

## **A STUDY ON THE IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS**

**PESALA GOVINDA LIKHITHA \* & MR. B. SREEKANTH\*\***

\*Student, Department of Management Studies, Madanapalle Institute of Technology & Science.

\*\*Assistant Professor, Department of Management Studies, Madanapalle Institute of Technology & Science

---

### **ABSTRACT**

This research investigates how digital marketing affects brand awareness, concentrating on tactics such as social media campaigns, search engine optimization (SEO), content marketing, and targeted commercials. It emphasizes the expanding role of digital platforms in consumer views, increasing brand memory, and influencing purchasing choices. The study investigates how personalized and interactive digital content increases consumer trust and brand awareness, focusing on the effectiveness of tailored marketing in interacting with internet-savvy consumers.

Drawing on current research, the study outlines crucial aspects that lead to brand awareness, including content quality, platform engagement, and customer-centric initiatives. It looks at how digital advertising affects customer views of brand quality, reliability, and attraction.

A Google Form survey will be used to collect information on customer purchase behavior, exposure to digital marketing, and brand perceptions. SPSS software will be used to conduct descriptive statistics, regression, and correlation analyses to assess the success of various digital Advertising Techniques.

This study aims to close the gap in understanding the relationship between digital marketing techniques and actual brand recognition by providing actionable insights for businesses looking to improve their marketing strategies, strengthen customer connections, and drive growth in a competitive digital landscape.

**KEYWORDS:** Digital Marketing, Brand Awareness, Social Media Campaigns, Search Engine Optimization (SEO), Consumer Behaviour, Personalized Marketing.

---

## 1. INTRODUCTION

Digital marketing has revolutionized how organizations connect with their audiences, shifting focus from traditional methods to dynamic strategies across platforms like social media, search engines, and email. This approach enables brands to deliver tailored experiences, fostering stronger customer relationships and enhancing engagement.

A key advantage of digital marketing lies in its measurable nature, offering real-time insights into engagement through metrics like clicks, views, and conversions. These analytics allow businesses to refine campaigns for better alignment with customer expectations. Unlike traditional marketing, digital platforms provide a cost-effective and scalable way to reach global audiences, enabling small and large businesses alike to compete effectively. Additionally, targeted content enhances

brand recognition and loyalty, building trust among audiences while strengthening customer retention.

Social media, SEO, and email marketing are pivotal in boosting brand visibility and awareness. Engaging, personalized content significantly influences customer perceptions and purchase decisions, making it easier for brands to establish meaningful connections.

This study aims to explore the effectiveness of digital marketing in enhancing brand recognition across industries. By Analysing content types, platform performance, and consumer preferences, it highlights the link between digital strategies and their impact on brand trust, memory, and purchase intent. Understanding this relationship is vital for maintaining a competitive edge in a rapidly evolving digital landscape, where adaptability and innovation are key.

## INDUSTRY PROFILE

The digital marketing industry is a dynamic and rapidly evolving sector that has transformed the way businesses connect

with their audiences. With the rise of the internet, widespread smartphone usage, and increasing online engagement, this industry has become a cornerstone of modern marketing strategies. Globally, the digital marketing market is experiencing

exponential growth, with projections reaching over \$786.2 billion by 2026, driven by advancements in technology, the popularity of social media platforms, and the surge in e-commerce.

Key segments of the digital marketing industry include search engine marketing (SEM), social media marketing (SMM), content marketing, email marketing, affiliate marketing, and mobile marketing. Each segment plays a unique role in reaching and engaging target audiences. Companies such as Google, Meta (Facebook), and Amazon Advertising dominate the market, alongside emerging startups specializing in AI-driven and video marketing solutions. The industry's growth has also given rise to numerous digital marketing agencies offering specialized services in areas like SEO, PPC, and social media management.

Despite its opportunities, the digital marketing industry faces challenges such as data privacy regulations, the rise of ad-blocking software, and the need to stay updated with rapidly changing technologies. The competition in the digital space has also intensified, requiring businesses to innovate continuously. However, the future holds promising trends, including the integration of artificial intelligence, the optimization of content for voice search, and the rise of programmatic advertising. Sustainability

and personalized marketing are also becoming key focal points for modern campaigns.

In conclusion, the digital marketing industry is an essential and transformative force in today's business landscape. Its ability to adapt to technological advancements and consumer preferences makes it a vital tool for companies aiming to build brand awareness, drive engagement, and achieve measurable results in an increasingly digital world.

## 2. LITERATURE REVIEW:

The research examines the impact of digital marketing on brand awareness, focusing on strategies like social media, search engine marketing, and personalized campaigns. It aims to identify effective digital advertising methods that enhance brand visibility and consumer engagement. Previous studies emphasize the role of measurable metrics like clicks and shares in assessing campaign success.

**Mahesh Senadeera (2023)** carried out "A study on the Impact of Digital Marketing on Brand Awareness." This study looks at how digital marketing techniques such as social media, email marketing, and online ads affect consumer perceptions of brand

recognition. It focuses on three critical aspects of digital marketing campaigns: the role of measurable engagement metrics (such as clicks, views, and shares) in determining brand awareness; the importance of personalized and interactive strategies in increasing consumer trust and brand recall; and the value of data analytics in tailoring campaigns to individual consumer preferences. The study found that brands that use data-driven insights to create interactive marketing strategies can dramatically increase consumer trust and brand recognition.

**Karen and Immanuel Zai (2022)** did "A study on how digital marketing enhances brand awareness and customer reach." This study looks at how digital marketing methods, including social media campaigns, search engine optimization (SEO), and content marketing, help to increase brand awareness. It focuses on three key elements: the role of online platforms in shaping consumer perceptions and increasing brand recall; the impact of targeted marketing efforts in creating personalized user experiences and encouraging interaction; and the efficacy of digital channels in reaching a large, internet-savvy audience. The study demonstrates how these techniques combine boost brand visibility

and have a major impact on brand identification.

