MAJOR RESEARCH PROJECT

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Topic- Study of need of digital marketing for brands to succeed

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CERTIFICATE

This is to certify that the dissertation report titled "STUDY OF NEED OF DIGITAL MARKETING FOR BRANDS TO SUCCEED", is a bonafide work carried out by Mr. Nikhil Kumar of MBA 2020-22 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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DECLARATION

I, Nikhil Kumar, student of MBA 2020-22 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report "STUDY OF NEED OF DIGITAL MARKETING FOR BRANDS TO SUCCEED" submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me. The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted to any other University, for award of any other degree, diploma or fellowship.

PLACE: Nikhil Kumar

DATE:

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INTRODUCTION

Digital Marketing: The Concept

The growth of digitalization has introduced a new viewpoint to incorporate in all aspects of their lives in order to make their day-to-day lives easier while maintaining the same level of efficiency. Different people apply the concept of digital marketing in different ways. It is signified and utilised using many jargons such as e-marketing, internet marketing, e-commerce, e-business, and so on, as the internet and web marketing evolve. Despite the fact that these concepts are related, there is a significant distinction between them (Rowan, 2002). The phrase "internet marketing" refers to the promotion of products and services on the online platform in real time, while connected to the internet. The term 'e-business' has a broader definition because it refers to the use of technology to promote company transactions and internal procedures with third parties. This entails two processes: e-marketing, which refers to the marketing aspect, and e-commerce, which refers to the commercial aspect. Electronic marketing, often known as e-marketing, is a type of marketing that makes use of digital technologies and the internet to advertise products and services using various media and electronic means (Hoge, 1993). E-ary

marketing, according to Rowan (2002), is defined as the practise of using information technology to complete the marketing process, which includes processes such as communication, production, and delivery of value to customers in order to maintain and manage client relationships (Lamb, Hair and McDaniel, 2001). While the word 'E-Commerce' refers to the commercial aspect of the business, it refers to the selling and buying of goods and services through the internet, as well as the promotion of financial transactions through electronic media. Electronic data transfer that is non-variable and finite in nature is what the term "digital" refers to (Kaufman and Horton, 2014). These digital frequencies are made up of analogue signals that translate sound waves into electrical signals for data transmission. However, when a marketing action relies on a digital medium to accomplish a marketing function, it is referred to as digital marketing. In their study, Kierzkowski McQuade, Waitman, and Zeisser defined digital marketing as a promotional strategy used to promote goods and services through various digital and electronic media sources. The researchers at Techopedia (n.d.) exhibited their digital marketing proclivity by employing a

variety of approaches and promotional practises to reach clients via various digital technological platforms. Digital marketing, according to Bird (2007), is a style of communication that employs various media activities of digital transmission to establish a direct contact between the prospect or client as an individual and the organisation. Applications, channels, methods, tools, and gadgets that operate on the basis of digital codes are referred to as mediums in digital marketing (Rowan, 2002). Digital media operates and channels numerous platforms such as social networking sites, search engines, websites, and online communities, which are content-based platforms that can be accessed via internet technology on devices such as digital TV, mobile phones, and digital outdoors, among others. Digital marketing is not the same as internet marketing. Digital marketing entails the use of emails, blogs, social media, and search engine optimization over a real-time internet connection. Other channels such as business websites, business networking sites, paid advertising, applications, and online tools are also included. Internet marketing, on the other hand, is based on having a website and is responsible for generating sales through websites, pay-per-click ads, and search engine traffic. Short messaging service (SMS), multimedia message service (MMS), digital outdoors, billboards, digital TVs, mobile applications, call back, and e-books are examples of digital marketing techniques that are used online or offline to promote products and enhance sales by generating visitors. Furthermore, new age technologies such as augmented reality are expanding the frontiers of digital marketing beyond internet marketing. As a result, internet marketing is considered a sub-category of digital marketing. The Internet is the foundation of digital marketing. Because of its compatibility and ease of integration with numerous digitally powered gadgets such as tablets, watches, mobile phones, computers, laptops, TVs, and many more, the internet is seen as an unavoidable aspect of digital marketing (Smith, 2011). The most crucial invention of the twenty-first century, the Internet, has completely altered marketing viewpoints. Initially, it was created as a medium to support multi-channel marketing functions such as sales, distribution, and customer relationship building. However, it was formerly used to introduce, show, market, distribute, and purchase things. The introduction of internet marketing revolutionised traditional marketing mix techniques by allowing marketers to offer their products to a huge audience. It also promoted client engagement by allowing them to readily compare the pricing of other products on the market

The website which is content-based platform application, acts as a communicative tool between the customer and advertiser. The design and content present on the website (corporate websites, e-commerce site, government site, and media sharing site) highly influence customer satisfaction (Stokes, 2013). The first website was developed in the year 1991 and since then the usability of websites has increased to more than 200 million in the year 2010. Websites provide information about product, company, and individual through flash, audio, video, and images that help in positioning the company. Social networking sites such as Face book, Twitter, Instagram, YouTube, LinkedIn, Snap chat, and MySpace are used to public profile and interact with consumers by the brands. For example, social media sites such as Face book and Twitter are used by Adidas to interact with customers and increase brand value. The company has uploaded more than a thousand promotional campaigns on YouTube by using two channels Adidas Football and Adidas. On Face book, Adidas has three active accounts in which two are original Adidas accounts and one is Adidas Football with a followership of more than 20 million users. While, on Twitter, Adidas has several accounts such as Adidas US and Adidas Football to interact and stay connected with the followers and fans. As a result, by using different social networking sites, the company was able to attract huge customer traffic, generate leads, and increase sales. It improved the financial performance of the company and provided an edge over rivals such as Under Armour and Nike. The online community is another channel that is used by brands to interact with consumers. It includes different interaction mediums such as instant messaging, chat rooms, forums, e-mails, social networking sites, and discussion boards so that interaction is established with minded people (Chen, Wu, and Yoon, 2004). Owned communities called as forums are highly effective that help in establishing a strong association with viewers and consumers. It includes customer analytics which helps in making the word of mouth campaign successful (Chowdhury, 2016). Email is another effective tool that is used by the brand to engage with the customers. It includes text, audio, and video-based messages that are sent to an individual or group of individuals to provide information about the product or company. Email marketing is a precised form of marketing that helps the brand to focus on target consumers and reach them easily and cost-effectively (MacDonald, 2016). For example, Starbucks has launched a mobile App to connect with millions of users and provide them updates about company offers and discounts. On the other hand, Snickers established a partnership with Spotify to create a mobile app specifically targeting music listening users.

