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CHAPTER 1
INTRODUCTION

1.1 Overview of Digital Marketing

When advertising and promoting products and services using digital platforms, the phrase "digital marketing" is used. A growing number of companies are abandoning more antiquated forms of advertising (such as television commercials and print media) in favour of digital channels, which provide more precise, quantifiable, and economical ways to reach a wider demographic. Digital marketing has been on the increase for a number of reasons.

1. **Increased Internet Usage**: If you ask billions of people throughout the globe, they can't imagine their lives without the internet. This change has opened up a lot of new possibilities for advertising goods and services online. Companies' interactions with consumers have been radically altered by the proliferation of search engines, social media, and online marketplaces.
2. **Global Reach and Accessibility**: Businesses may now contact customers all over the world with few geographical restrictions thanks to digital marketing. Digital marketing enables organisations to reach a large population at a far lower cost than conventional marketing methods such as television advertisements, billboards, or print campaigns.
3. **Targeted Advertising**: Businesses may narrow their digital marketing campaigns to target certain demographics, interests, behaviours, locations, and more. Highly targeted campaigns are made possible with tools like Instagram Ads, Facebook Ads, and Google Ads, allowing companies to reach the appropriate individuals with the correct message.
4. **Real-Time Interaction and Feedback**: The capacity to engage with clients in real-time is a major perk of digital marketing. A company may reply to consumer questions, provide assistance, and have fruitful dialogues with its audience via live chat, social media, and email.

1.2 Importance of Brand Perception

What customers think of a brand is called "brand perception," and it's shaped by their interactions, experiences, and knowledge they get. Factors that contribute to consumers' impressions of a brand**:**

1. **Trust and Credibility**: Trusted brands have more repeat customers and word-of-mouth advertising. However, in this day and age of instantaneous global communication, unfavourable opinions about a business may have a devastating effect on its image and bottom line.
2. **Emotional Connection**: People tend to develop strong feelings for companies when they align with their own ideas, objectives, or goals in life. Loyalty and advocacy may flourish when consumers have positive, emotional connections to brands. Examples of such brands are Apple and Nike, which are not only associated with high-quality goods but also with aspiration, achievement, and individuality.
3. **Reputation and Brand Image**: The public's overall perception of a brand, including its quality, service, and reliability, affects its reputation.
4. **Impact on Consumer Behavior**: Brand perception directly influences purchasing decisions. If a consumer believes a brand is high quality or offers the best value, they are more likely to choose that brand over competitors. Conversely, negative perceptions can drive consumers away, even if the product or service is of equal or better quality.

In the current competitive business landscape, a brand's perception can often be more important than its actual product or service. A positive brand perception can be a differentiator in the market, leading to increased customer loyalty, greater market share, and higher profitability.

1.3 ORGANIZATIONAL PROFILE

TEIM Company is a cutting-edge IT firm committed to improving companies' online visibility that was established in Pune, Maharashtra, in 2022. By providing customised services like web development to create impactful and user-friendly websites, digital marketing to execute focused campaigns that increase brand awareness, SEO optimisation to raise search engine rankings and

draw in organic traffic, and social media management to promote community interaction and connection, we specialise in improving businesses' online presence.

1.4 History

TEIM Company is a new generation Information Technology startup established in the year 2022 at Pune-Maharashtra, India. It was founded to become an online solutions provider which aims to revolutionalize ways companies market their brands online. Since its establishment, our firm has been committed to providing quality web development, SEO, Social Media Marketing, and Digital Solutions to our customers in different industries.

1.5 Mission, Vision, and Values

- **Mission:** A company's online visibility, economic performance, and competitiveness may all be improved with the help of targeted IT solutions, which is a goal shared by all businesses. Constructing case-specific algorithms for Prescriptive analytics, early warning and failure diagnostics, asset performance prediction, and life expectancy determination. On-time and Just-in-Time actionable insights for managing efficiency, productivity, and dependability in a value-driven culture
- **Vision:** Our vision is to become an excellent firm offering cutting-edge and environmentally friendly technological solutions in business online presence.

Problem-Solving: The mission of building case-specific algorithms for asset performance SEO, organic marketing, and social media marketing underscores the value of providing practical solutions to real-world challenges.

Sustainability: The mission's emphasis on sustainable decision-making implies a value for long-term success and ethical consideration.

Innovation and Integration: The company values integrating industry domain knowledge and digital marketing to creatively solve complex challenges. Innovation is encouraged to develop strategic insights for SEO, organic marketing, and social media marketing.

Continuous Learning: The company is dedicated to developing individuals' appreciation for Digital marketing, fostering their skills, and promoting a culture of ongoing learning and improvement.