**Kristen Giombi, Catherine Viator, Juliana Hoover, Janice Tzeng, Helen W. Sullivan, Amie C. O'Donoghue, Brian G. Southwell, and Leila C. Kahwati (2022)** published "A study on the impact of digital advertising on brand awareness." This study looks at how online marketing affect customer behavior and brand recognition. It focuses on three essential factors: the relevance of engaging and tailored advertising experiences in improving brand recall; the importance of personalized content in establishing consumer trust; and the overall influence of digital ads on increasing brand awareness. The study's findings indicate that interactive and targeted digital advertising methods considerably boost customer engagement and brand identification.

**Karen Karen (2022)** carried out "A study on the role of social media and influence research gate in boosting brand awareness." This study looks at how digital marketing methods including social media campaigns, search engine optimization (SEO), and content marketing affect brand recognition. It focuses on three key points: the role of engaging digital content and targeted

advertising in increasing brand recall among internet users; the value of interactive and personalized marketing in strengthening consumer connections; and the impact of these strategies on brand recognition. The study finds that focused and interactive digital marketing strategies dramatically increase customer engagement and brand visibility.

**Haq, Navid Alvi (2024)** conducted "A Study on the Impact of Digital Marketing on Brand Awareness." This study looks at how internet marketing is changing the car sector in Bangladesh, specifically in terms of Japanese car imports. It focuses on four critical areas: the role of social media marketing in increasing brand awareness, customer engagement, and trust; the analysis of consumer behavior and preferences, as well as how Dream Car House uses digital platforms to meet customer expectations; the role of targeted ads and search engine optimization (SEO) in improving brand visibility; and the overall effectiveness of digital promotional strategies in lead generation. According to the survey, personalized digital marketing activities increase brand exposure and consumer trust in the automotive business.

### 3 RESEARCH METHODOLOGY:

Research methodology refers to the systematic framework and techniques employed to collect, Analyse, and interpret data in order to address research questions or hypotheses. It encompasses the selection of appropriate methods for data collection (quantitative or qualitative), the design of experiments or surveys, and the application of statistical or analytical tools to derive meaningful insights. The methodology not only ensures the validity, reliability, and accuracy of findings but also aligns the research process with its objectives, enabling researchers to draw informed conclusions and make data-driven recommendations. It serves as the backbone of any study, guiding its structure and ensuring the integrity of the results.

#### 3.1 SCOPE OF THE STUDY :

- To examine the influence of digital marketing strategies (social media campaigns, SEO, content marketing, and targeted ads) on brand awareness.
- To understand how digital platforms shape consumer perceptions, increase brand recall, and influence buying decisions.

- To analyze the role of personalized and interactive content in building consumer trust and enhancing brand engagement.
- To evaluate the effectiveness of tailored marketing in connecting with internet-savvy consumers.
- To identify key factors contributing to brand awareness such as content quality, engagement levels, and customer-centric initiatives

### **3.2 RESEARCH OBJECTIVES :**

- To Evaluate the role of Digital Marketing Channels in Enhancing Brand Awareness.
- To Analyze Consumer Perceptions of Digital Marketing Strategies and Influence on Brand Recall.
- To Examine Demographic Differences in the Effectiveness of Digital Marketing Campaigns on Brand Awareness.
- To Assess the Impact of Digital Marketing Content on Consumer Trust and Loyalty.
- To Explore the Relationship Between Frequency of Exposure to Digital Marketing and its Impact on Brand Awareness.

### **3.3 DATA COLLECTION :**

The study uses quantitative data collected through structured surveys targeting consumers who engage with brands on digital platforms like social media, e-commerce websites, and email campaigns. Key metrics include consumer perceptions, brand recall, and the frequency of digital platform usage.

Primary data will be gathered from diverse respondents using purposive sampling, ensuring representation across demographics and industries. Secondary data from industry reports and literature will supplement the analysis to provide a well-rounded understanding of digital marketing's impact on brand awareness.

### **SAMPLE DESIGN:**

- **Population:** Consumers actively engaging with brands through digital platforms.
- **Sampling Method:** Purposive sampling to include users from diverse digital channels like social media, e-commerce websites, and email marketing.
- **Sample Size:** Minimum of 155 respondents to ensure robust quantitative analysis.

### **3.4 RESEARCH HYPOTHESIS**

**Correlation**

- **Null Hypothesis(H0):** There is no Significant Correlation between the two variables
- **Alternate Hypothesis(H1):** There is a Significant Correlation between the two variables

**Regression**

- **Null Hypothesis(H0):** There is no significant relationship between dependent and independent variable
- **Alternate Hypothesis(H1):** There is a significant relationship between dependent and independent variable.

**Chi square**

- **Null Hypothesis(H0):** there is no significant association between the variables
- **Alternate Hypothesis(H1):** there is a significant association between the variables

**Anova**

- **Null Hypothesis(H0):** there is no significant difference between the means of the different groups.

- **Alternate Hypothesis(H1):** there is a significant difference between the means of the different groups.

**Logistic Regression:**

- **Null Hypothesis(H0):** there is no significant relationship between the independent variable and the dependent variable
- **Alternate Hypothesis(H1):** there is a significant relationship between the independent variable and the dependent variable

**3.5 LIMITATIONS:**

- Reliance on self-reported data may introduce bias.
- Limited to respondents with digital access, excluding offline consumers.
- Demographic representation may not be fully comprehensive.
- Rapid changes in digital marketing trends may affect relevance.
  - Cross-industry variability could limit generalizability.

**4. DATA ANALYSIS &****INTERPRETATION:**

**For Objective-1:** To Evaluate the role of Digital Marketing Channels in Enhancing Brand Awareness.

Correlation analysis of how often do you interact with brand related digital content in a week? And how frequently do you recall brand names after interacting with these channels?

### Hypothesis:

Null Hypothesis(H0): There is no Significant Correlation between the two variables

Alternate Hypothesis(H1): There is a Significant Correlation between the two variables

**Correlations**

		How often Do you interact with brand related digital Content in a week ?	How Frequently do you recall brand names after interacting with these channels?
How often Do you interact with brand related digital Content in a week ?	Pearson Correlation	1	.611**
	Sig. (2-tailed)		.000
	N	155	155
How Frequently do you recall brand names after interacting with these channels?	Pearson Correlation	.611**	1
	Sig. (2-tailed)	.000	
	N	155	155

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Interpretation:

Correlation Coefficient=0.611

So, the variables “Interaction with Brand related digital content” and “recall brand

names after interacting” are Moderately correlated.

