

DIGITAL MEDIA'S IMPACT ON BRAND MANAGEMENT

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Abstract

The increasing importance of social media is forcing marketers to include it in more traditional marketing functional areas. The main components of social media are web or mobile based information sharing tools and applications. The prevalence and use of mobile devices gives brand marketers a much wider range of options for interacting directly and indirectly with the customers they want to attract. This study focuses on the impact of digital marketing on the branding of specific products. This study discusses digital marketing strategies such as email, SEO, mobile, blogging, affiliate marketing, and other related tactics and their impact in creating strong brands among consumers. This study was done to learn more about the relationship between brand building and digital marketing. People are more likely to recall the eye-catching headlines that flash on their digital devices, such as email and internet search results, as a result of digital marketing. Digital platforms and assets are being used in multichannel branding and engagement initiatives to communicate a brand's positioning. Digital branding or digital communications are other names for digital marketing.

Keywords: Digital Media, Brand Management

Introduction

Social media primarily consists of web- or mobile-based information-sharing tools and applications. Accelerates interpersonal communication and bonding. It uses website technology and includes well-known network websites such as Facebook and Twitter and bookmarking services such as Digg and Reditt.

Social media may have started as a means of social interaction, but its commercial potential was quickly realized and has since become every marketer's best friend. As social media usage becomes more prevalent and the number of social media users grows faster than the population of some countries, marketers will have to significantly change their game plans to keep up with the

changing media landscape. bottom. This sector is updating traditional tactics and changing the fundamental framework of campaigns.

Learning how to sell a product on your own is a very old idea. The methods used by a vendor to sell a product have changed as a result of changes in society and, more especially, in human behaviour. In today's world, companies use a strategy called "digital marketing" while trying to sell a product online. Internet marketing at first only consisted of text describing various products. But, it has become increasingly clear that digital marketing is about much more than just selling things as the number of people using the internet continues to climb. Additionally, it entails raising awareness of the products. It serves as a platform for advertising and makes it easier for businesses to communicate with their clients internationally. e Bangladesh, Sri Lanka, India, India, Bhutan With the use of digital marketing, the product's maker can raise brand awareness. There is a dizzying array of choices on the market right now. Every company must prioritise making sure that their brand stands out from that of their competitors by drawing distinct lines between the two. Every business should be conscious of how its brand is displayed. Any type of organisation can succeed in diverse countries, including India, India, Bangladesh, Sri Lanka, and Bhutan, if it has a strong brand image. As a result, building a brand in the eyes of one's target market is more important for businesses.

A brand is, to put it simply, the promise that the business makes to its customers. Philip Jones described a "brand" as a product that provides both functional benefits and additional features that a segment of consumers values highly enough to acquire in his paper "Brands," which was released in 1993. As a result, creating a brand can be seen of as the act of offering customers something worthwhile. It includes all of the customer's information, ideas, and sentiments on the product. So, creating a brand for one's firm is a crucial part of running a successful enterprise. It's not enough to get people to remember the name of your product when you're trying to establish a brand; you also need to win their trust. This study shows how the positioning of a firm is promoted through the use of digital channels and assets as part of a multichannel brand communication or engagement programmed. Both the terms "digital communication" and "branding" can refer to the same thing: digital marketing.

Marketing before Social Media

Social media has changed over time, and its user base is growing faster than the population of some countries. Newspapers and magazines were his dominant medium in the 1930s. P&G was the first company to use print media for advertising. The 1950s was dubbed the "age of television advertising" and marketers turned to electronic media advertising. The concept of corporate social responsibility first appeared in the 1960s. The first computers appeared in the 1970s and today you can find applications for logos, credit cards, direct marketing, media research, payroll, Visa and MasterCard.

Literature Review

To understand the decisions regarding Design with Advantages' computerised showcasing activities, this section explores different essential theories of traditional advertising and modern marketing. Especially when a company has just entered the market, it is important to understand different marketing tools in order to create a comprehensive marketing strategy and reach the target audience.

Marketing

To manage client relationships is the core competency of marketing. According to the American Marketing Association in 2013, "Presenting is any activity, organizational gathering, and opportunity to create, communicate, offer, and sell items of value to customers, clients, partners, and communities at large. ". Satisfying advertising not only aims to maintain and grow the existing customer base, but also to attract new customers. It is a strategy for companies to build long and stable customer relationships and show respect to their customers in order to gain more respect from them.

Digital Marketing

This topic discusses computer-assisted advertising and focuses on considering that perspective after examining advertising requirements. With the spread of the Internet, the concept of

advertising is changing. This has led customers to access the Internet away from daily newspapers, magazines and sometimes TV and radio. According to Internet World Stats (2013), 2.4 billion people worldwide used the Internet in 2012, and that number is steadily increasing. The same number of customers (273.8 million in the US and 518.5 million in Europe) were served. Workstations, mobile phones, tablets, entertainment devices, and other small devices can all access the Internet. Modern advertising therefore includes computerized frameworks.

Social Media

The online networking component of computerised showcasing is covered in this part, along with its possible benefits for the company. According to Kaplan and Haenlein in 2009 and 2010, "online networking is a gathering of Internet-built applications that manufacture with respect to the ideological and mechanical establishments of Web 2.0, and that permit the creation and trade of User required," which is the general definition of social networking. Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, MySpace are all used by people. Twitter, Blogger, and Facebook are the top three.