Management

TEIM Company is successfully run by a group of extensive experience in IT and digital marketing. Logically, highly professional individuals who are aware of the tendencies concerning the usage of modern technologies and solutions, as well as the opportunities to create long-term cooperation with clients and supply them with only high-quality services develop the management team.

Registered Office and Branches as on 31/03/2020

- **Registered Address:** 27/2, Laxmi Villa Bunglow, 5th Right Turn, Sinhgad Rd, behind Patil-Jagtap Avenue building, near Swapnashilp Apartments, Hingne Khurd, Pune, Maharashtra 411051
- **Number of Branches:** Office of TEIM is situated in Pune.

Major Customers

TEIM Company is providing its services to a diverse number of clients belonging to the sectors such as e-commerce, health, service sector, education, and retail. Some of its relevant customers include the great start-ups, small medium businesses and large that require an enhancement of their web presence.

Financial Performance

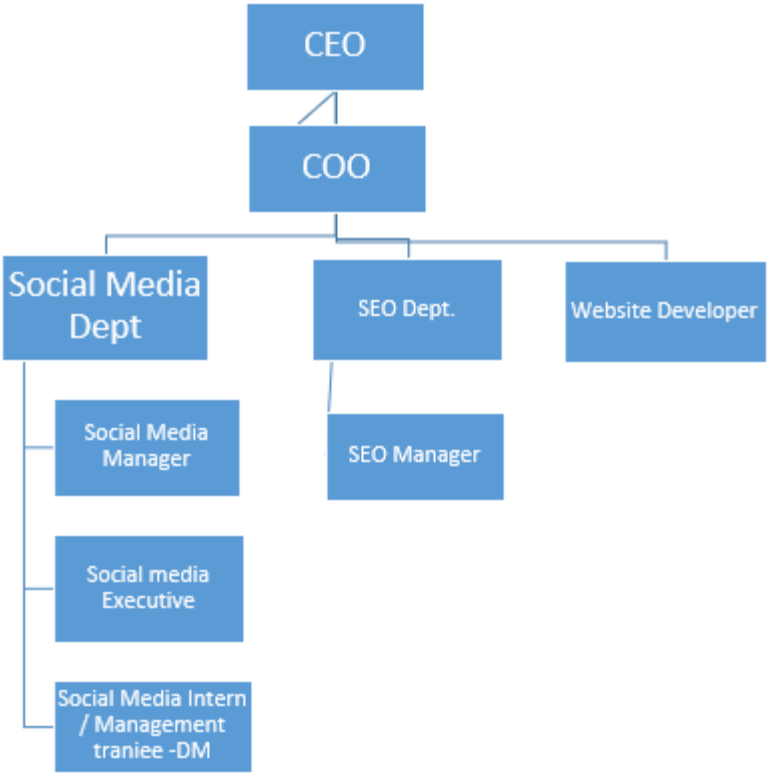
While it has been a startup, the company's performance that it attained significant levels of financial growth. More importantly, the company has been receiving a consistent growth in its revenue over the recent years thanks to the expanded number of digital marketing, IT services offered by it. More information on financial performance data is believed to be released after the company gains maturity and experience. Over 80+ successful web-based business transformation initiatives. Maintaining a high of customer retention level among the clients that have been served. Certified by local business organizations for implementing relatively new approaches to digital

marketing. Financial growth since its founding. The company has recorded a steady increase in revenue, driven by its growing portfolio of digital marketing and IT services. Detailed financial performance data is expected to be disclosed as the company matures and expands.

Achievements

In just a short period, TEIM has accomplished several notable achievements, including:

- Successfully completing over 80+ digital transformation projects for businesses.
- Building a strong customer base with a high client retention rate.
- Recognized for innovation in digital marketing strategies by local business organizations.
- TEIM has successfully served over 50 active clients, contributing to their growth, optimization, and strategic development
- TEIM's team of 30+ experienced advisors has provided expert guidance, contributing to the successful execution of more than 100 projects.
- Over the course of 3+ glorious years, TEIM has experienced consistent growth, expanding its reach, impact, and influence within the digital marketing and data – driven marketing industry.



Organogram

Functional Overview

- TEIM operates with a clear focus on improving the digital footprint of its clients through its core functional areas:
- Marketing and Sales: Supervising of activities related to contract with clients and management of digital marketing campaigns.
- Customer Support: Providing after sales services and even project maintenance to see their projects through to their completion.
- Technology and Development: Supplying both website design, web development, and optimisation for search.
- SEO Manager: Develops and executes SEO strategies to improve clients' website rankings on search engines, conducts keyword research, and optimizes website content.