That means Digital Marketing Channels and Brand Awareness are Correlated Moderately. Here Sig value=0.000, which is less than 0.05, So we reject null hypothesis that means there is a significant correlation between the two variables.

### Descriptive Analysis for How Frequently do you recall brand names after interacting with these channels?

**How Frequently do you recall brand names after interacting with these channels?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	4	2.6	2.6	2.6
	Rarely	9	5.8	5.8	8.4
	Sometimes	27	17.4	17.4	25.8
	Often	50	32.3	32.3	58.1
	Always	65	41.9	41.9	100.0
	Total	155	100.0	100.0	

#### Interpretation:

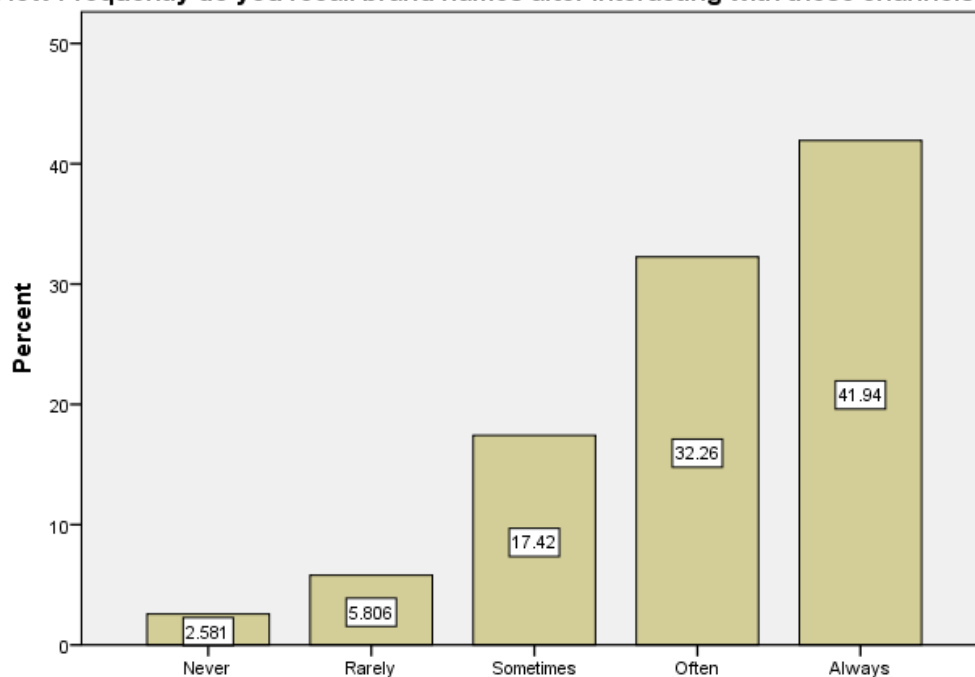
For the question “How Frequently do you recall brand names after interacting with these channels?”, Out off 155 responses 65 responses (41.9%) are “Always”, 50 responses (32.3%) are often, 27 responses (17.4%) are sometimes, 9 responses (5.8%)

are Rarely, and 4 responses (2.6%) are Never.

That means People can recall Brand names Quite Good after interacting with Marketing Channels.

#### Bar Chart:

**How Frequently do you recall brand names after interacting with these channels?**



How Frequently do you recall brand names after interacting with these channels?

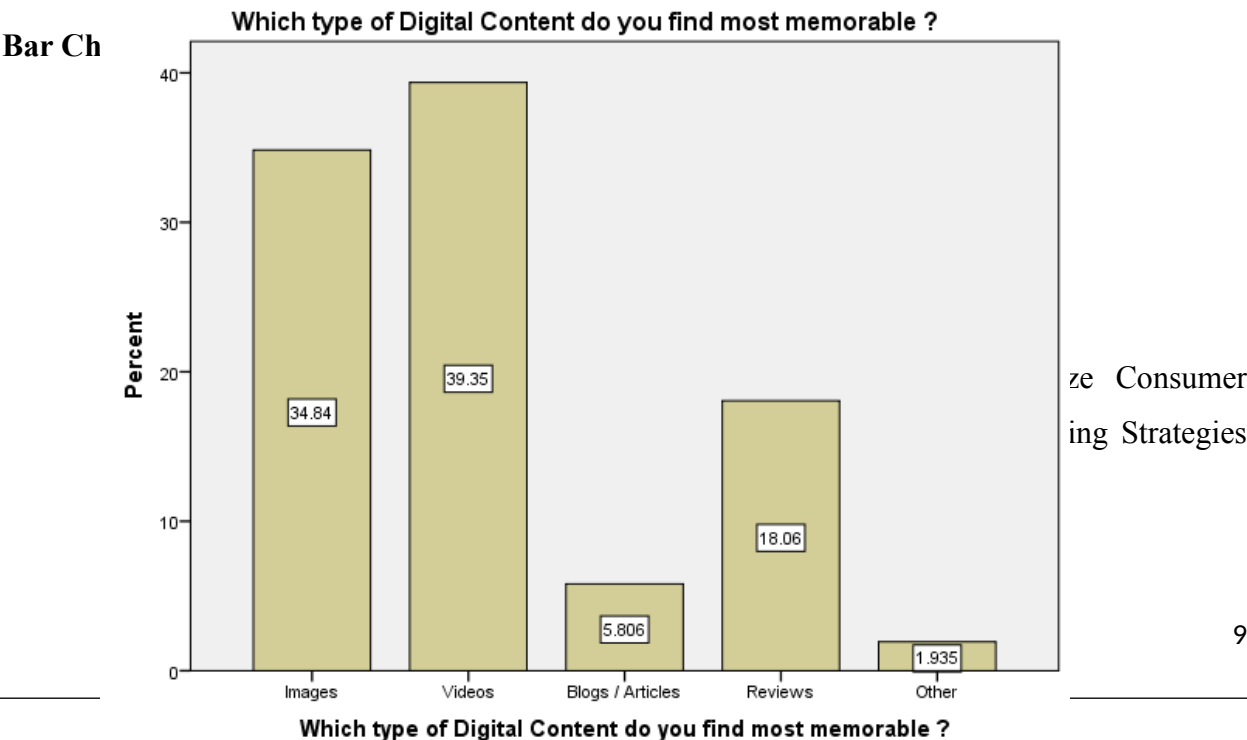
Descriptive Analysis for Which type of Digital Content do you find most memorable?