The advertisement encouraged the users to choose Snickers as their energy bar at the time of hunger moments. Digital television (DTV) is one of the most efficient methods of digital marketing that is used by brands to promote goods and services. DTV includes a digital medium to transmit signals so that superior quality images and audio are received. It enhances the consumer experience and provides the real-time spread of information among masses. As per the survey conducted by FICCI-KPMG, 2015, it was found that there are 10.4 crores of satellite and cable TV subscribers and 5.5 crores analog subscribers in India. It is expected that with the government efforts in India, digital TV subscribers will increase to 17.5 crores in the year 2018. Digital TV is also known as interactive TV that provides interactive features to the viewers through which they can establish communication and acquire information by entering menus (Rouse, 2009). DTV is compatible with computers and the internet that helps in accessing e-mails and e-commerce through television sets. Digital outdoor is also regarded as an essential marketing channel that helps in increasing awareness about brands among large audiences. It includes using dynamic digital-based billboards at strategic locations such as restaurants, shopping malls, kiosks, bus stands, airports, and railway stations so that product and company information is displayed to the large population through engaging advertisements. As per the market study, increased technological advancements and increasing use of smart phones have increased the demand for digital outdoors. It helps in tracking the customers with the help of Wi-Fi, facial recognition technology, and Bluetooth (Evans, 2009). Thus, it can be said that the use of different digital marketing channels such as digital TV, social media, sites, emails, and websites are highly useful to the brand as they help in receiving. Thus, it can be said that the use of different digital marketing channels such as digital TV, social media, sites, emails, and websites are highly useful to the brand as they help in receiving 11 both positive and negative feedback from their customers, online customer support through 24/7 services, and developing strong customer bases.

2 LITERATURE REVIEW

2.1 CONCEPT OF DIGITAL MARKETING AND ITS APPLICATION IN THE COMMERCIAL WORLD:

According to Minculete and Olar, (2018) digital marketing is a marketing process that uses electronic means and interactive technologies such as online communities, mobile communications, and messaging to establish an association between consumers and manufacturers. Kannan (2017) examined that digital marketing has evolved significantly over the years and increasingly used by marketers to promote goods and services. It facilitates the functioning of firms by developing connections with large audiences through the internet. Additionally, digital marketing has become an integrated part of the economy as it is majorly adopted by all the firms that are operating in the commercial world. Banerjee, (2016) analyzed that digital marketing includes different tools and techniques such as website marketing, search engine marketing, social media marketing, content marketing, email marketing, mobile marketing, and banner marketing to promote products and services to the marketers.

Bala and Verma, (2018) examined that website marketing is one of the fundamental tools that is used by the brand to campaign its products. It includes forming a personal or professional/company website to position oneself in the virtual platform/market. Jain and Yadav (2017) examined that if a brand establishes a website it receives several benefits such as search marketing, online PR, online partnerships, offline communication, viral marketing, email marketing, and interactive platform. Website marketing is highly useful as it helps in eliminating geographical restrictions and increasing the reach of the business to large consumers. Website advertising is cost effective in comparison to the traditional means of advertising as it helps in reaching to large consumers in an easy and time effective manner. Websites also update the subscribers about recent developments and progress occurring in the market with the help of e-mails and provide visitors with the facilities of receiving updated information at each visit. Sayed Gilani (2018) examined that search engine marketing (SEM) is an effective digital marketing tool that is used by the brand to increase visitor traffic and generate leads. It performs important functions with the help of Search Engine Optimization (SEO) and Paid Search Advertising (PSA). SEO includes optimizing

techniques that help in increasing the ranking of the products and company in the search engines such as Google Search and Yahoo. Paid Search Ad (PSA) is also regarded as an effective marketing tool that is used by marketers" to attract a larger amount of visitors to the advertisements. For example, Google Adwords and Pay Per Click (PPC) are used by marketers to campaign products on Google and other networks.

Dwivedi et al., (2020) analyzed that Social Media Marketing (SMM) is another digital marketing tool that is used by advertisers to increase market presence and establish interactions with the consumers. Wang, et al., (2019) identified that social media marketing includes using different social media platforms such as Face book, Twitter, Google+, Instagram, Pinterest, YouTube, LinkedIn, and Snap chat so that direct communication is established with the consumers. There are different brands such as Boohoo, PlayStation, The Royal Academy, Depop, and Chipotle that use social marketing strategies to increase their market presence. For example, Boohoo uses a social media platform such as Instagram to promote its products and increase engagement levels with the consumers. The company has launched „#BoohooInTheHouse" campaign on Instagram to encourage people to stay home during the Covid-19 pandemic lockdown situation. As a result, due to the use of social media marketing, Booho increased its market presence and sales by 45% in the first quarter of 2020. On the other hand, the social media marketing strategy is also used by Sony"s PlayStation to increase market presence and increase customer engagement with the brand. The Twitter account of PlayStation has 18.7 million followers. Due to social media awareness and increased use of social media among the consumers, the followership of PlayStation increased by 12 million followers from 2014 to 2019. Thus, by using social media platforms, the brand was able to increase its followership growth with 376% by using engaging game trailers and streaming events.

Chaffey and Smith, (2017) suggested that affiliate marketing is also used by digital marketers to increase revenues and establish a high position in the virtual marketing platforms. Affiliate marketing helps in broadening the audience market and boosting brand reputation. It is also known as the most cost-effective form of digital marketing wherein the advertisers only pay for the converted leads without bearing any overhead cost related overall marketing campaign. Affiliate marketing also helps in rapidly scaling the sales and traffic to the website. Bolos, et al., (2016) examined that email marketing allows marketers

to customize the message as per the customer demographics, location, and lead status. As a result, marketers reach target specific audiences and convert them into consumers. It also helps in increasing brand awareness by exposing products and brands through mails. Email marketing helps in drawing accurate metrics and providing relevant information about open rates and subscriber retention rates. Rowles (2017) examined that mobile marketing is effective digital marketing as an increasing number of consumers are using mobile phones for digital connectivity. Therefore, marketers are making websites, mobile compatible so that brands reach consumers through mobile phones. Mobile marketing provides easy accessibility to users and provides viral advertising benefits to marketers. Mobile marketing also allows marketers to reach consumers at any location at any time. It also allows establishing direct communication with the consumers and performs instant transactions costeffectively. Kotler, Kartajaya and Setiawan (2016) examined that when video marketing is included in the website or social media marketing, it increases the audience traffic and engagement levels. A creative and informative video provides relevant product information, enhances brand image, and attracts consumers to the website.

Bala and Verma, (2018) examined that digital marketing is beneficial to the brands as it allows them to promote goods and services to large audiences at any time and at any location. The digital marketing tools such as social media helps the brand to establish interaction with consumers and receive positive as well as negative feedback from them. Digital marketing is highly cost-effective as compared to digital means as it helps in reaching large number of consumers without incurring any additional cost. Traditional marketing includes using print media, radio, and television for advertising purposes. However, these mediums are expensive as compared to the digital means which require little investments for advertising and campaigning as due to the evolution of websites, blogs, and videos. Digital marketing also provides an adequate return on investments by providing increasing leads with the help of email and social media marketing. It also helps in brand development by using high-quality blogs and articles for website promotion. Additionally, the increasing involvement of the brand with customers through social media sites also help in creating a positive image of the company as a positive response by the consumer enhances customer value. Thus, the consumer develops high regards for the company and product. Digital marketing tools such as social media platforms (Face book, Instagram, Twitter, Pinterest,