- SEO Executive: Supports the SEO Manager in conducting keyword research, on-page optimization, and off-page SEO techniques.

Services offered

TEIM offers a range of products and services aimed at enhancing businesses' online presence:

1. **Search Engine Optimization (SEO):**

- Works on websites to raise their position in the search engine outcomes pages (SERPs) and increase traffic from search engines like Google.
- Involves methods like as researching keywords, optimising on-page elements (such as title tags, meta description tags, and content), and optimising off-page elements (such as link building and social networking).

2. **Pay-Per-Click (PPC) Consultation:**

- Creates and optimizes ads, targeting specific audiences, and managing budgets to maximize ROI.

3. **Link Building:**

- Acquires high-quality backlinks to a website from other reputable websites.
- Improves the website's authority and search engine ranking.

4. **Google Analytics:**

- Analyses website traffic and user behaviour using Google's web analytics tool.
- Provides insights into audience demographics, website performance, and conversion rates.

5. **Social Media Management:**

- Creates, manages, and analyses social media content for clients.
- Builds and engages with online communities on platforms like Facebook, Instagram, Twitter, and LinkedIn.

6. **Social Media Advertising:**

- Executes sponsored social media advertising campaigns to reach defined demographics.
- advertising are presented in a variety of forms, including video, picture, and carousel advertising.

7. **Web Design Services:**

- Designs and develops visually appealing and user-friendly websites.
- Ensures websites are responsive across different devices and meet technical standards.

8. **Web Marketing:**

- Uses SEO, PPC, social media, and the creation of marketing strategies to promote websites.

Drives traffic to the website and generates leads or sales

CHAPTER 2

LITERATURE REVIEW

2.1 Elisabeta Ioanăs et.al (2023) "Social Media and its Impact on Consumers Behavior"

Among other things, technology allows customers to research, categorise, and assess items. As a result, many companies have social media profiles to complement the knowledge that customers have about their goods. Additionally, after reading numerous evaluations, customers are more likely to develop a closer bond with a firm. Since the study is about how internet platforms affect customer behaviour, a quantitative approach was used. Simple and bivariate analyses were used to obtain results from the sample, which consisted of 116 respondents. We may use networking factors to create a client profile based on the assessment of the investigation's findings. Similarly, it is possible to evaluate the amount of social media's impacts and the real influence on behaviour changes after completing the complex mathematical calculation, statistics, and tool's inspection that contains the form.

2.2 Ashleigh-Jane Thompson et.al (2018) "Building brand and fan relationships through social media"

Sports merchandise companies need to change as social media platforms gain popularity. specific methods for enhancing customer loyalty and building brand equity on social media. their social media use. However, these sectors seem to serve different purposes, which has led to the development of special methods to profit from the opportunities that each present. Interestingly, brand links were employed more often in the weeks that followed. This study gives people useful information on branding and connecting with others on different social media platforms. The findings suggest that methods seem to rely on platform, time, and occasion. Furthermore, the events' disparate post-use structures and focal points may indicate differences in global event marking. Organisations involved in sports should also use creative methods to get over platform-specific constraints. The study provides fresh perspectives on brand-building initiatives at international events, which are thoroughly examined. differ according to a number of contextual variables that affect the use of social media.

2.3 Zhan Wang et.al (2017) "Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective"

Social networking use is becoming more widespread, making it necessary to manage this tool in order to achieve strategic objectives. Businesses must deploy new promotional capabilities and change their client relationship management (CRM) strategies in order to improve consumer happiness. In order to improve marketing uptake methods and their effectiveness, this research aims to ascertain how social networking use might assist organisations in developing new CRM capabilities. We contend that businesses using social media into their advertising campaigns need to have social CRM elements in order to boost consumer loyalty and commercial success. We empirically analyse data from 232 businesses from 2004 to 2014 using the annual datasets of Global Foundations, COMPUSTAT North America, and Facebook. This study uses the resource-based viewpoint and flexible capacity theory systems to verify social CRM, a novel kind of CRM capability. Additionally, it suggests that social media use acts as a moderator by amplifying the positive impacts of social CRM features on corporate productivity.