Which type of Digital Content do you find most memorable ?

		Frequency	Percent	Valid Percent	Cumulative Percent
In Fo Cc of	Valid Images	54	34.8	34.8	34.8
	Videos	61	39.4	39.4	74.2
	Blogs / Articles	9	5.8	5.8	80.0
	Reviews	28	18.1	18.1	98.1
	Other	3	1.9	1.9	100.0
	Total	155	100.0	100.0	

nts  
d 9  
So  
ital

they would find Videos as the most content according to the analysis.



### Regression Analysis of Do you trust brands more after seeing their digital

(frequently recall brand names after interacting with these channels).

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.365	1	34.365	40.689	.000 <sup>b</sup>
	Residual	129.222	153	.845		
	Total	163.587	154			

a. Dependent Variable: How Frequently do you recall brand names after interacting with these channels?

b. Predictors: (Constant), Do you trust brands more after seeing their digital marketing content ?

marketing content? On How frequently do you recall brand names after interacting with these channels?

#### Hypothesis:

**Null Hypothesis(H0):** There is no significant relationship between dependent and independent variable

**Alternate Hypothesis(H1):** There is a significant relationship between dependent and independent variable.

#### Interpretation:

Here R-squared value is 0.210 that means the independent variable (Trust brands more after seeing their digital marketing content) explains 21% of dependent variable

#### Interpretation:

Here sig value=0.00 which is less than 0.05, so we reject null hypothesis.so, there is a

significant relationship between dependent

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.912	.343		5.567	.000
	Do you trust brands more after seeing their digital marketing content ?	.599	.094	.458	6.379	.000

a. Dependent Variable: How Frequently do you recall brand names after interacting with these channels?

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458 <sup>a</sup>	.210	.205	.919

a. Predictors: (Constant), Do you trust brands more after seeing their digital marketing content ?

#### Interpretation:

Here sig value is 0.00, that means we reject null hypothesis, so that there is significant relationship between the dependent (How frequently do you recall brand names after interacting with these channels) and independent variable (you trust brands more after seeing their digital marketing content)

The regression equation is (frequently do you recall brand names after interacting with these channels) = 0.500(Do you trust brands

**Chi-square Test for Have you ever attended a webinar or online event hosted by a brand? Correlates with how frequently do you recall brand names after interacting with these channels?**

#### Hypothesis:

**Null Hypothesis-(H0):** there is no significant association between the variables

**Alternate Hypothesis-(H1):** there is a significant association between the variables

**How Frequently do you recall brand names after interacting with these channels? \***  
**Have you ever Attended a Webinar or online event hosted by a brand?**  
**Crosstabulation**

Count		Have you ever Attended a Webinar or online event hosted by a brand?		Total
		Yes	No	
How Frequently do you recall brand names after interacting with these channels?	Never	3	1	4
	Rarely	3	6	9
	Sometimes	3	24	27
	Often	17	33	50
	Always	11	54	65
Total		37	118	155

There is a significant association or correlation between the variables.

**Interpretation:**

Here for the questions (how frequently do you recall brand names after interacting with these channels?) and (Have you ever attended a webinar or online event hosted by a brand?) The respondents who said Never and Yes are 3, who said Never and No is 1, The respondents Who said Rarely and Yes 3, Who said Rarely and No is 6, The respondents who said Sometimes and Yes are 3, Who said Sometimes and No is 24, The respondents Who said Often and Yes are 17, Who said Often and No is 33, The respondents who said Always and Yes are 11, who said Always and No is 54.

**Interpretation:**

Here  $\text{sig}=0.01$ , so we reject null hypothesis, accept alternative hypothesis. So,