and Twitch) are used by Amazon to increase its market presence and visitor strength. For example, the Twitter account of Amazon uses engaging content to increase customer involvement and has consequently increased the followership to more than 3 million individuals. On the other hand, the Face book account of Amazon, mainly used for product promotion and company updates, has increased the followership to 23.3 million. Thus, it can be said that digital marketing has become an effective platform to establish an association with consumers, promote products, and increase brand value in the competitive market. Soboleva (2018) examined that digital marketing is used by brands in the form of social media marketing, content marketing, search engine optimization, and websites which help in reducing costs considerably as compared to using traditional means of advertisements. As a result, the business incurs less cost in providing external services, campaigning cost, processing cost, organizing cost, and interface design cost. The increase in brand awareness is another major advantage received by brands when using digital marketing tools and techniques. Digital marketing of products through websites, blogs, social media sites, and online communities provide relevant information about the product to the consumers and reduce uncertainties regarding making purchases. Thus, through digital marketing, the consumers are well-informed about the product, their design, specification, user comments, reviews, and quality which help the consumers to make a better product buying decision. Digital marketing makes it easier to track online conversions as compared to offline means. A social media marketing tool of digital marketing allows a brand to establish personal interaction with consumers daily. As a result, there is a development of a good rapport between the company and the consumers and they intend to buy products from a known company instead of venturing for a new unknown brand. Thus, there is a development of trust and bonding with the customers which helps in developing a strong customer base comprising of loyal consumers. Digital marketing also allows marketers to reach the target audiences easily by setting up the criteria for age, gender, and location demographics. It also provides e-commerce facilities wherein the customers can select their preferred goods and services anytime and anywhere and make purchases from a wide range of merchandise. It increases the engagement of consumers and provides improved conversion rates by providing flawless and immediate customer services. Thus, it can be said that digital marketing is highly beneficial to the brands as it

helps in reducing cost, increasing accessibility to consumers, spreading awareness about products, and enhancing the brand image in the competitive environment.

2.2 CHALLENGES FACED BY THE BRAND IN IMPLEMENTING DIGITAL MARKETING STRATEGIES:

According to Moctezuma and Rajagopal (2016) digital marketing strategy is used by every business in the current times. It has become one of the major growth drivers that provide success to business in the form of sales and consumer engagement. However, the new technology-based digital marketing often becomes a challenge for the marketers as they face issues related to hiring and building of an effective marketing plan and framework. About 55% of the advertisers face difficulty in recruiting the right talent to frame an adequate digital marketing plan. The designing and framing of the digital marketing framework is not easy and requires in-depth learning about market competition and consumer perceptions. However, most of the brands face issues in identifying and hiring the right talent as there is a shortage of skilled digital marketing professionals. Another major issue that is faced by the firm is associated with the scaling of innovative practices within the firm. Digital marketing is an evolving segment which includes designing, piloting, and scaling projects continuously at short intervals so that the company stays in competition with other brands and develops an image for itself. To perform such online marketing and scaling activities, the brand needs to include right experts and agile digital marketing methods so that the company's aim is achieved with high returns. However, the deployment of the right expertise is a tedious task as there are not many professionals that possess digital marketing skills and deliver high returns on investments. Digital marketing a booming segment with more and more companies, businesses, and brands adopting digital market segment to promote their products and mark their market presence. Under such conditions, it becomes difficult for the brand to represent itself uniquely and create a separate identity. As per the survey conducted by Experian, it was found that advertisers are facing a major challenge to form a distinguished brand image. As a result, under such conditions, the brand faces issues when running a brand awareness movement or engaging new customers. The increasing competition in the digital marketing segments makes it difficult for the brand to attract target audiences to the website. If the digital marketing strategy of the firm is not efficient, it will not be able to attract target traffic and reduce its conversion rates. Another

challenge is associated with a lack of lead generation. Most of the brands use social marketing platforms to establish a direct association with the consumers or run paid advertisements to spread brand awareness for lead generation. However, the competition in the digital marketing segment is extremely high and the marketers often face difficulty in attracting the attention of viewers and converting them into probable leads and consumers.

Kingsnorth (2019) examined that business and brand often face challenges related to choosing the right social media platform for business promotion. There are several digital marketing platforms to spread awareness about the brand such as social media, blogs, websites, online forums, digital communities, emails, video marketing, content marketing, and search engine optimization. Due to the availability of several options, the businesses at times get confused and fail to identify the right marketing platform suitable for them. Additionally, keeping up with the changing digital marketing trends is also a difficult task for the brand as the designers and marketers need to continuously update the changes and inform consumers about the latest offerings provided by the company.

Updating and keeping the consumers informed about the product launch, season‟s offerings, or events, help in increasing consumer engagement and enhancing brand value. However, to perform all these activities, there is a requirement of an adequate marketing force that keeps on updating the site and recording site performance accordingly. The security risk is another issue that is faced by the brand while performing digital marketing activities. A survey was conducted by the U.S. Internet Crime Complaint Center (IC3) and it was found that there is a consistent rise in cybercrimes over years. Due to cyber frauds, there was a loss of $54 million US$ in 2001, which increased to 125 million US$ in the year and reached 200 million US$ in the year 2006. The survey provided that there was a loss of 250 US$ in the year 2008 and 1 billion US$ in the year 2015 because of cyber frauds. Thus, there is an increasing threat for digital marketing brands to lose their data and fall into the trap of cyber frauds. All these issues (lack of skilled professional, security threats, increasing competition, and changing digital marketing trends) make it difficult for marketers to perform digital marketing activities and sustain themselves in the competitive digital marketing environment. Therefore, to stay competitive in the virtual environment, brands must hire skilful expertise and workforce that possess the capability to frame, implement, and manage digital marketing plans effectively.

2.3 DIGITAL MARKETING PLAN ESSENTIAL FOR BRANDS TO SUCCEED:

Kannan (2017) examined that in the current era digital marketing planning and its promotion has become a crucial technique to target their customers and identify their needs and act accordingly to achieve the vision of the any business. The digital marketing can be described as a concrete planning by which audience interactions can be understood and managed by using various digital platforms (Face book, Instagram, Google, YouTube etc), digital devices (mobile, laptops, etc) with the effective use of digital data and technology to offer customer satisfaction (Piñeiro-Otero, & Martínez-Rolán, 2016). Creating an appropriate marketing strategy is a challenge. Firstly a strategist needs to draw their marketing plan. It will guide the business and its team mates to determine their goals and help them finding their voice. Secondly it helps to set their target demographically and finally support to identify and analyze the competitors to act wisely. A marketing process is only deciphered as successful if it has a capacity to satiate customer needs and generate profits for the business. As technology has become an integral part of our day to day lives therefore businesses should also have an emerging need to develop their strategies accordingly to promote and advertise technologically. Hence, digital marketing is a platform which attracts and retains their customers online to grow the brand. For that effective and right online marketing strategy plays a vital role in boosting small and large business. Digital marketing strategy is a plan of action which guides to achieve the digital marketing goal of raising brand awareness, conversion rate or lead generation and increasing return on investment (ROI). In order to make a successful brand it is essential to adapt digital marketing strategies which are classified into five parts:

Content Marketing: It is considered as an ideal way to engage the visitor and customer. It includes several steps; first step that mainly focuses on developing website content which is easy to operate and understand what it wants to deliver and how it can solve customer issues. The content retains customer attention when it is in their native language and easy to understand (Waller, 2020). Several national and international companies are developing their website which has language variable option so that a customer can be impressed with strong, fresh, interesting, value added content. It provides relevant information which also helps to turn such visitors into their future customer. Various ecommerce companies are working on this concept to attract more customer and website visitors with lucrative

advertisement and information like flipkart, Myntra, Snapdeal etc. Within a small time span of 4 years, Myntra has shown its position ahead of all the other ecommerce brand race by using effective digital marketing planning and by using all social media platforms. Comparatively, Myntra successively holds 57% of customer engagement in comparison to the other apparel ecommerce brands and has 76% of more fans than others.