2.4 Jalal Rajeh Hanaysha (2017) "Impact of Social Media Marketing, Price Promotion, and Corporate Social Responsibility on Customer Satisfaction"

The goal of the current study is to assess how digital advertising affects customer retention. satisfaction as well as impression of the brand. With a focus on Turkish telecom businesses, a research was conducted among 285 undergraduate students the Ottoman Aydin University in Turkey to determine the effect of social media overall customer satisfaction. This study employed a quantitative approach to data collection by asking participants to rate various aspects of the study using a five-point Likert scale. The statistical software SPSS and AMOS were then used to examine the data. The utilisation of consumer satisfaction, electronic promotion, and a company's image are research factors for this study. The findings suggest a favourable association between social networking marketing and both independent and dependent characteristics.

2.5 Yusuf Bilgin (2018) "The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty"

examining how the goal of this study is to determine how internet advertising affects consumer loyalty, brand awareness, and company perception. This study also aims to investigate the relationship among brand awareness, image, and loyalty. Advertising Turkey's social network business success statistics on Facebook, Instagram, and Twitter indicates that the study participants are consumers who actively follow the top five companies on social media. In the current study, a quantitative technique was used, and 547 brand followers were chosen using convenient sampling to take part in online surveys that were then disseminated on social media. The obtained data was analysed using generalised mathematical modelling, or SEM. Based on the analysis, it was determined that social media campaigns improve the company's reputation and loyalty, as well as perceived value and loyalty. Additionally, it has been shown that consumer loyalty is significantly impacted by how the brand and its image are perceived. Additionally, the study found that brand impression is not much impacted by customer awareness.

2.6 Albert A. Barreda et.al (2020) "The impact of social media activities on brand image and emotional attachment"

The project aims to integrate data system theory, marketing, and advertising to provide a method that demonstrates the foundations of psychological bonds in the travel environment. The authors gather factual data from 236 respondents using an online poll. A practical analysis of the suggested theory-driven model is carried out using computer modelling of structural equations and predictive factor analyses. The findings show that members' loyalty to businesses is impacted by internet benefits and privileges. A company's image may be improved via the engagement and advantages of social networking platforms. Feelings of connection are positively impacted by favourable brand loyalty and corporate impressions. Additional, unresearched elements may be included in the description of how brands are developed via social networking sites. Since this is a pilot study on improving psychological connection in a web-based travel scenario, further research might look at other concepts including branding page trust, discomfort, societal benefits, and perception. When using social media, practitioners may discover ways to sway customers' positive perceptions and foster brand loyalty.

2.7 Nisha Anupama Jayasuriya et.al (2017) "The Impact of Social Media Marketing on Brand Equity: A Study of Fashion-Wear Retail in Sri Lanka"

By investigating the relationship between Facebook's advertising features and brand value, this study closes this gap. This research offers a unique structural model that attempts to enhance understanding of the connection between SMM and brand equity by integrating networking theory and brand management literature. Even while the current investigation focusses on Facebook, future studies may broaden their scope to include other well-known websites like LinkedIn, Instagram, YouTube, and Twitter.

2.8 Reham Shawky Ebrahim (2020) "The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty"

Social media platforms are increasingly being included into marketing strategies. Businesses may interact and connect with both current and potential clients by using this new technology. The development of special communication protocols and instruments makes this feasible. The purpose of this study was to assess the effect of SMM on customer loyalty to a specific brand from the standpoints of reputation equity and brand confidence. The data gathered from a survey of 287 Egyptian social media users who follow businesses in the telecom sector was compiled and evaluated using modelling using structural equations. The results demonstrate that SMM efforts consist of just three elements: trendiness, adaptation, and user referrals. Through consumer confidence in the brand, these elements of internet advertising have a direct impact on brand loyalty and an indirect one on brand equity. The study emphasises the value of trust and offers recommendations for metrics that may be used to assess how well online marketing is working.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This research aims to explore how Search Engine Optimization (SEO) and Social Media influence brand perception. As digital marketing continues to evolve, understanding how these elements impact consumer views of a brand is essential for marketers to adapt and refine their strategies. SEO, through its optimization of website content to rank higher on search engines, and Social Media, which allows brands to directly engage with audiences, are two pillars of modern digital marketing strategies. This study investigates the extent to which SEO and Social Media contribute to shaping the way consumers perceive brands.

3.2 Research Motivation

The motivation for this research stems from the growing importance of digital channels in modern marketing. In a world where consumers have easy access to information online, understanding how SEO and Social Media affect brand perception has become a key focus for businesses seeking to stay competitive. SEO helps ensure that a brand's website appears in relevant search queries, and Social Media platforms allow brands to communicate directly with their audience, building relationships and influencing opinions.

This research aims to bridge the gap in understanding the relationship between SEO, Social Media, and brand perception. It is crucial to determine how these tools influence customer trust, brand loyalty, and purchase intentions.

