerized business, which is referred to as computerized startup. During this period, many businesses optimize their untapped company ideas to produce goods and services, beginning with media promotion.

Problem Statement

As the use of digital marketing increases, companies are depending more and more on digital platforms to build their brands and sway customer behavior. The effects of digital marketing on consumer behavior are still intricate and varied, though. Although digital marketing makes it possible for firms to connect with consumers more efficiently, it also begs the question of how these tactics directly influence consumer attitudes and purchasing habits, especially when it comes to encouraging brand loyalty as opposed to instant consumption. It is imperative to investigate the impact of digital marketing on brand awareness and consumer behavior, given the swift development of digital platforms and strategies. This study attempts to fill these gaps by examining how digital marketing influences customer

purchasing decisions in addition to increasing brand visibility.

Research Objectives

1. To evaluate the degree to which digital marketing tactics raise consumer brand awareness.
2. To investigate how purchase intentions and consumption patterns are affected by digital marketing.

Scope of the study

This research will concentrate on examining how digital marketing influences consumer behavior and raises brand awareness. The study will examine a range of digital marketing channels, such as social media, content marketing, and online ads, in order to assess how they affect consumer involvement and purchase behavior.

Using a quantitative methodology, the study will collect data via surveys and statistical analysis to evaluate how consumers react to digital marketing tactics. By focusing on a broad range of online shoppers, it will be possible to get understanding of how factors like age, gender, and shopping preferences impact how they engage with companies. A focused perspective of the impact of digital marketing on regional consumer behavior will also be provided by the study's geographic confinement to a particular market segment (such as a nation or industry sector).

In order to give marketers practical insights for optimizing digital tactics for increased consumer engagement and brand loyalty, this study attempts to develop a thorough understanding of how digital marketing influences brand awareness and consumption patterns.

Review of Literature

1. **Meehan *et al.*, (2023)** ^[28]: A study on revenue growth through client development in digital marketing was carried out in 2023 by Murray, Jaedicke, and Currie, as reported by Meehan *et al.* According to research, customer experience tactics can be effective even before a consumer leaves the airport and during their entire journey. Digitizing the process up until the point at which the consumer departs the airport allows airports to make money. It is important to remember that this issue has a cost to the aviation sector.
2. **Nuseir *et al.*, (2023)** ^[29]: The investigation was carried out to This thorough literature analysis presents contemporary marketing techniques like email, social media marketing, affiliate blogs, electronic word-of-mouth, and search engine optimization. pertaining to It was determined that marketing is the most effective means of influencing the consumer market in a good way.
3. **Quereshi, (2022)** ^[30]: The investigation was carried out to This research examines, by a survey of the literature, the features of customer service in Pakistan. China, Mexico, South Korea, and Pakistan—which ended up spending the most on digital ads in 2021—are also compared. Mexico and Pakistan produce the most digitally advertised goods in the nation, while South Korea and China are the top. For many issues pertaining to the digital transformation, it is insufficient.
4. **Yang and Lee (2022)** ^[31]: Interactive visitor experiences were the focus of the study. The purpose of

this study was to increase the number of customers in China by offering video clips that allowed them to view real-time product information. This strategy uses mobile devices to generate consumer experiences and comes to the conclusion that high-quality content is essential for wise choices and devoted customers. In order to develop a digital customer experience, businesses must also conduct market research and market their products based on consumer preferences.

5. **Nguyen *et al.*, (2022)** ^[32]: The study was carried out in order to examine customer experiences and various forms of process participation. According to research, in terms of customer satisfaction, banks' financial performance was positively impacted by their digital marketing customer experience prior to COVID-19. Trust and word-of-mouth (WOM) have no discernible effect as a result.

Methodology

Research Design

Test methods are used to assess how well digital marketing training manages test classes, and research design is a fundamental framework. The efficacy of digital marketing training is assessed ex post facto by the evaluation of content commercial videos created by student collaboration.

Descriptive Research

This strategy outlines many specifications for developing search rules, conducting precision searches, and assessing search rules. Finding search phrases, choosing search terms, extracting information from search terms, giving the topic a high grade, and gathering thorough information are all part of a successful organization. Organizational detail entails organizing the spread of concepts (simple concepts).

Data Collection Methods

Secondary Data Collection

Secondary data gathering techniques will be used in this project to investigate how digital marketing affects consumer behavior and brand awareness. Secondary information will be acquired from reliable sources, such as scholarly publications, business reports, market research studies, and internet databases. Trends, customer behavior, and previously examined and recorded digital marketing tactics will all be covered by these sources.