Social Media Presence – In the present era the main channel of customer attraction and engagement becomes easier on social media. To plan a strategy a company has to choose and understand a platform where their target audience spend their most times on. After analyzing it, a company has to create and share valuable information with their customers by making them aware with various offers, discounts, latest news, and hot deals in the form of pictures, gif or videos to keep a constant hold on them. Similar strategy is followed by some of the cosmetic and fashion brand,, like Lakme and Louis Philippe. Lakme, managed to engage its target audiences by using various social media platforms like face book, twitter, YouTube, Pinterest etc by using attractive activities. Consequently, Lakme has more than 14,000 followers with total video viewer of more than 82 lakhs, amongst which it has a comparatively high male followers than their female counterparts. While Louis Philippe has 612K fans on Face book and 1600 followers on Twitter and more than 2 lakh subscriber on YouTube and other platforms. They share catchy, lively communication to engage and increase their likes.

Search Engine Optimization (SEO) Practices – It is one of the most essential components to attract extra attention in order to achieve business development and create brand awareness. Website visibility depends upon high search engine ranking in comparison with the competitors. For instance today Nike, one of the giant sportswear brands has established its name globally. It majorly supported its marketing strategy by creating brilliantly effective ads which narrates different stories and takes the audience to another journey by selling emotional benefits of the product. To encourage motivation, inspiration and innovation in a sportsperson they created a tagline which represented their brand as "Just Do It". It majorly works upon emotional branding.

Email Marketing –This is a very smart and effective tool to generate more leads and drive sales which result into enhanced conversion rates. This tool retains and creates engagement of the existing customers and attracts new ones by providing interesting and attractive

offers to inspire them to choose a particular brand over others. It also helps in creating a personalized bond between the customers. Google is one of the major brands which market and strategize via innovative and effective campaigns to utilize advanced technologies using an integrated approach.

Video Marketing – Human‟s majorly perceive the information through visual elements like pictures, videos and info-graphics. Video marketing strategy is again one of the key tools to enhance brand engagement by sharing valuable information with customer. CocaCola is one of the companies which used Augmented Reality (AR) to create personalized cans in China. They implemented four-point digital transformation plan which includes business transformation and enhanced customer experience to stay on top of disruption. Hence, it can be said that all above are the mediums of digital marketing plan that enable the different brands to adopt innovative ideas and address the large number of audience that automatically makes a positive impact on their productivity and profitability levels.

2.4 ROLE OF SOCIAL MEDIA IN BRAND BUILDING AND MARKETING

According to Grossberg, (2016) social media has become a significant phenomena over the last few years. In the 21st century, there are vast opportunities opened for various organization and people in the way they communicate with each other. Since then a drastic leap has been observed by social networking. Social media increases the amount of exposure a brand receives and increases traffic. Social media also helps to develop loyal fans and generate leads. Having a strong social media presence allows a brand to develop business partnerships, reduce marketing costs and improve sales. Social media and Social Networking Sites have also utterly transformed the ways firms and brands communicate their value proposition. Today businesses can interact directly with consumers and stakeholders in an easier and more casual way, and through a more personalized way of communication (Yazdanparast, Joseph & Muniz, 2016). The social function in the current era like business conference, cocktail event, corporate lunch etc have transformed electronically using electronic media like Face book, LinkedIn, Twitter, Instagram, Snap chat, YouTube etc. These technological wonders opened a new platform to socialize, for people to connect, interact, and make friends by sharing pictures, message, videos and personal information. In the study analysis conducted by Berthon et al., (2012), the researchers revealed that social media has created affordable contents, associations and communication, and compatibility

within their users. Web based life can be separated from PC intervened associations in three significant ways: expanded openness brought about by the exchange of exercises from the work area to the web; more prominent cooperation making an exchange of significant worth creation from the association to the buyer; and the exchange of intensity from the association to the shoppers (Sundaram, Sharma & Shakya, 2020). This technological transformation also transformed the way various organizations conduct their business and market to create awareness amongst their customers. The social media marketing has developed and created a new identity in the corporate world. This has also influenced and changed the buying patterns of the consumers in their daily lives, due to the impact of the globalization (Ramanathan, Subramanian & Parrott, 2017). As per a study, 85% of customers anticipate that organizations should utilize online life as methods for communication with buyers (Katsikeas, Leonidou&Zeriti, 2019); the criticalness of online life as a correspondence channel is developing rapidly. Time magazine has additionally perceived the cooperation of the buyers, i.e., us, as 2006's 'Individual of the Year: You' (Grubor&Jakša, 2018). This has been perceived as an 'instrument' that recognizes all the little commitments made by the individuals and enhances their importance. It likewise helps individuals from all edges of the world meet up for all intents and purposes and structures a network empowering them to share thoughts quickly, coordinate and incorporate effectively more than ever (Romo, GarcíaMedina & Romero, 2017). Majorly all the organization in the current era follows the new guiding principle of Integrated Marketing Communication (IMC) to interact and connect with their targeted customers. By the use of IMC techniques they try to collaborate and connect different types of promotional activities like direct marketing, personal selling, advertising, publicity, public relation and promotion which amalgamates considering various organizational objectives, considering customer focused messages (Tanha, 2018). With the help of IMC strategies organizations design their objectives to accomplish their long term performance goals. Depending upon the company"s design, marketing mix plays a significant part in planning promotional channels incorporating social media. Social media now enables two ways communication with the customer and the organization. With the support of social media now various organizations have started investing in order to enhance their relationship and customer interaction to upscale their brand. This was done by creating brand pages and brand communities on such media where customer directly can communicate, comment and post (Chaffey, 2019). These activities enabled customers to