3.3 Rationale for Research

The rationale behind this study is to provide businesses with actionable insights on optimizing their digital marketing strategies. SEO and Social Media have become integral components of

brand communication, yet there remains limited empirical research on how these digital strategies affect consumer perceptions of brands.

By conducting this research, the study aims to:

- Understand how SEO practices influence the consumer's perception of a brand's credibility and trustworthiness.
- Examine the role of Social Media interactions in shaping positive or negative brand perceptions.
- Investigate the synergistic effects of combining both SEO and Social Media on brand reputation and consumer attitudes.

3.4 Research Objectives

1. To assess how Social Media engagement (such as posting Count, content type, and interaction with followers) impacts consumers' views of a brand.
2. To identify the combined effects of SEO and Social Media on brand perception.
3. To explore consumer attitudes towards brands with strong digital presence versus those without.
4. To provide actionable recommendations for brands seeking to improve their online presence and brand perception.

3.5 Hypothesis

Hypothesis 1

- **Positive Hypothesis (H1):** Higher social media engagement (in terms of posting Count, content relevance, and interaction with followers) positively influences consumers' views of a brand.
- **Negative Hypothesis (H1):** Higher social media engagement (in terms of posting Count, content relevance, and interaction with followers) does not significantly influence consumers' views of a brand.

Hypothesis 2

- **Positive Hypothesis (H2):** A strong presence on both SEO and social media platforms positively impacts consumers' perception of a brand's reliability and trustworthiness.
- **Negative Hypothesis (H2):** A strong presence on both SEO and social media platforms does not significantly impact consumers' perception of a brand's reliability and trustworthiness.

Hypothesis 3

- **Positive Hypothesis (H3):** Consumers are more likely to trust, remember, and consider purchasing from brands with a strong digital presence (including both SEO and social media) compared to those without a digital presence.
- **Negative Hypothesis (H3):** Consumers are not more likely to trust, remember, or consider purchasing from brands with a strong digital presence compared to those without a digital presence.

Hypothesis 4

- **Positive Hypothesis (H4):** Implementing a well-rounded digital marketing strategy (incorporating both SEO and social media engagement) leads to improved brand perception and greater customer loyalty.
- **Negative Hypothesis (H4):** Implementing a well-rounded digital marketing strategy (incorporating both SEO and social media engagement) does not lead to improved brand perception or greater customer loyalty.

3.6 Research Design

The research design will be **descriptive** and **quantitative** in nature. This will allow the researcher to collect data on the impact of SEO and Social Media through structured surveys and experiments.

- **Type of Research**: Descriptive and exploratory research.
- **Approach**: Quantitative data collection through surveys and analysis of brand performance metrics.
- **Sampling Method**: A convenience sampling approach will be used, targeting users of social media platforms and individuals who frequently search for products or services via search engines.
- **Data Collection Method**: Online surveys will be distributed to a sample population. The survey will include questions regarding user interactions with brands online, attitudes towards brands, and the role of SEO and Social Media in shaping these perceptions.

3.7 Data Collection

The data collection will occur in two stages:

1. **Survey Data**: A structured questionnaire will be used to collect data from social media users and internet consumers. This questionnaire will gather information on:
    - Count of online interactions with brands.
    - Perceived credibility of brands based on search engine results.
    - Brand sentiment based on Social Media engagement (likes, comments, shares).
    - Influence of SEO and Social Media on brand loyalty and purchase decisions.
2. **Secondary Data**: Secondary data will also be gathered through brand performance reports, including web traffic, SEO rankings, and Social Media engagement metrics (likes, shares, followers, etc.).

Both primary and secondary data will provide insights into how SEO and Social Media impact brand perception.

3.8 Research Philosophy

The positivist worldview will guide this investigation. A key tenet of positivism is the idea that there must be some objective way to measure and observe the world. Because of this, we may use numbers to generalise how SEO as well as social media affect how people see our business. The main objective is to collect quantifiable data that the can be statistically analysed in order to determine the links between the factors of search engine optimisation, social media, as well as brand perception.