Limitation of the study

In order to adjust to these shifts in user behavior, it is critical to consider the viewpoint of the user, privacy and data processing considerations, and the company's belief that its actions should be modified. Technology's rise has altered the entire business landscape and the way companies engage with their clientele. Marketing professionals must modify their tactics in response to the ongoing shifts in consumer behavior brought about by this development. Digital marketing and artificial intelligence (AI) are transforming consumer involvement and purchase behavior in today's fast-paced, digitally-driven business environment.

Analysis and discussion consumer engagement rates by social media platform

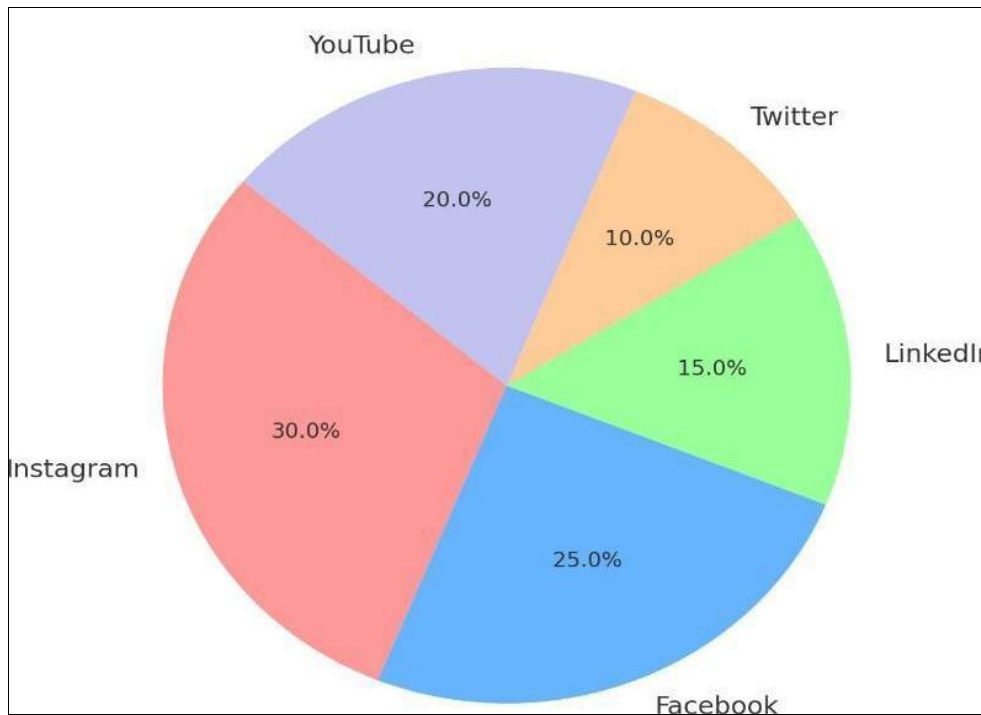


Fig 1: Consumer engagement rates by social media platform

Interpretations

1. The pie figure shows that Instagram, the most popular channel for brand interactions, accounts for 30% of consumer engagement. This research emphasizes how crucial engaging and interactive content is for drawing in viewers.
2. 25% of interactions take place on Facebook, demonstrating its effectiveness as a platform for fostering communities and continuing business relationships.
3. In order to take advantage of possible engagement

- opportunities, marketers can enhance their strategy on less successful platforms such as LinkedIn (15%) and Twitter (10%), where the average engagement rate is 20%.
4. Given the variance of 50.0, it is possible that brands are not making the most of all available platforms. In light of each platform's distinct user demographics and interaction patterns, it emphasizes the need for customized content strategy.