create an emotional bond and become loyal customer to the particular organization. The brand enhancement created brand love which further involved brand association, brand liking, brand loyalty and brand decision. These activities provided an opportunity to all the brands to be self-expressive when customer reflects their inner-self. Consumer therefore took these brands to extended form of their selves and utilised them to create their own identity (Hanlon, 2019).Social media gave a platform to the consumers to share their positive and negative experiences openly and share their brand stories on various social handles. This generated a huge responsibility to the organization to be certain with their branding principles during their delivery to provide and create emotional connect (Confos& Davis, 2016). This helps to generate positive word of mouth and brand popularity. Social media allows firms to interact with their consumer in a timely and costeffective manner to create their brand while marketing in comparison with traditional marketing tool. It gave platform and brand promotional opportunities to all firms regardless of their small, medium or large sizes to get consumer engagement. This posed a new challenge to come up with innovative and creative ideas to gain and retain the customer"s attention. According to Kaplan and Haenlein (2010), the researchers observed that Dell to gained revenue of $1 million by its sales alert via Twitter (short message based social media application). Beforehand, in the old worldview of customary IMC systems, organizations built up a message by means of its operators and passed on it to the purchasers who might have been dynamic members in the correspondence process (Dodson, 2016), yet the new worldview of web based life has composed all the techniques for the conventional promoting methodologies and intensified it into an improved advanced form. Hence the Social media helped convenient building of a brand that is available across the globe regardless of the boundaries which was not possible in the traditional marketing. Piñeiro-Otero and Martínez-Rolán, (2016) examined that with an Internet connection; social media can be established and connected from anywhere. Thus, all the strategist and marketers should strategize their basic communication by online content creators and advertisers. The evolution of internet and usage of social media has transformed people"s life to a great extent. Considering this an organization should use social media as an effective tool in order to survive in the field of social media marketing by mastering basic principles and tactics efficiently. Thus to satisfy customer"s need the main goal of a company or organization should be to engage their

customers by protecting company"s reputation and serve them by providing good quality products and services.

2.5 DIFFERENT DIGITAL MARKETING FRAMEWORKS AND ITS SIGNIFICANCE IN BRAND SUCCESS

Alghizzawi, (2019) asserted that digital marketing over the last decades have emerged exponentially. The term digital marketing has evolved over time from being a specific term describing the marketing of products and services using digital channels to describing the process of using digital technologies to obtain consumers and promote brands, build consumer preferences, increase sales and retain customers. Over the period of time many strategist have come up with different strategies and framework which has helped in understanding and improvising the marketing strategies to develop the brand successfully.

RACE Planning Framework – The RACE framework provides a simple approach that can be used across different levels within a digital marketing plan. It can help define objectives, strategies and tactics as well enabling an organization to set suitable KPI"s at each stage. These steps reflect the stages in the customer journey or lifecycle: starting with awareness to conversion and then post purchase engagement. Each stage of the RACE framework, its working while planning digital activities has been mentioned below

Figure 1: RACE Framework

Reach – This is the awareness stage of branding where the main focus is on the activities which drive the reach of the targeted audience available online.

Act - This stage of the RACE framework is where they need to encourage their visitor to interact or take an action when they land on the website page or social media page.

Convert – This step means encouraging visitors to take further steps which motivate them to pay for the services offered by the company. The payment then can be collected through online or offline mode depending upon the revenue structure.

Engage – In this step the organization focuses on the long term relationship with the first time buyer to build customer loyalty. This ultimately encourages repeating purchase from the customer. This post sales service communications can be used by offline or online, within the social media pages, emails and other direct and indirect interactions to boost customer lifetime commitment with the brand. Thus RACE is a practical framework to help manage and improve results from the digital marketing. Ultimately it's about using best practice web analytics techniques to get more commercial value from investments in digital marketing

Honeycomb Model –The scholars came up with the Honeycomb Model to review and increase the effectiveness of the social media. Along with it, the model also observes the reason why users in 2011 and 2012 get engaged with social media (Veissi, I. (2017). Influencer Marketing on Instagram.). The Honeycomb model is a way of setting out the most important forces behind the social media ecology wherein all social media marketers, users and platforms operate within the digital marketing strategies. It consists of seven building blocks and companies can work on these frameworks and plan their social media strategy depending upon their relevancy.
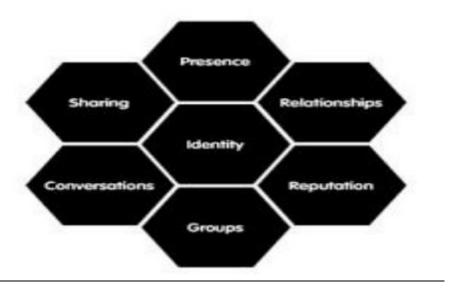
Figure 2: Honeycomb Framework

Identity -represents the extent to which users reveal their identities in data privacy setting. On Face book, users can define the information they share and with whom they share that information. For example, information such as name, age, gender, profession, location and also information that exposes Face book users in certain ways. For instance, the authors explain that thoughts, feelings, likes and dislikes of users can also be shared, both consciously and unconsciously. This information is identified by the companies while planning to advertise.

Presence – The Presence refers to the ability of one user to know if other users are available. This includes knowing where other social media users are in virtual and in real life. These elements depend upon the location-based social media network which identifies the location and accordingly they offer the target audience various offers and updates.

Relationship –This refer to how people are connected on a social media platform. Mark Granovetter (1973) explained in the study that relationship theory majorly focuses on the weak ties and their strength. The researcher identified these relationship elements as when a company interacts with its fans by replying to comments, solving problems and inviting them to participate, fans feel a higher level of relationship quality and develop a feeling of connection.

Reputation – This is about observing the passion, strength, sentiment, reach of users and brands. Various companies build their reputation by recommendations, volume of their

followers, endorsement and fans. It matters when the advertisers are paid on the basis of viewer and their duration like on YouTube.

Groups – In this fragment the company observes the membership protocols and rules and various blocks within a particular group to target them for their product to the whole group community.

Conversation - The conversation block of the framework represents a level of communication on a social media platform with other users, which could be the number of regularity of postings and interaction with others. This help the company to track and understand the issues and queries related within the comments (López García, Lizcano, Ramos & Matos, 2019).

Sharing – This block refers to the sending and receiving of the content between the users by picture, comment, videos etc. YouTube is one of the social media networks which mainly focus on the sharing of a particular video or a content with other hundreds and billion of users. This supports a company to enhance their brand value multiple times. Thus this Honeycomb framework is considered to be quite effective considering social media network branding and using the framework which fits the best according to the company"s preference and working (Jayasuriya, Azam & Ferdous, 2017).

RESEARCH GAP

As per the above-discussed facts, the study examined that digital marketing is essential for brands to remain competitive and increase awareness about the brand and product. It also provided that digital marketing is an evolving sector that requires an active involvement of marketers to remain competitive and ahead of competitors. It includes the formation of an adequate digital marketing framework such as RACE so that the innovative digital framework is included in the existing digital marketing plan and benefits are provided to the brand. It was found that the facts related to the digital marketing framework have been limited and there is a lack of sufficient information related to it. The current research attempts to fill the gap by providing relevant information in context of digital marketing framework by highlighting its application in the digital marketing process. The study also identifies that there have been limited resources that provide relevant information about

the challenges that are faced by the brand while implementing digital marketing strategies. Therefore, the current study discussed different challenges such as lack of skilled professionals, security threats, increasing competition, and changing digital marketing trends that are faced by the brand and filled that gap that existed between the previous and current literature (Yoga, Korry & Yulianti, 2019)