3.9 Analysis Tools

1. **Statistical Analysis**:
   - A summary of the data will be provided via means, modes, medians, and count distributions, which are descriptive statistics.
   - The link between search engine optimisation, social networking, and brand perception will be investigated using inferential statistics, such as regression analysis and correlation analysis.
   - o To analyse survey data, either SPSS (Statistical Package over the Social Sciences) or Excel will be used.
2. **Content Analysis**: For analyzing secondary data, content analysis will be used to assess the nature and tone of Social Media interactions and SEO-related content on brand websites.
3. **Sentiment Analysis**: Using text analysis tools, sentiment analysis will be performed on Social Media comments and posts to determine whether the sentiment towards brands is positive, negative, or neutral.
4. **Website Analytics**: Metrics from tools like **Google Analytics** will be used to track the effectiveness of SEO in terms of website traffic, bounce rate, and conversion rates, correlating these with brand perception.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Frequencies

Table 4. 1 Age

		Count	%
Valid	Below 18	18	18.0
	18-24	48	48.0
	25-34	26	26.0
	35-44	8	8.0
	Total	100	100.0

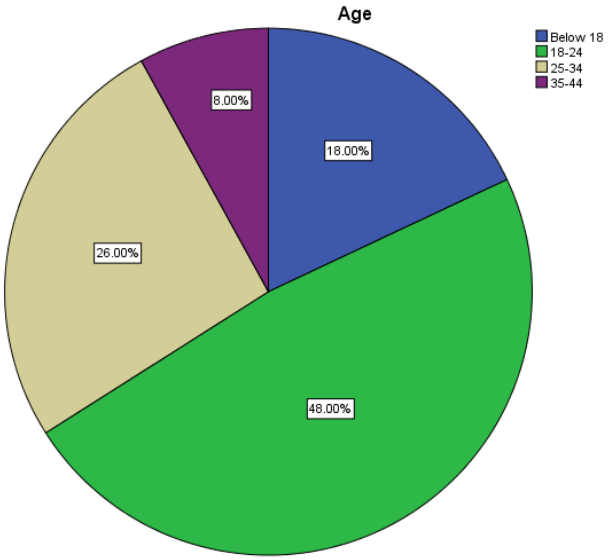


Figure 4. 1 Age

This is followed by individuals aged 25–34, who represent 26% of the respondents. A smaller proportion, 18%, are below 18 years of age, while only 8% fall in the 35–44 age bracket. These findings suggest that the sample is predominantly composed of younger individuals, particularly those in their late teens and early twenties, which may influence the perspectives and preferences reflected in the study.

Table 4. 2 I believe brands that post frequently on Social Media are more engaged with their audience

		Count	%
Valid	Strongly Disagree	8	8.0
	Disagree	9	9.0
	Neutral	11	11.0
	Agree	22	22.0
	Strongly Agree	50	50.0
	Total	100	100.0

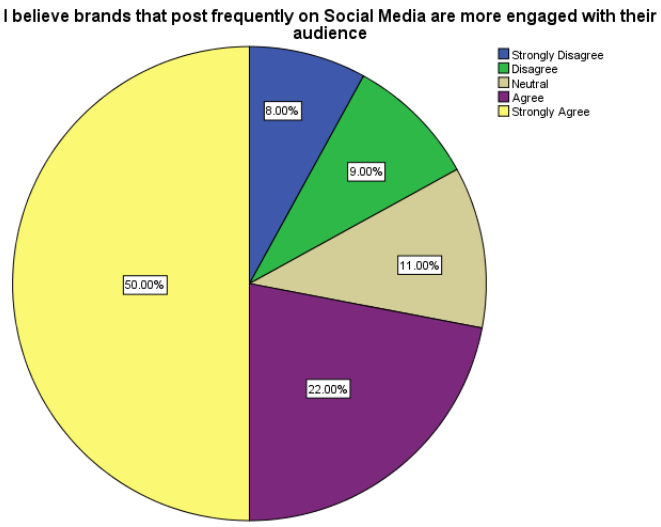


Figure 4. 2 I believe brands that post frequently on Social Media are more engaged with their audience

The data reveals that a significant majority of respondents (72%) either agreed or strongly agreed with the statement that brands that post frequently on social media are more engaged with their audience, with 50% strongly agreeing and 22% agreeing. A smaller portion of respondents held a neutral view (11%), while only 17% disagreed or strongly disagreed. This indicates a clear positive perception among the participants, suggesting that frequent social media activity is widely interpreted as a sign of active audience engagement by brands.