According to a 2012 Nielsen study, consumers trust people-to-people organizations more than his websites in any other category. Other devices such as tablets, game consoles, portable music players and tablets are becoming increasingly popular for accessing social media. But according to research by Nielsen (2012), social networks aren't just used at home. For example, a significant percentage of people between the ages of 25 and 34 use long-distance interpersonal communication at work. Furthermore, we have shown that social networking has fundamentally changed the customer selection process. Gone are the days when companies could tightly regulate their brand information and promote it to their customers through direct purchase channels. The opinions, tastes and preferences of a large global network of friends, colleagues and influencers increasingly influence consumer choices and behaviors.

According to a 2012 Nielsen survey, social networks have the greatest impact on persecution in the Asia Pacific, Latin America, Middle East and Africa regions. Over 30% of customers in these

areas regularly use online networking to learn more about brands, products and services. Social networks have great potential to influence consumers in all aspects of shopping. This suggests that social media is a significant opportunity to increase brand awareness and foster consumer favorability.

According to Ryan and Jones, the trend toward online connectivity is perhaps the most important recent advance in Internet advertising. Social media presents a great opportunity for businesses and brands to strengthen their relationship with consumers. By leveraging the reception and influence of online networks, advertisers can influence their business and cover the rising costs of regional expansion such as Asia, Latin America and the Middle East. Customers in these regions will then spend more money online.

Research methodology

In this work, both a descriptive and analytic account are provided. The researcher carried out the data collecting and analysis in accordance with a preset plan. The findings of this study are based on the first-hand accounts of the participants. 150 participants have been chosen for study programmes using MI phones. The subjects for the study were picked using "judgmental sampling." The poll asked participants to rate each topic from 1 to 5 using a Likert scale, and the results were examined. To do the statistical calculations, SPSS 23 is employed. The study also made use of information that was already available to the general public. The analysis of the study made use of regression, component analysis, and the percentage technique.

Analysis and discussion

Percentages can be used to describe a sample or the complete population when examining statistical data. Calculating the sizes of the variables used for the study is necessary for percentage analysis, and the results are straightforward. Men made up the majority of survey respondents, as shown by Table 1, while women made up the remainder. Internet users are more likely to be respondents who log on for more than four hours each day compared to those who log on for an hour or less.

Table: 1. Statistical Profile

S.NO.	VARIABLES	CLASSIFICATION	FREQUENCY	PERCENTAGE
1	Gender	Male	87	43.0
		Female	63	37.0
		Total	140	100.0
2	Marital status	Unmarried	115	66.2
		Married	43	33.6
		Total	140	100.0
3	Age (in years)	15-25	89	56.2
		25-35	44	33.0
		35-45	22	6.2

Table: 2. Factor 1-Brand Loyalty

S.NO.	STATEMENT	FACTOR LOADING
1.	This brand is reliable	0.684
2.	This brand is durable	0.666
3.	This brand has features that distinguishes itself from competitor's brand	0.798
4.	This product has high quality	0.743
5.	I am satisfied with the product offered by this brand	0.732
6.	This brand provides good value for money	0.732
7.	This brand is familiar	0.474
8.	I recommend this brand to others	0.443

According to Table 2, brand loyalty is predicated on dependability, longevity, and high quality standards. Brand loyalty has so been suggested as a potential explanation. Due to the MI brand's high factor loading for brand reliability, it is evident that it can be trusted (0.795). The durability

of a brand came in second with a loading of 0.777. The MI brand dominates its competitors as evidenced by a coefficient load of 0.689. With a coefficient load of 0.623, it is clear that customers are happy with what the MI brand has to offer. The next three factors are cost, brand awareness, and whether the brand is recommended to others, each with a factor load of 0.552. This improves customer loyalty.

Table: 3. Factor 2- Brand Recognition

S.NO.	STATEMENT	FACTOR LOADING
1.	I am satisfied with the post service facility of this brand	0.618
2.	I buy this brand because it is exclusively available only in online	0.623
3.	I am satisfied with the brand ads.	0.622
4.	In case of charge of mobile I will buy the same brand again	0.553
5.	I recognise the brand whenever I see the brand ad	0.552
6.	I am satisfied with the brand purchase decision	0.566
7.	I am interested in getting more information concerning the product	0.498

The statements in Table 3 indicate that the brand is well known. Consumer familiarity with the brand is therefore taken into account. This MI has a high factor load of 0.729, so we can assume that it provides excellent customer service. This brand is only available online, so the coefficient load is 0.714. The factor loading for brand advertising is 0.711. Customers can recognize the brand after seeing an ad with a factor loading of 0.663. A coefficient load of 0.589 for him indicates that the customer may want to know more about the product.

Conclusion

In-depth literature analysis and survey distribution were utilised to pinpoint a few potential contributing elements to the adoption of digital marketing for brand development. According to

the report, developing a brand depends on consumer recognition and brand loyalty. A review of digital marketing indicates that several factors need to be taken into account. Regular updates, brand loyalty, and online shopping are a few of these. According to the poll results, digital marketing is one of the most important things you can do to build a brand in today's atmosphere. Customers find digital media more enticing than traditional media like print, television, and other associated mediums. Owing to shifting consumer buying habits, marketers must better understand their target market to develop strategies that satisfy both their present and prospective clients. This may make it easier to switch from traditional to digital marketing. As a result, digital marketing is a channel for digital branding to communicate with consumers. As social media grows in popularity and becomes unstoppable, it is becoming clear that social media will replace other functional areas of marketing. Social media aims to bridge the gap between businesses and consumers by facilitating continuous communication, instilling trust, and quickly engaging with the right audience.

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