## Chi-Square Tests

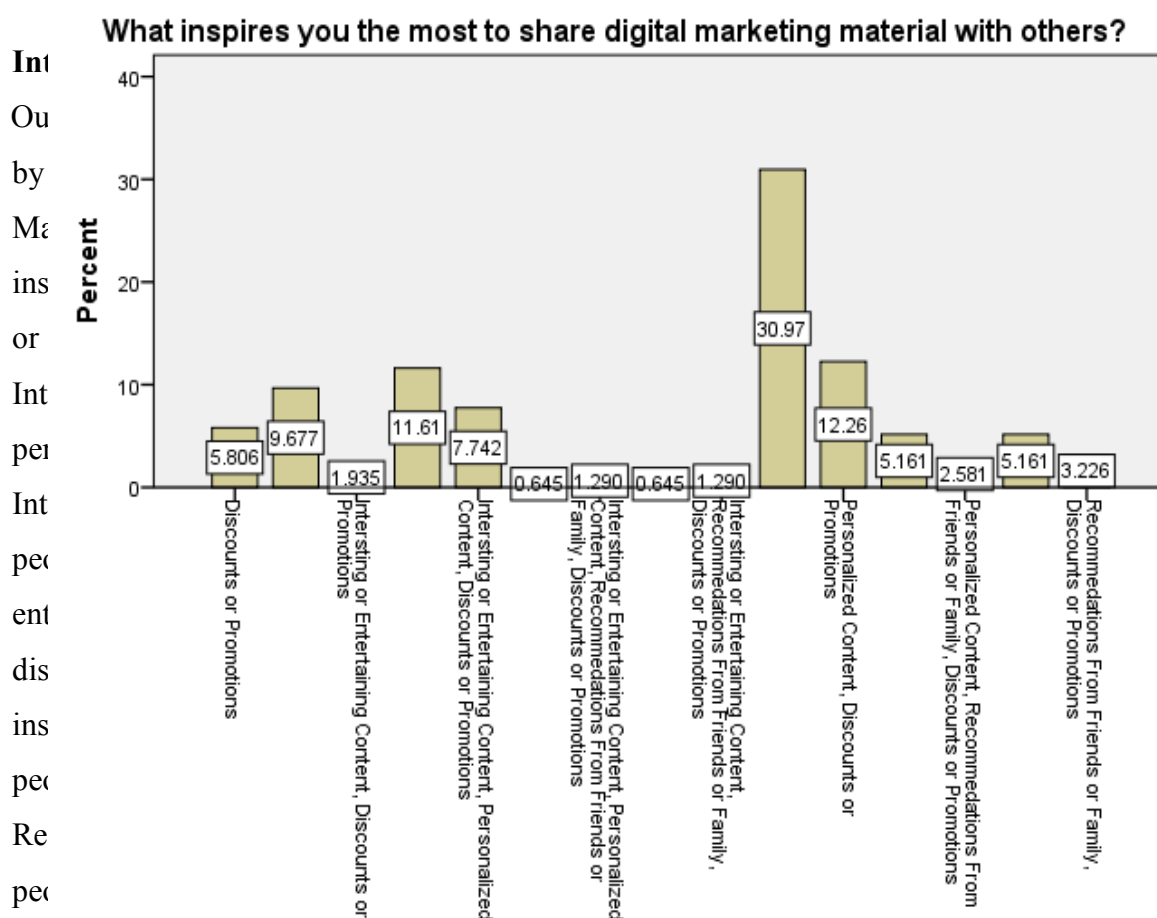
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.166 <sup>a</sup>	4	.010
Likelihood Ratio	12.370	4	.015
Linear-by-Linear Association	2.653	1	.103
N of Valid Cases	155		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .95.

## Marketing material with others?

## digital marketing material with others?

Frequency	Percent	Valid Percent	Cumulative Percent
9	5.8	5.8	5.8
15	9.7	9.7	15.5
3	1.9	1.9	17.4
18	11.6	11.6	29.0
12	7.7	7.7	36.8
1	.6	.6	37.4
2	1.3	1.3	38.7
1	.6	.6	39.4
2	1.3	1.3	40.6
Personalized Content	48	31.0	71.6
Personalized Content, Discounts or Promotions	19	12.3	83.9
Personalized Content, Recommendations From Friends or Family	8	5.2	89.0
Personalized Content, Recommendations From Friends or Family, Discounts or Promotions	4	2.6	91.6
Recommendations From Friends or Family	8	5.2	96.8
Recommendations From Friends or Family, Discounts or Promotions	5	3.2	100.0
Total	155	100.0	100.0



from friends or family, discounts or promotions, 4 people are inspired by personalized content, recommendations from friends or family, discounts or promotions, 3 people are inspired by interesting or entertaining content, discounts or promotions, 2 people are inspired by interesting or entertaining content, personalized content, 2 people are inspired by interesting or entertaining content, 1 person are inspired by interesting or entertaining content, personalized content, and 1 person are inspired by interesting or personalized content.

**For Objective-3:** To examine demographic differences in the effectiveness of digital marketing campaigns on brand awareness

**ANOVA to compare How frequently do you recall brand names after interacting with these channels? Across Age groups, Gender, Educational Level**

**Hypothesis:**

**Null Hypothesis(H<sub>0</sub>):** there is no significant difference between the means of 'age' and 'recalling brand names after interacting with these channels'

**Alternate Hypothesis(H1):** there is a significant difference between the means of ‘age’ and ‘recalling brand names after interacting with these channels’

#### Descriptives

How Frequently do you recall brand names after interacting with these channels?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
10-20	22	4.00	.756	.161	3.66	4.34	3	5
20-30	115	4.03	1.063	.099	3.83	4.22	1	5
30-40	15	4.40	.828	.214	3.94	4.86	3	5
40-above	3	3.67	2.309	1.333	-2.07	9.40	1	5
Total	155	4.05	1.031	.083	3.89	4.22	1	5

#### ANOVA

How Frequently do you recall brand names after interacting with these channels?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.399	3	.800	.749	.525
Within Groups	161.188	151	1.067		
Total	163.587	154			

#### Interpretation:

Here sig=0.525 which is greater than 0.05 so, we accept null hypothesis so, there is no significant difference between the means of ‘age’ and ‘recalling brand names after interacting with these channels’

#### Hypothesis:

**Null Hypothesis(H0):** there is no significant difference in how frequently brand names are recalled across the different age groups.

**Alternate Hypothesis(H1):** there is a significant difference in how frequently brand names are recalled across the different age groups.

## Post Hoc Tests

### Multiple Comparisons

Dependent Variable: How Frequently do you recall brand names after interacting with these ...

Tukey HSD

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10-20	20-30	-.026	.240	1.000	-.65	.60
	30-40	-.400	.346	.655	-1.30	.50
	40-above	.333	.636	.953	-1.32	1.99
20-30	10-20	.026	.240	1.000	-.60	.65
	30-40	-.374	.284	.553	-1.11	.36
	40-above	.359	.604	.934	-1.21	1.93
30-40	10-20	.400	.346	.655	-.50	1.30
	20-30	.374	.284	.553	-.36	1.11
	40-above	.733	.653	.676	-.96	2.43
40-above	10-20	-.333	.636	.953	-1.99	1.32
	20-30	-.359	.604	.934	-1.93	1.21
	30-40	-.733	.653	.676	-2.43	.96

## Interpretation:

The significance value for the comparison between the **10-20** and **20-30** age groups is **1.000**, which is much higher than 0.05.