Table 4. 3 I feel more positively about brands that post content relevant to my interests on Social Media

		Count	%
Valid	Strongly Disagree	5	5.0
	Disagree	8	8.0
	Neutral	13	13.0
	Agree	41	41.0
	Strongly Agree	33	33.0

	Total	100	100.0

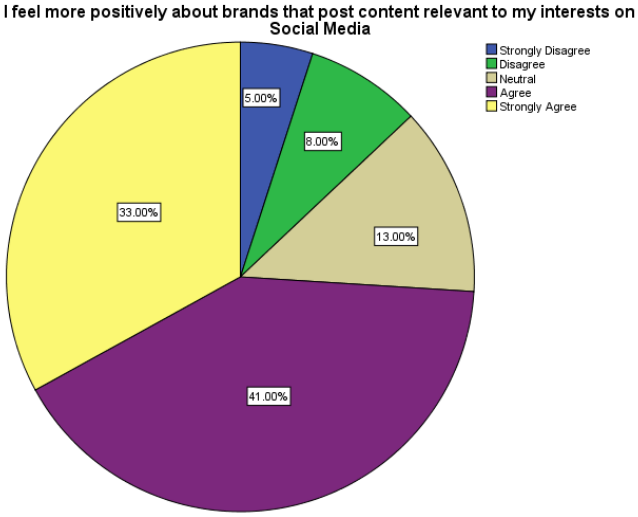


Figure 4. 3 I feel more positively about brands that post content relevant to my interests on Social Media

The responses indicate that a majority of participants (74%) feel more positively about brands that post content relevant to their interests on social media, with 41% agreeing and 33% strongly agreeing. Meanwhile, 13% of respondents remained neutral, and a smaller segment, comprising 13%, either disagreed or strongly disagreed with the statement.

Table 4. 4 I am more likely to trust a brand that actively interacts with its followers on Social Media

		Count	%
Valid	Strongly Disagree	8	8.0
	Disagree	10	10.0
	Neutral	14	14.0
	Agree	29	29.0

	Strongly Agree	39	39.0
	Total	100	100.0

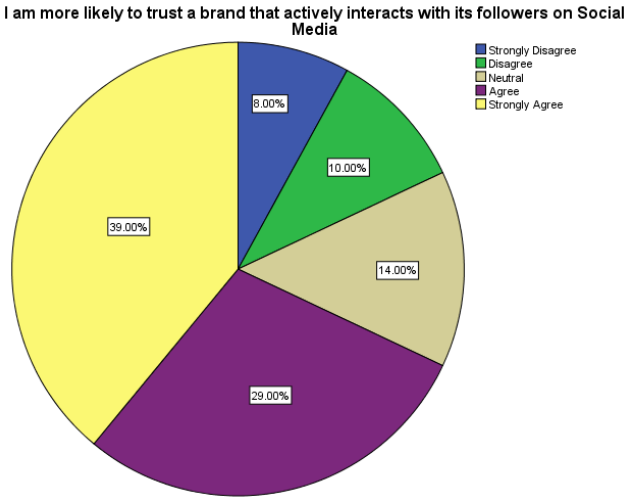


Figure 4. 4 I am more likely to trust a brand that actively interacts with its followers on Social Media

A majority of participants (74%) expressed a positive attitude toward brands that share content aligned with their personal interests on social media, with 41% agreeing and 33% strongly agreeing with the statement. A neutral stance was taken by 13% of the respondents, while a smaller proportion (13%) either disagreed or strongly disagreed. These findings underscore the importance of content relevance in social media marketing, suggesting that brands can foster stronger positive associations and audience engagement by tailoring their content to match the specific interests of their target audience.

Table 4. 5 I trust brands more when they consistently appear at the top of search engine results

		Count	%
Valid	Strongly Disagree	7	7.0

	Disagree	7	7.0
	Neutral	11	11.0
	Agree	42	42.0
	Strongly Agree	33	33.0
	Total	100	100.0

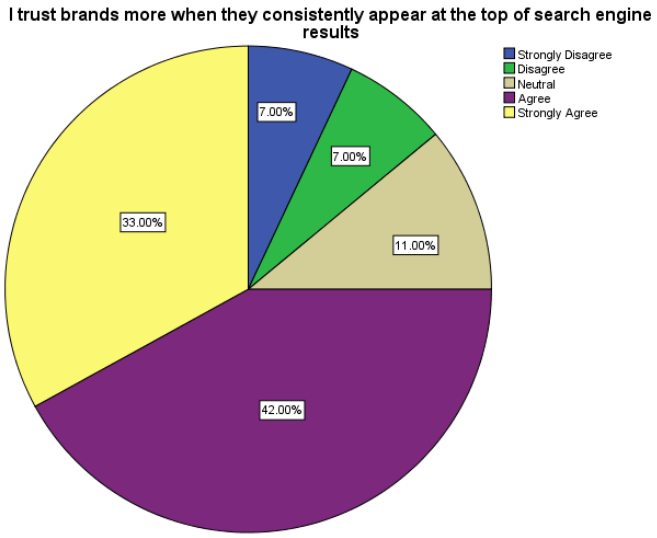


Figure 4. 5 I trust brands more when they consistently appear at the top of search engine results

According to the findings, a large majority of those who took part (75%) tend to have greater faith in companies when they regularly rank high in search engine results. with 42% agreeing and 33% strongly agreeing. A smaller portion of the sample, 11%, maintained a neutral stance, while only 14% either disagreed or strongly disagreed. This trend highlights the impact of search engine visibility on consumer trust, suggesting that a strong and consistent presence in top search rankings can positively influence brand credibility and perception.

