

Digital Marketing: Strategies for building Brand Image /Brand Preference

S. Sreekanth*

Dr. Y. Jahangir**

***Research Scholar, Department of Business Management Osmania University, Hyderabad**

****Assistant Professor, Department of Business Management, Osmania University, Hyderabad**

Abstract

Branding decisions are becoming complex in the modern era of digitalization. Technology improvement in the field of telecommunications changing the marketing scenario in the country. The intense competition in the business making business firms in innovative and creative ideas to enhance the market share thereby increasing profitability and long term existence. The behavior of customers in the globalization era is complex as more information reaching to them. This situation leads to adopt more creative techniques in winning the hearts of customers. Methodology adopted here to know the effect of digitalization of marketing strategy in building brand image and brand preference is based on pilot study collecting primary data through structured questionnaire and also secondary data wherever necessary. This pilot study conducted both in selected rural as well as urban areas of Telangana state. This paper will reveal the behavior of customers exist in selected rural and urban areas of the state.

Key words: *Digital Marketing Strategy, Brand Preference, Brand Image, Urban Area, Rural Area.*

Introduction:

Digital Marketing allows marketers to see accurate results in real time because Return On Investment can be known. Digital Market enables to see the exact number of people who have viewed company's or brand's website homepage in real time by Digital Analysis Software. One can be able to know how many pages they visited, device they are using and location etc. This information helps companies to prioritize the marketing channels to spend more or less time based on the number of people those channels are driving to company's website. Digital

Marketing enables companies to identify the pattern in people's behavior. Mobile Marketing is occupying important place in Digital Marketing. Mobile Apps are becoming prominent now-a-days for companies in promoting their business. Digital Marketers can monitor things like what is being viewed, how often and for how long, sales conversion, what content works etc. So internet is the channel which is closely associated with Digital Marketing. Knowing customers is not enough today but knowing them better than anybody is important.

Marketing of products or services using digital technologies not only on the internet but also including mobile phones, display advertising, and any other digital medium. It is the promotion of products or brands through one or more forms of electronic media different from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand the working of marketing strategy people spend more time on online. Marketing is connecting customer at right place and at the right time.

Strategies For Building Brand Image

Search Engine Optimization (SEO)

It is the process of optimizing website of the brand to rank higher in search engine results pages, therefore increasing the amount of traffic that the brand receives.

Content Marketing

It is the way of creating and promoting content for the purpose of generating brand awareness, brand image and brand preference.

Social Media Marketing

It is used for promoting brand on social media channels to increase the brand awareness there by creating brand image.

Pay Per Click (PPC)

It is the mode of paying publisher every time brand advertisement clicked. This will indicate the brand awareness and brand image in the market.

Email Marketing

It is a way of communicating with the customers. It is used to promote brands by discounts, content, conducting events. This kind of marketing is known as lead generation marketing.

Challenges:

Customers use multiple digital channels this pose a challenge for companies to decide which channel is best suited to the given condition. Due to availability and accessibility competition is more in Digital Marketing. Moreover lots of information regarding products and brands flooded in the digital channels this confuse customers in making quick decisions. To overcome these difficulties companies try to maintain relationship with customers in digital as well as traditional mode. Companies are to be quick enough to respond to the dynamic behavior of customers.

Findings:

It was observed from the study in Urban and rural areas there is a strong tendency of brand image is associated with digital marketing strategies. Urban customers are of the opinion that digital marketing can create awareness of brand, build brand image and influence brand preference when it comes to purchasing decision involved. Rural customer's digital marketing is still considered as a new concept. But rural youth are of the opinion that they are influenced by digital marketing tactics in purchasing decisions regarding brand. But both rural and urban customers still feel that quality of the product or service is considered as one of the brand image deciding factors. High income customers are fewer prices sensitive but medium and low income customers are more prices sensitive. In this way price also contributes to the brand image factor.

Gender of the respondents

Area Gender	Rural	Urban
Male	15	15
Female	15	15
Total	30	30

Equal number of respondents is selected in both rural and urban areas and also equal members of male and female are selected to know the customer behavior towards digital marketing.

Age of the respondents

Age Group	Rural		Urban	
	Male	Female	Male	Female
20-30	3	2	4	3
30-40	7	8	7	7
Above 40	5	5	4	5
Total	15	15	15	15

About 50 percent Customers falling under the age between 30 to 40 years show more interest in digital marketing in both rural and urban areas.

Income per month of the respondents (In Rupees).

Income	Rural		Urban	
	Male	Female	Male	Female
Less than 10,000	4	5	3	4
10,001-30,000	9	8	7	6
Above 30,001	2	2	5	5
Total	15	15	15	15

From the table it is clear that 50 percent customers whose income between Rs 10,001/- to Rs30,000/- have shown greater interest in digital marketing aspects in the study area.