Since all significance values are greater than 0.05, we fail to reject the null hypothesis. "The results indicate that there is no significant difference in how frequently

Similarly, comparisons between all other groups (10-20 vs 30-40, 20-30 vs 40-above, etc.) also yield **non-significant p-values**.

brand names are recalled across the different age groups. The mean recall rates are not significantly affected by age

**Descriptives**

How Frequently do you recall brand names after interacting with these channels?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	68	4.04	1.071	.130	3.78	4.30	1	5
Female	84	4.05	1.005	.110	3.83	4.27	1	5
Prefer Not to Say	3	4.33	1.155	.667	1.46	7.20	3	5
Total	155	4.05	1.031	.083	3.89	4.22	1	5

**ANOVA**

How Frequently do you recall brand names after interacting with these channels?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.243	2	.122	.113	.893
Within Groups	163.344	152	1.075		
Total	163.587	154			

**Interpretation:**

Here sig=0.893 which is greater than 0.05 so, we accept null hypothesis so, there is no significant difference between the means of 'gender' and 'recalling brand names after interacting with these channels'

**Hypothesis:**

**Null Hypothesis(H0):** there is no significant difference in how frequently brand names are recalled across the different genders.

**Alternate Hypothesis(H1):** there is a significant difference in how frequently brand names are recalled across the different genders.

## Post Hoc Tests

### Multiple Comparison

Dependent Variable: How Frequently do you recall brand  
Tukey HSD

(I) Gender	(J) Gender	Mean Difference (I-J)
Male	Female	-.004
	Prefer Not to Say	-.289
Female	Male	.004
	Prefer Not to Say	-.286
Prefer Not to Say	Male	.289
	Female	.286

### Interpretation:

The significance value for the comparison between the **male** and **female** gender is **1.000**, which is much higher than 0.05.

Similarly, comparisons between all other groups (male vs prefer not to say, female vs prefer not to say.) also yield **non-significant p-values**.

Since all significance values are greater than 0.05, we fail to reject the null hypothesis. "The results indicate that there is no significant difference in how frequently brand names are recalled across the different genders. The mean recall rates are not significantly affected by gender."

### Descriptives

How Frequently do you recall brand names after interacting with these channels?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
High School	12	3.42	1.240	.358	2.63	4.20	1	5
Undergraduate	55	3.84	1.050	.142	3.55	4.12	2	5
Postgraduate	84	4.31	.864	.094	4.12	4.50	1	5
Doctorate	4	3.50	1.915	.957	.45	6.55	1	5
Total	155	4.05	1.031	.083	3.89	4.22	1	5

How Frequently do you recall brand names after interacting with these channels?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.191	3	4.730	4.781	.003
Within Groups	149.396	151	.989		
Total	163.587	154			

### Interpretation:

Here sig=0.003 which is less than 0.05 so, we reject null hypothesis so, we accept alternative hypothesis, there is significant difference between the means of 'Educational Level' and 'recalling brand names after interacting with these channels.'

### Hypothesis:

#### High School vs. Undergraduate

- **Null Hypothesis (H0):** There is no significant difference in brand recall between High School and Undergraduate students.

- **Alternate Hypothesis (H1):** There is a significant difference in brand recall between High School and Undergraduate students.

#### **High School vs. Postgraduate**

- **Null Hypothesis (H0):** There is no significant difference in brand recall between High School and Postgraduate students.
- **Alternate Hypothesis (H1):** There is a significant difference in brand recall between High School and Postgraduate students.

#### **High School vs. Doctorate**

- **Null Hypothesis (H0):** There is no significant difference in brand recall between High School and Doctorate students.
- **Alternate Hypothesis (H1):** There is a significant difference in brand recall between High School and Doctorate students.

#### **Undergraduate vs. Postgraduate**

- **Null Hypothesis (H0):** There is no

significant difference in brand recall between Undergraduate and Postgraduate students.

- **Alternate Hypothesis (H1):** There is a significant difference in brand recall between Undergraduate and Postgraduate students.

#### **Undergraduate vs. Doctorate**

- **Null Hypothesis (H0):** There is no significant difference in brand recall between Undergraduate and Doctorate students.
- **Alternate Hypothesis (H1):** There is a significant difference in brand recall between Undergraduate and Doctorate students.

#### **Postgraduate vs. Doctorate**

- **Null Hypothesis (H0):** There is no significant difference in brand recall between Postgraduate and Doctorate students.
- **Alternate Hypothesis (H1):** There is a significant difference in brand recall between Postgraduate and Doctorate students.

## Post Hoc Tests

### Multiple Comparisons

Dependent Variable: How Frequently do you recall brand names after interacting with these channels?

Tukey HSD

(I) Educational Level	(J) Educational Level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
High School	Undergraduate	-.420	.317	.549	-1.24	.40
	Postgraduate	-.893 <sup>*</sup>	.307	.022	-1.69	-.10
	Doctorate	-.083	.574	.999	-1.58	1.41
Undergraduate	High School	.420	.317	.549	-.40	1.24
	Postgraduate	-.473 <sup>*</sup>	.173	.034	-.92	-.02
	Doctorate	.336	.515	.914	-1.00	1.67
Postgraduate	High School	.893 <sup>*</sup>	.307	.022	.10	1.69
	Undergraduate	.473 <sup>*</sup>	.173	.034	.02	.92
	Doctorate	.810	.509	.387	-.51	2.13
Doctorate	High School	.083	.574	.999	-1.41	1.58
	Undergraduate	-.336	.515	.914	-1.67	1.00
	Postgraduate	-.810	.509	.387	-2.13	.51

\*. The mean difference is significant at the 0.05 level.

### Interpretation:

High School vs. Undergraduate: The significance (Sig.) is 0.549. Since  $0.549 > 0.05$ , there is no significant difference in brand recall between High School and Undergraduate students.

High School vs. Postgraduate: The Sig. value is 0.307. This is also not statistically significant.

High School vs. Doctorate: The Sig. value is 0.574, indicating no significant difference.

Undergraduate vs. Postgraduate: The Sig. value is 0.034. This is significant, indicating that the Undergraduate group recalls brands more frequently than the Postgraduate group.

Undergraduate vs. Doctorate: The Sig. value is 0.715, showing no significant difference.

Postgraduate vs. Doctorate: The Sig. value is 0.022, which is significant (indicating Postgraduates recall brands more frequently than Doctorates).