SCOPE OF THE STUDY

The study is highly useful as it provides valuable insights about digital marketing channels and their implications on the brand and consumers. The study identified that there are different means of digital channels such as content-based platforms and digital devices to carry out digital marketing activities. It includes the use of a digital platform such as websites, online communities, social networking sites, and YouTube for carrying out online marketing activities by using creative content, video, and audio. It also includes using digital devices such as a computer, digital TV, and mobile phone so that effective communication is established with the consumers. The study examines that digital marketing is essential for brands to remain competitive and increase awareness about the brand and product. Digital marketing also provides e-commerce facilities wherein the customers can select their preferred goods and services anytime and anywhere (Heath, 2018). Thus, it can be said that digital marketing is highly beneficial to brands as it helps in reducing the gap between the marketers/brands and consumers by establishing interaction with them through feedback and messages. The study also examines that there are certain challenges such as lack of skilled professional, security threats, increasing competition, and changing digital marketing trends which restricts the adoption of digital marketing among the brands, therefore, it is essential to adopt measures such as hiring skilled personnel, implementing updated technology, and creative marketing plan so that the issues that are faced by brands regarding adoption of digital marketing is reduced. The study includes the past research studies and evaluates the implications of the digital marketing framework in the Indian passenger car industry and the decision making of consumers regarding the purchase of vehicles. Digital marketing includes the use of different tools and techniques that help in identifying consumer behavior and buying decision-making journey. The study provides that digital channels are effective mediums for administering relevant information to the

customers and analyze market offerings instantly. The current study examines the digital marketing plan essential for brands to succeed and determines the role of social media in brand building and marketing. The study also analyzes the different factors that impact the use of digital marketing by the brands. It includes understanding the perceptions of consumers, consumer behavior, technology relevance, and individual characteristics. The study also examines the impact of digital marketing on consumers and how they are influenced to make buying decisions regarding the products and services. The study explores the different digital marketing framework such as Ten C's of marketing for the modern economy, 4Cs for marketing communications, and RACE digital planning framework that are used by the markets to promote products to the consumers by using digital platforms. The study identifies that brands are increasingly using the RACE digital marketing framework for the expansion of business as it helps in ascertaining customer needs and aspirations with the brand and product.

PROBLEM STATEMENT

Digital marketing has become the backbone of brands as it is increasingly used by firms in every field to increase customer interaction and sales. The implementation of digital technology includes the adoption of new technology such as computers, or smart phones, internet so that digital/virtual association is established with large audiences. However, the adoption of digital marketing practices by firms becomes a difficult task as there is a shortage of skilled labour. It creates issues in hiring the right personnel to create a successful marketing plan. Additionally, the scaling of innovative practices issue is also faced by the brands as the marketers are not able to develop creative campaigns to be presented in the ever-changing market. The development of creative campaigns includes designing, piloting, and scaling projects but due to lack of efficient staff and right experts, digital marketing activity becomes a difficult task. The brands are also facing a lot of competition in the digital marketing segment as more and more companies are adopting digital marketing techniques to increase their market presence (Quinton, & Simkin, 2017). As a result, it becomes difficult for the brand to attract the attention of consumers and acquire an edge

over rival companies. It creates issues in generating leads and the conversion rate of the company reduces. Another major issue faced by marketers is related to selecting the right digital platform for the promotion of business. There are several digital marketing platforms such as social media, blogs, websites, online forums, digital communities, emails, video marketing, and content marketing each having different strengths and benefits. Thus, identifying and adopting the right digital marketing technique for business becomes difficult. The security risk is another major that is experienced by the brand while implementing digital marketing approaches for promotion. Due to increasing cybercrime and security breaches, the brands have to install a security system that increases the cost of the company. Thus, the brands must recruit efficient staff, security system, and an efficient digital marketing plan to stay ahead in the competitive market. The building a framework called ASCENT that compromises of access, share, comment, customize and collaborate, engage, nurture, and target will also help in improving the digital marketing plan essential for brands to succeed.

RESEARCH AIM AND OBJECTIVES

The main aim of the study is to digital marketing strategies for success of brands. In addition to this, other objectives are as follows:

● To explore different marketing strategies and their significance on brands.

● To study the effect of selected factors (Access, Share, 3Cs (PPC, SEO, SEM, SMM,) on brands.

● To develop some comprehensive strategy for brands in digital marketing.

SIGNIFICANCE OF THE STUDY

Due to a lack of communication and interaction, many customers switch to competitor companies and the brands lose their loyal customers to rivals. The modern technologies such as digital marketing provide enough opportunities to the marketers and brands to establish communication with the consumers costeffectively and provide higher customer satisfaction levels. Digital marketing also allows the brands to establish direct interaction

with the consumers in the form of comments, chats, messages, feedback, emails, and websites so that the issues that are faced by the customers are identified and resolved earnestly. Thus, by using digital marketing means, the brands acquire affordable means to interact with the customers and develop a strong customer base by providing the right product and company information. The digital marketing tools are also used to update the customers about a new product launch, season offers, and sales so that customer engagement is increased and the company is profited from loyal customers. The current study examines the use of different digital marketing channels for brand promotion and provides valuable information about the digital marketing framework for brands to succeed. The study also provides a brief overview of the impact of digital marketing communication on the consumer purchasing attitude and decision-making process for products and services.

RESEARCH METHODOLOGY

The Research methodology is defined as an investigational process that uses scientific tools to provide relevant information about the field of study. It provides details about different approaches and techniques that could be used for carrying out the research work properly. The research methodology is the unique way of finding new facts systematically that are not known by the investigator. It includes developing the framework or foundational basis for the execution of the entire research study. Research methodology can be classified as a specific task that is used to explore and investigate facts from reliable sources so that valuable information is acquired about the study (Brown, 2006). It also helps in generating specific outcomes or developing a theory so that the entire researching process is organized and well structured. Thus, it can be said that research methodology is the systematic investigational process that includes gathering facts, examining data, defining problem statements, proposing hypotheses, and making discussion, interpretation, and conclusion. It can be termed that research methodology is an essential researching process that authenticates the facts, evaluates the events, and provides new inputs about the topic including details about procedures, causes, and effects. It is also responsible for providing solutions related to the research problem in a scientific, non-scientific, and social manner (Goddard & Melville, 2004). The research methodology is based on a certain assumption and philosophies that allow the investigator to gather information about the study in a

determined way. It includes the use of different processes such as sampling selection analysis, data analysis, and research paradigm so that relevant information related to study are collected effectively.

DATA COLLECTION METHOD

The data collection method is one of the most crucial parts of the research methodology that helps in collecting data by using different tools and techniques. It includes the primary data collection method and secondary data collection method. The technique that is to be applied for the collection of data collection depends on the needs of the study and types of facts that are to be collected by the researcher.