Digital marketing budget allocation by channel

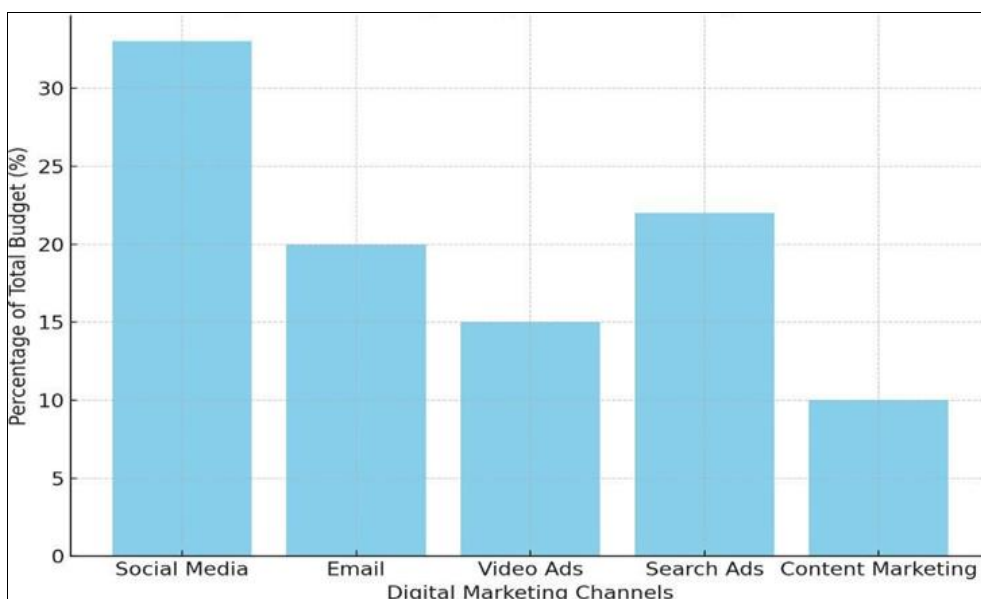


Fig 2: Digital marketing budget allocation by channel

Interpretations

Social media is the most major sector of investment, accounting for 33% of the overall expenditure, according to the graphic. Social media has been shown to increase brand

visibility and engagement across a range of demographics, which is consistent with this significant emphasis on it.

1. Brands are experimenting with various channels without a consistent approach, as seen by the significant variance

of 59.6 and the average allocation of 20%. Spending may need to be reevaluated by businesses to make sure resources are distributed according to ROI and channel performance.

2. The lower content marketing expenditure (10%) may suggest that firms have a chance to better use narrative and instructional material to build consumer relationships and brand loyalty.

Findings

1. **Expensive Investment on Social Media:** The study shows that social media accounts for a startling 33% of the entire digital marketing budget. The unquestionable importance of social media platforms in the modern marketing environment is highlighted by this large expenditure. Social media plays a crucial role in building consumer relationships and brand awareness in an era where consumers are interacting with brands more and more online. By giving social media marketing top priority, brands increase their reach and improve their capacity to interact with target consumers in a meaningful way.
2. **Engagement Particular to a Platform:** Examining engagement by platform in greater detail, the results show that Instagram dominates with a remarkable 30% of all consumer involvement, closely followed by Facebook at 25%. The considerable disparity in levels of engagement suggests that these platforms are essential venues for brand interaction rather than just supplemental channels. Given Instagram's reputation for visually stimulating content and its high engagement rates, it appears that brands can successfully draw in customers with eye-catching photos and engaging narratives. Facebook's impressive engagement numbers further support the platform's efficacy in relationship management and community building, enabling continuous communication between customers and brands.

Recommendations

Prioritize social media marketing

Brands must spend heavily on social media marketing, especially on high-engagement sites like Facebook and Instagram, in order to take advantage of the astounding insights about customer involvement. According to the data, these platforms are powerful instruments for fostering brand loyalty in addition to being the top venues for customer interaction and acceptance. Brands can leverage these channels' broad reach and capacity to engage with a variety of audience segments by giving them a larger portion of their marketing spend.

Engage in content diversification

To properly utilize social media platforms, brands should prioritize them and diversify their material in order to completely realize their potential. Video advertisements and interactive content are just two examples of the many content forms that may be used to greatly improve brand memory and customer retention. Consumers' attention can be captured more successfully by video advertisements than by static content because of its captivating qualities and speedy message delivery. Videos that use dynamic storytelling enable brands to demonstrate their values, show off items in use, and elicit strong feelings from viewers, all

of which contribute to a more memorable and relatable brand experience.

Conclusion

Ultimately, this research underscores the pivotal function of digital marketing in augmenting brand recognition and impacting customer conduct within the current extreme competition. As a key medium for brand interaction, social media accounts for a significant amount of the digital marketing budget—33 percent—according to the data. With 30% and 25% engagement rates, respectively, Instagram and Facebook stand out as the platforms that drive customer connection. This suggests that companies are becoming more aware of social media's ability to build strong, meaningful relationships with customers in addition to its potential for visibility. In addition to adopting a strategy of content variety, the suggestions generated from these findings indicate that organizations should prioritize their spending in social media marketing, especially on high-engagement platforms. Brands can dramatically increase customer retention, brand memory, and general engagement by investing more resources in these platforms and improving content formats, particularly through interactive content and video commercials. This diverse strategy guarantees that businesses stay current and appealing in the rapidly changing digital market. By using these tactics, brands will eventually be able to improve their marketing efficacy and build enduring relationships with their customers. To fully utilize the potential of digital marketing, constant evaluation and adjustment will be essential as it develops driving consumer behavior and promoting brand recognition. The research findings offer a strong basis for companies seeking to maximize their digital marketing endeavors and guarantee their continued leadership in consumer engagement tactics in the years to come.

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