**For Objective-4:** To Assess the Impact of Digital Marketing Content on Consumer Trust and Loyalty.

**Logistic Regression to predict ‘Has digital marketing content influenced your decisions to remain loyal to a brand?’**  
**Based on ‘Do you trust brands more after seeing their digital marketing content?’**  
**And ‘how often do you interact with brand related digital content in a week?’**

**Classification Table<sup>a,b</sup>**

			Predicted		
			Has Digital Marketing content influenced your decision to remain loyal to a brand?		Percentage Correct
			Yes	No	
Step 0	Observed				
	Has Digital Marketing content influenced your decision to remain loyal to a brand?	Yes	126	0	100.0
		No	29	0	.0
Overall Percentage					81.3

a. Constant is included in the model.

b. The cut value is .500

**Interpretation:**

Here without considering the independent variables (Do you trust brands more after

seeing their digital marketing content?"

"How often do you interact with brand-related digital content in a week?") , the overall percentage is 81.3 %

**Classification Table<sup>a</sup>**

			Predicted		
			Has Digital Marketing content influenced your decision to remain loyal to a brand?		Percentage Correct
			Yes	No	
Step 1	Observed				
	Has Digital Marketing content influenced your decision to remain loyal to a brand?	Yes	125	1	99.2
		No	27	2	6.9
Overall Percentage					81.9

a. The cut value is .500

**Interpretation:**

Here with considering the independent variables (Do you trust brands more after seeing their digital marketing content?", "How often do you interact with brand-related digital content in a week?"), the overall percentage is 81.9 %

**For the variable "Do you trust brands more after seeing their digital marketing content" (X1, X2, X3, X4):**

**Null Hypothesis (Ho):** There is no significant effect of trust in brands after seeing their digital marketing content (categories X1, X2, X3, X4) on the decision to remain loyal to a brand.

**Hypothesis:**

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant effect of trust in brands after seeing their digital marketing content (categories X1, X2, X3, X4) on the decision to remain loyal to a brand

**For the variable "How often do you interact with brand-related digital content in a week" (X5, X6, X7):**

**Null Hypothesis (H<sub>0</sub>):** There is no significant effect of the frequency of interacting with brand-related digital content (X5, X6, X7) on the decision to remain loyal to a brand.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant effect of the frequency of interacting with brand-related digital content (X5, X6, X7) on the decision to remain loyal to a brand.

Variables in the Equation							
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup>	Doyoutrustbrandsmoreafterseeingtheirdigitalmarketingcontent			2.299	4	.681	
	Doyoutrustbrandsmoreafterseeingtheirdigitalmarketingcontent(1)	-1.380	1.442	.916	1	.338	.252
	Doyoutrustbrandsmoreafterseeingtheirdigitalmarketingcontent(2)	-1.006	1.352	.554	1	.457	.366
	Doyoutrustbrandsmoreafterseeingtheirdigitalmarketingcontent(3)	-1.602	1.359	1.391	1	.238	.201
	Doyoutrustbrandsmoreafterseeingtheirdigitalmarketingcontent(4)	-19.320	13556.153	.000	1	.999	.000
	HowoftenDoyouinteractwithbrandrelateddigitalContentinaweek			.925	3	.819	
	HowoftenDoyouinteractwithbrandrelateddigitalContentinaweek(1)	.115	.815	.020	1	.888	1.122
	HowoftenDoyouinteractwithbrandrelateddigitalContentinaweek(2)	-.365	.791	.213	1	.645	.694
	HowoftenDoyouinteractwithbrandrelateddigitalContentinaweek(3)	-20.157	5076.382	.000	1	.997	.000
	Constant	.655	1.253	.273	1	.601	1.926

a. Variable(s) entered on step 1: Doyoutrustbrandsmoreafterseeingtheirdigitalmarketingcontent, HowoftenDoyouinteractwithbrandrelateddigitalContentinaweek.

**Interpretation:**

The logistic regression results indicate that none of the predictor variables, including trust in digital marketing content and frequency of digital interaction, are statistically significant in predicting the outcome (all p-values > 0.05). The odds ratios (Exp(B)) suggest slight changes in odds, with most predictors reducing the likelihood of the outcome, but these effects Here X1, X2, X3, X4 represent the categories of Do you trust brands more after seeing their digital marketing content, And

are not meaningful due to lack of significance. Overall, the model does not provide strong evidence that the included variables influence the outcome, suggesting the need for further analysis or additional predictors to improve the model.

The logistic regression equation is  $\text{logit}(p) = 0.655 + (-1.380)X_1 + (-1.006)X_2 + (-1.602)X_3 + (-19.320)X_4 + (-0.115)X_5 + (-0.365)X_6 + (-20.157)X_7 + 0.655$

X5, X6, X7 represent How Often do you interact with brand related digital content in a week.

**Objective 5:** To explore the relationship between frequency of exposure to digital Regression Analysis to determine ‘How often do you interact with brand-related digital content in a week? Predicts ‘How

marketing and its impact on brand awareness

**frequently do you recall brand names after interacting with these channels?**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 <sup>a</sup>	.373	.369	.819

a. Predictors: (Constant), How often Do you interact with brand related digital Content in a week ?

**Interpretation:**

Here R-squared value is 0.373 that means the independent variable (“How often do you interact with brand-related digital content in a week?”) explains 37.3% of dependent variable (“How frequently recall brand names after interacting with these channels?”)

**Hypothesis:**

**Null Hypothesis(H0):** there is no significant relationship between dependent and independent variable.

**Alternate Hypothesis(H1):** there is a significant relationship between dependent and independent variable.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.996	1	60.996	90.968	.000 <sup>b</sup>
	Residual	102.591	153	.671		
	Total	163.587	154			

a. Dependent Variable: How Frequently do you recall brand names after interacting with these channels?

b. Predictors: (Constant), How often Do you interact with brand related digital Content in a week ?

**Interpretation:**

Here sig value=0.00 which is less than 0.05, so we reject null hypothesis. So, there is a significant relationship between dependent ("How frequently do you recall brand names

after interacting with these channels?") and independent variable ("How often do you interact with brand-related digital content in a week?")