Primary Data and Secondary Data

While focusing on primary data, it is the first-hand collection of data in which information is collected from the respondents for the very first time. It is known as the direct means of collecting data in which the researcher approaches the respondents to collect study-related information. The primary data collection method includes several procedures such as observation, focus group, survey, questionnaire, interview, and tests. To collect quantitative information, the close-ended questionnaire is used and to collect qualitative information open-ended questionnaire is used. The quantitative data can also be collected by using a survey method in which the information is collected by using questionnaires. It is regarded as the fundamental procedure for collecting primary information from the respondents in a quantitative manner. The current includes the primary method of data collection so that there is a collection of facts from the selected respondents in a précised manner. It includes a collection of facts through a survey method using questionnaire as a research instrument and from the case study. While considering the survey method, it primarily focuses on the collection of facts from the selected sample group. It includes the questionnaire survey method, in which the respondents are provided with a printed form of a questionnaire. Close-ended questionnaires will be distributed among the Digital Marketing Managers and other employees of the service industry regarding the various factors like access, share, and engagement and so on that help with the course of brand success on online platforms.

POPULATION AND SAMPLING

While focusing on the sampling technique, it is the method that is used by the investigator to select the unit sample from the large population. It includes selecting respondents for the survey, interview, or investigational purpose so that the précised facts about the study are gained. The sample selected for the research represents the viewpoints or opinions about the entire population and acts as representative to large audiences. The sampling technique is categorized into parts which are the probability sampling method and the non-probability sampling method. While focusing on the probability sampling method, it is the sampling method in which sample selection is executed by using simple random sampling, systematic sampling, stratified sampling, cluster sampling, and multi-stage random sampling procedures. The simple random sampling method is a sampling process in which the sample is selected from a large population in an unbiased manner by randomly choosing the respondents. In the systematic sampling method, the sample is selected by choosing an individual after 43 regular intervals. It provides an equal opportunity for each participant to get selected for the research process. In stratified sampling, subjects are classified into different groups and then selections are made by using a simple random sampling technique. In cluster sampling, participants are selected from large geographies and populations that are clubbed together in small groups to acquire relevant information randomly. In the multistage random sampling, different sampling techniques such as simple random sampling, systematic sampling, stratified sampling, cluster sampling are grouped in a set of two or three to select the sample. It is a complex process but highly useful in collecting relevant research-based information from the sample. The different probability sampling techniques help in collecting information about the research cost-effectively by selecting a unit sample. It also provides a simple and straightforward methodology to select the sample and use it for the researching purpose effectively. While focusing on the non-probability sampling method, it includes different procedures such as convenience sampling, consecutive sampling, quota sampling, judgmental sampling, and snowball sampling for the collection of facts. In the convenience sampling method, the samples that are chosen for the study do not represent the entire population and have been selected from the population that was easily available to the researcher. On the other hand, in the consecutive sampling is similar to convenience sampling in which the researcher selects the sample and analyses the facts and then moves over to another group if required. In the quota sampling, the sample is selected by the researcher in the form of strata by classifying

the sample in different groups. In the snowball sampling method, the referral program is used to choose the selective sample that is not easily available. Additionally, the judgemental sampling is also known as purposive sampling and is based on the researcher's ability to choose the sample as he/she is free to choose the sample as per the suitability of the research. The current study includes 250 Digital marketers that have been selected using a simple random sampling technique wherein every individual holds an equal chance of being selected in the study. The sample size is 250 and simple random sampling is considered for this thesis study.

DATA COLLECTED

The table below gives the frequency and percentage of the variable gender; where 36% of the participants were male and 64 per cent were female. Also, the bar graph gives the percentage of the male and female

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	90	36.0	36.0	36.0
	Female	160	64.0	64.0	100.0
	Total	250	100.0	100.0	

The table below gives the frequency and percentage of the variable age. It was found that the respondents belonging to the category 31-40 were highest (35.2%). Also the bar graph gives the percentage of the variable.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	36	14.4	14.4	14.4
	31-40	88	35.2	35.2	49.6
	41-50	57	22.8	22.8	72.4
	51-60	30	12.0	12.0	84.4
	>60	39	15.6	15.6	100.0
	Total	250	100.0	100.0	

The table below gives the frequency and percentage of the variable education. It was found that majority of the respondents were graduates forming 74.4 per cent of the total respondents. Also the bar graph gives the percentage of the variable education.

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	higher secondary secondary	27	10.8	10.8	10.8
	bachelor degree	186	74.4	74.4	85.2
	masters degree and above	37	14.8	14.8	100.0
	Total	250	100.0	100.0	

The table belong gives the frequency and percentage of the variable income. the analysis revealed that majority of the respondents (47.2 per cent) belonged to the income group of 600001-900000. The bar graph gives the percentage of different categories.

Income per year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100000-300000	40	16.0	16.0	16.0
	300001-600000	47	18.8	18.8	34.8
	600001-900000	118	47.2	47.2	82.0
	900001 and above	45	18.0	18.0	100.0
	Total	250	100.0	100.0	

The table below gives the frequency and percentage of the variable tenure in organization where 0-2 years was found to have the highest respondents i.e. 56.4%. Also the bar graph gives the percentage of the variable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2 year	141	56.4	56.4	56.4
	3-5 year	27	10.8	10.8	67.2
	5-7 year	60	24.0	24.0	91.2
	7 year and above	22	8.8	8.8	100.0
	Total	250	100.0	100.0	

RESEARCH HYPOTHESIS

H01: There is no significant relationship between access and brand

H11: There is a significant relationship between access and brand

H02: There is no significant relationship between share and brand.

H12: There is a significant relationship between share and brand.

H03: There is no significant relationship between 3Cs (Comment, Customize & Collaborate) and brand.

H13: There is a significant relationship between 3Cs (Comment, Customize & Collaborate) and brand.

H04: There is no significant relationship between engagement and brand.

H14: There is a significant relationship between engagement and brand.

H05: There is no significant relationship between nurture and brand.

H15: There is a significant relationship between nurture and brand.

HYPOTHESIS TESTING:

H01: There is no significant relationship between access and brand

H11: There is a significant relationship between access and brand

Test Statistics[a,b]	B1	B2	B3	B4	B5	B6
Chi-Square	17.929	12.775	39.453	17.186	27.268	20.470
df	4	4	4	4	4	4
Asymp. Sig.	.001	.012	.000	.002	.000	.000

a. Kruskal Wallis Test

b. Grouping Variable: C1

In the table above p-value is less than 0.05 indicating that it is significant so we reject H0 and conclude that there is significant relationship between access and brand.

H02: There is no significant relationship between share and brand.

H12: There is a significant relationship between share and brand.

Test Statistics[a,b]	B1	B2	B3	B4	B5	B6
Chi-Square	10.716	15.489	13.249	2.986	7.362	13.907
df	4	4	4	4	4	4
Asymp. Sig.	.030	.004	.010	.560	.118	.008

a. Kruskal Wallis Test

In the table above p-value is less than 0.05 except for B4 and B5 indicating that it is significant so we reject H0 and conclude that there exists a significant relationship between share and the brand.

H03: There is no significant relationship between 3Cs (Comment, Customize & Collaborate) and brand.

H13: There is a significant relationship between 3Cs (Comment, Customize & Collaborate) and brand.

Test Statistics[a,b]

	B1	B2	B3	B4	B5	B6
Chi-Square	4.722	2.821	8.418	8.351	11.937	9.688
Df	4	4	4	4	4	4
Asymp. Sig.	.317	.588	.077	.080	.018	.046

a. Kruskal Wallis Test

In the table above p-value is less than 0.05 except for B1 and B2 indicating that correlation is significant so we reject H0 and conclude that there is significant relationship between 3C's and brand.