Awareness that Search Engine Optimization as a Digital Marketing Strategy

	Rural		Urban	
	Male	Female	Male	Female
Yes	4	2	10	8
No	11	13	5	7
Total	15	15	15	15

Awareness about Search Engine Optimization is less i.e 20 percent in rural area both in male and female. In Urban area 60 percent male and female have equal awareness.

Awareness that Content Marketing as a Digital Marketing Strategy.

	Rural		Urban	
	Male	Female	Male	Female
Yes	6	3	8	7
No	9	12	7	8
Total	15	15	15	15

Awareness about content marketing is less i.e 40 percent among male and female irrespective of rural and urban areas.

Awareness that Social Media Marketing as a Digital Marketing Strategy.

	Rural		Urban	
	Male	Female	Male	Female
Yes	10	9	12	11
No	5	6	3	4
Total	15	15	15	15

Social media marketing awareness equally prominent among male and female of rural and urban areas. About 70 percent customers have awareness.

Awareness that Pay Per Click as a Digital Marketing Strategy.

	Rural		Urban	
	Male	Female	Male	Female
Yes	6	4	9	5
No	9	11	6	10
Total	15	15	15	15

Awareness about Pay per click is less i.e 40 percent in rural area among male and female. In urban area male have awareness more when compared to female.

Awareness that Email Marketing as a Digital Marketing Strategy.

	Rural		Urban	
	Male	Female	Male	Female
Yes	7	4	13	11
No	8	11	2	4
Total	15	15	15	15

Awareness about e-mail marketing is more i.e 59 percent among male of rural and urban areas, whereas urban area female have more awareness than rural female.

Digital Marketing has impact on Brand awareness

	Rural		Urban	
	Male	Female	Male	Female
Yes	3	2	8	7
No	6	5	6	5
Can't Say	6	8	1	3
Total	15	15	15	15

Rural customers have opinion that Brand Awareness is not influenced by the Digital Marketing but urban customers opinion is different from rural customers.

Digital Marketing Strategies have impact on Brand Image

	Rural		Urban	
	Male	Female	Male	Female
Yes	7	6	10	8
No	7	8	3	4
Can't Say	1	1	2	3
Total	15	15	15	15

As far as Brand Image is concerned urban male and female customers have opined that Digital Marketing Strategies play important role but rural customers have less inclination towards it.

Conclusion:

Brand performance can be measured with sales revenue it can generate and also the market share it can capture. Digital Marketing Strategies play important role in creating brand awareness, brand image and brand preference. These tactics have influential effect on youth. Youth population is more in India so this provides a platform for Digital Marketing firms to grab the opportunities available in the country. From the pilot study it can be concluded that youth have influenced by digital marketing strategies and they consider it as a brand building, brand awareness and brand image in the market. Further study is possible in this area. This study is confined to Mahabub Nagar and Hyderabad districts of Telangana state so generalization is a limitation.

References:

- Ansari , Asim.M , Skander Essegaiier and Rajeev Kohli 2000, Internet Recommendation System, Journal of Marketing Research vol. 37(3) 363-375.
- Chatterjee, Patrali 2008, Are Unclicked Ads wasted Enduring Effect of Banner and
- Pop-up Ad Exposures on Brand Memory and Attitudes. Journal of Electronic Commerce Research vol 9(1) 51-61.
- Digital Marketing Strategies that Millennials Find Appealing, Motivating, or Just Annoying by Dr Katherine Taken Smith,Texas A&M University.
- Marketing Breakthroughs Inc 2008, Five Tips on Successfully Advertising to Gen-Y Marketing Breakthroughs Inc.

- McCoy, Scott, Andrea Everard, Peter Polak and Dennis F.Galletta 2007. The Effects of Online Advertising. Communication of the ACM, vol 50(3) 84-88.
- Srinivas, Swaminathan, Rolph Anderson and Kishore Ponnayolu 2002, Customer Loyalty in e-Commerce, An Exploration of its Antecedents and Consequences. Journal of Retailing vol 78(1) 41-50.
- Aaker David. A 1996. Building Strong Brands. New York The Free Press
- Aaker David.A and Erich Joachimsthaer 2000 Brand Leadership New York The Free Press
- Ahluwalia, Rohini Rao.H. Unnava and Robert E.Burnkrant 2001 " The Moderating Role of Commitment on the Spillover Effect of Marketing Communications " Journal of Marketing Research 38(4) 458-470.
- That Subodh and Srinivas K.Reddy 1998 " Symbolic and Functional Positioning of Brands" Journal of Consumer Marketing 15(1) 32-43.
- Fontenot R.J and Vlosky R.P 1998 "Exploratory Study of Internet Buyer-Seller Relationship" AMA Winter Educators Conference.