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.922	.233		8.257	.000
	How often Do you interact with brand related digital Content in a week ?	.691	.072	.611	9.538	.000

a. Dependent Variable: How Frequently do you recall brand names after interacting with these channels?

**Interpretation:**

Here sig value=0.00 that means we reject null hypothesis, so that there is a significant relationship between the dependent (How Frequently do you recall brand anmes after interacting with these channels?) and independent variable (How often do you

interact with brand related digital content in a week?)

The regression equation is (How Frequently do you recall brand names after interacting with these channels?) = 0.691(How often do you interact with brand related digital content in a week?) + 1.922

## 5

### . FINDINGS:

- The study finds that videos are the most memorable type of digital content, selected by 39.4% of respondents, followed by images (34.8%), reviews (18.1%), and blogs/articles (5.8%). This highlights the significant role of visual and engaging channels in capturing audience attention. Furthermore, the moderate correlation (0.611) between interaction with digital content and brand recall demonstrates that active engagement with these channels boosts brand awareness. Similarly, the frequency of interaction ( $R^2 = 0.373$ ) strongly predicts brand recall, indicating that consistent exposure to digital marketing channels significantly enhances brand awareness.
- The study reveals that trust in brands, developed after exposure to digital marketing, positively influences brand recall frequency, with an R-squared value of 0.210 explaining 21% of the variance in recall. This indicates that consumer trust, a critical perception-based factor, reinforces their ability to recall brands. Additionally, the finding that videos are the most memorable content type reflects consumer preferences for engaging and impactful formats, which directly affect how digital strategies influence brand recall.
- The study finds that educational level impacts brand recall, with undergraduates recalling brands better than postgraduates, who in turn outperform doctorate-level respondents. This suggests that campaigns should consider educational segmentation to optimize effectiveness. However, no significant differences in brand recall were observed across age groups ( $p = 0.525$ ) or genders ( $p = 0.893$ ), indicating that these demographics do not significantly influence the effectiveness of digital marketing campaigns.
- The study highlights that trust in brands after exposure to digital marketing positively impacts brand recall frequency ( $R^2 = 0.210$ ), showing that trust-building strategies foster stronger brand recall. However, the logistic regression model shows no significant predictors for loyalty ( $p > 0.05$ ), suggesting that while trust influences recall, it does not necessarily translate into consumer loyalty. This indicates that other factors outside the scope

of this study may play a more prominent role in building loyalty.

- The study demonstrates that frequency of interaction with digital content strongly predicts brand recall, with an R-squared value of 0.373. This finding establishes a clear relationship between repeated exposure and brand awareness, emphasizing that consistent engagement with digital marketing content significantly enhances consumers' ability to recall brands. Additionally, the moderate correlation (0.611) between interaction and recall

supports this conclusion, reinforcing the importance of frequent exposure in driving brand awareness.

- The findings collectively reveal that digital marketing channels like videos, alongside consumer trust and consistent interaction, play a pivotal role in enhancing brand awareness. Demographics such as educational level also influence brand recall, but factors like age and gender have minimal impact. While trust-building efforts effectively enhance recall, fostering loyalty may require additional strategies beyond those examined in this study.

## 6.

### SUGGESTIONS

- As the study observed a moderate correlation (Correlation Coefficient = 0.611) between interaction with digital content and brand recall, businesses should prioritize creating engaging digital campaigns to enhance consumer interaction.
- Since videos were identified as the most memorable digital content type by 39.4% of respondents, companies are advised to focus on video content as a key element in their digital marketing strategies.
- With regression analysis showing that trust in digital marketing content explains 21% of the variance in brand recall ( $R^2 = 0.210$ ), businesses should design trust-building digital content to improve recall and consumer perception.
- As the findings indicate no significant differences in brand recall across age groups ( $p = 0.525$ ) or genders ( $p = 0.893$ ), organizations can adopt uniform digital marketing strategies for these demographics without customization.

- The study shows that education level impacts recall, with undergraduates performing better than postgraduates. Marketers should craft content that appeals to the educational background of their target audience to maximize recall.
- While logistic regression analysis did not find significant predictors for loyalty (accuracy improved slightly from 81.3% to 81.9%), personalized and interactive content

remains essential for fostering customer relationships and should remain a priority for businesses.

- As frequency of interaction with digital content strongly predicts brand recall ( $R^2 = 0.373$ ), businesses should maintain regular and balanced exposure of digital marketing content to avoid overexposure and maximize recall.

## 7.

### CONCLUSION

After conducting a detailed research process that included data collection, statistical analysis, and interpretation, this study aimed to evaluate the impact of digital marketing strategies on brand awareness. The findings provide insights into the effectiveness of digital marketing channels, consumer

perceptions, demographic influences, and the role of trust and exposure frequency in enhancing brand recall. This study offers valuable information for businesses to optimize their digital marketing strategies, improve consumer engagement, and strengthen brand recognition in a competitive market

### BIBLIOGRAPHY

- Senadeera, M., The Impact of Digital Marketing on Brand Awareness, University of Colombo, October 2023. Retrieved from [PDF] The Impact of Digital Marketing on Brand Awareness.
- Karen, & Zai, I., How Digital Marketing

Enhances Brand Awareness and Customer Reach, Management and Business Review (MBR), 6(2), 2022, pp. 45-67.

- Giombi, K., Viator, C., Hoover, J., Tzeng, J., Sullivan, H. W., O'Donoghue, A. C., Southwell, B. G., & Kahwati, L. C., The Impact of Digital Advertising on Brand Awareness, PLOS ONE, February 3, 2022,

Vol. 17, No. 1, pp. e0262231.

- Karen, K., The Role of Social Media and Influence Research Gate in Boosting Brand Awareness, University of Presov in Presov, December 2022. Retrieved from [PDF]

Analyzing the Effects of Digital Marketing on Brand Awareness Among Internet Users.

- Haq, N. A., Impact of Digital Marketing on Brand Awareness, January 2024, Vol. 12, No. 2, pp. 99-114.