H04: There is no significant relationship between engagement and brand.

H14: There is a significant relationship between engagement and brand.

Test Statistics[a,b]

	B1	B2	B3	B4	B5	B6
Chi-Square	10.25	10.81	2.888	11. 42	12.50	7.641
df	4	4	4	4	4	4
Asymp. Sig.	0.364	0.288	.577	0.222	0.014	.106

a. Kruskal Wallis Test

b. Grouping Variable: C4

In the table above p-value is less than 0.05 except for B3 and B6 indicating that it is significant. Therefore, H0 is rejected and it is concluded that there is a significant relationship between engagement and brand.

H05: There is no significant relationship between nurture and brand.

H15: There is a significant relationship between nurture and brand.

Test Statistics[a,b]	B1	B2	B3	B4	B5	B6
Chi-Square	20.558	10.722	12.820	6.021	7.072	18.181
df	4	4	4	4	4	4
Asymp. Sig.	.000	.030	.012	.198	.132	.001

a. Kruskal Wallis Test

b. Grouping Variable: C5

In the table above p-value is less than 0.05 except for B4 and B5 indicating that it is significant so we reject H0 and conclude that there is significant relationship between nurture and the brand.

CONCLUSION ON STATISTICAL DATA

Digital marketing is considered an important marketing tool that is used to promote products with the help of the internet. It may be in the form of campaigning of goods and services through mobile and digital platforms. Digital marketing is considered to be useful for recognition of brand through online customer support (Chaffey, 2019). Several brands are using digital marketing in various ways such as email marketing, content marketing, search engine optimization that increase their visibility in the virtual world (Chaffey, Smith, & Smith, 2013). To focus on statistical data that was collected in the study, it segregated into several parts in which the first part showed descriptive results. By conducting descriptive analysis, the study found that 36% of respondents were males, and 64% of respondents were females that participated in the study. Apart from this, to analyze the age

of participants, it was found that 35.2% of respondents were under the category of 31-40 years age group, and 74.4% of respondents were graduates. The study also examined the income levels of participants and found that 47.2% of respondents were covered under the income group of INR 600001-900000 and 56.4% of respondents had 0-2 years of work experience. The second part of the study examined the role of digital marketing and found that 14% of respondents were in the favour of using 10C of marketing tool for their digital marketing framework.

CONCLUSION ON HYPOTHESIS TESTING

The study also tested the hypotheses in which the first hypothesis defined the significant relationship between access and brand and found that the p-value is less than 0.05 indicating that it is significant so the null hypothesis H0 is rejected and it is concluded that there is a significant relationship between access and brand. The second hypothesis tested the relationship between share and brand and found that the p-value is less than 0.05 (except for B4 and B5) indicating that it is significant thus, again H0 is rejected and it is concluded that there is a significant relationship between share and brand. The third hypothesis tested the relationship between 3Cs (Comment, Customize & Collaborate) and brand and found that the p-value is less than 0.05 (except for B1 and B2) indicating that it is significant the null hypothesis is rejected and it is concluded that there is a significant relationship between 3C's and brand. The fourth hypothesis found that there exists a significant relationship between engagement and brand and found that pvalue is again less than 0.05 indicating that it is significant so, H0 is rejected and it is concluded that there is a significant relationship between engagement and brand The fifth hypothesis tested the significant relationship between nurture and brand and found p-value is less than 0.05 (except for B4 and B5) indicating that it is significant so H0 is rejected and it is concluded that there is a significant relationship between nurture and brand. The sixth hypothesis tested the significant relationship between target and brand and found that the p-value is less than 0.05 indicating that it is significant so H0 is rejected and it is concluded that there is a significant relationship between target and brand. The above hypothesis defined digital marketing and its access and found that it is a marketing process that mainly uses electric mediums like online communities, messaging, 65 and mobile communication. Hence, it can be said that digital marketing has become an integrated part of the economy because in the

commercial world majority of the forms adopted digital marketing to ensure the success of an organization. Moreover, it includes website marketing that helps to reduce restriction geographically because it is costeffective as compared to traditional marketing. The study also examined the role of search engine marketing that is used by brand to increase visitors' traffic and ranking of products. Social media marketing is another form of digital marketing tool that uses different social media sites such as Face book, Twitter, Instagram, YouTube that increases its market presence and sales by 45% in the first quarter of 2020. On the other hand, the social media marketing strategy is also used by Sony's PlayStation to increase market presence and increase customer engagement with the brand. The Twitter account of PlayStation has 18.7 million followers. Due to social media awareness and its increased usage among the consumers; the followership of PlayStation increased to 12 million from 2014 to 2019. Thus, by using social media platforms, the brand was able to increase its followership growth by 376% via incorporation of engaging game trailers and streaming events. The study also examined the access of mobile marketing that helps the marketer to establish direct communication with the consumers. Thus, the consumer develops high regard for the company and product. Digital marketing tools such as social media platforms (Face book, Instagram, Twitter, Pinterest, and Twitch) are used by Amazon to increase its market presence and visitor strength. For example, the Twitter account of Amazon uses engaging content to increase customer involvement and increased the followership to more than 3 million individuals. The study also examined the challenges faced by the brand in implementing digital marketing strategies and found that 55% of the advertisers face difficulty in recruiting the right talent to frame an adequate digital marketing plan. The security risk is another issue that is faced by the brand while performing digital marketing activities. A survey conducted by the U.S. Internet Crime Complaint Center (IC3) found that there is a consistent rise in cybercrimes over years. Due to cyber frauds, there was a loss of $54 million US$ in 2001, which increased to 125 million US$ in the year and reached 200 million US% in the year 2006. The survey provided that there was a loss of 250 US$ in 66 the year 2008 and 1 billion US$ in the year 2015 because of cyber frauds. Thus, there is an increasing threat for digital marketing brands to lose their data falls in the trap of cyber frauds.

At last, the study also examined different digital marketing frameworks and its importance in the success of brands that includes the RACE planning framework that is classified into four stages like reach, act, convert, and engage. It helps to manage and improve the results because it is considered as a best web analytical technique to increase commercial value investment in digital marketing. Honeycomb model is also considered as a digital marketing framework that includes components like identity, presence, relationship, reputation, group, conversation, and sharing that are considered to be effective because this model best fits for any type of company and its workings. According to the above-talked about realities, the examination analyzed that advanced showcasing is basic for brands to stay serious and increase mindfulness about the brand and item. It was moreover given that advanced advertising is a developing area that requires the dynamic association of advertisers to stay serious and lead their competitors. It incorporates the development of a sufficient advanced promoting system, for example, RACE with the goal that the imaginative computerized structure is remembered for the 68 current computerized advertising plan and advantages are given to the brand. It was discovered that the realities identified with the advanced promoting system have been restricted and there is an absence of adequate data identified with it. The ebb and flow research endeavours must bridge the gap by giving significant data computerized promoting system by featuring its application in the

computerized showcasing measure.