Table 4. 6 A brand's visibility on search engines increases my belief that it is a credible and trustworthy brand

		Count	%
Valid	Strongly Disagree	8	8.0
	Disagree	10	10.0
	Neutral	8	8.0
	Agree	27	27.0
	Strongly Agree	47	47.0
	Total	100	100.0

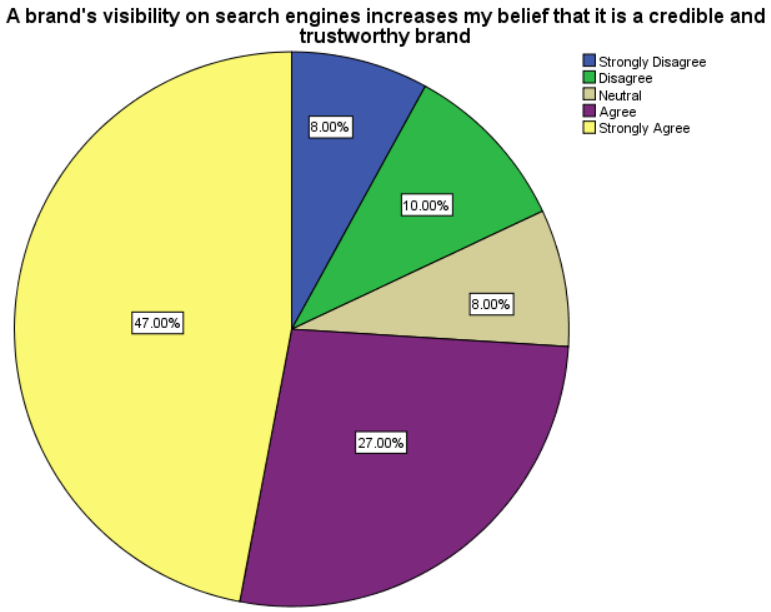


Figure 4. 6 A brand's visibility on search engines increases my belief that it is a credible and trustworthy brand

The responses show that a large majority of participants (74%) believe that a brand's visibility on search engines enhances its credibility and trustworthiness, with 47% strongly agreeing and 27% agreeing. Only 18% of respondents expressed a negative or neutral opinion, with 8% strongly

disagreeing, 10% disagreeing, and another 8% remaining neutral. These findings suggest that high search engine visibility is a strong indicator of brand credibility in the eyes of consumers, emphasizing the strategic importance of search engine optimization (SEO) in building trust and brand reputation.

Table 4. 7 I believe that a strong presence both on search engines (SEO) and Social Media positively impacts my overall perception of a brand

		Count	%
Valid	Strongly Disagree	8	8.0
	Disagree	12	12.0
	Neutral	21	21.0
	Agree	22	22.0
	Strongly Agree	37	37.0
	Total	100	100.0

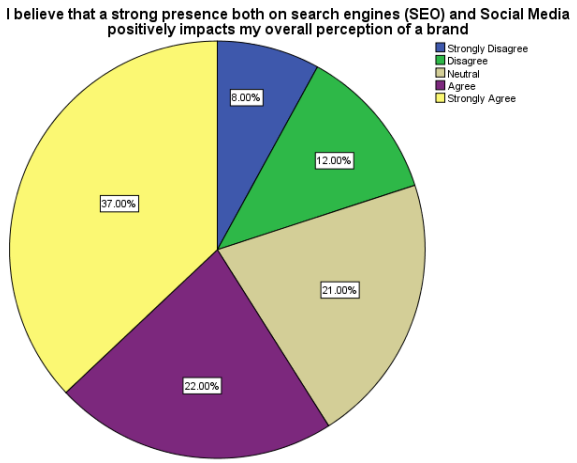


Figure 4. 7 I believe that a strong presence both on search engines (SEO) and Social Media positively impacts my overall perception of a brand

The data reveals that a combined 59% of respondents agree that a strong presence on both search engines (SEO) and social media positively influences their overall perception of a brand, with 37% strongly agreeing and 22% agreeing. Meanwhile, 21% remained neutral, and 20% expressed disagreement, either strongly (8%) or moderately (12%). This indicates that while a majority view dual visibility as beneficial to brand perception, a notable segment remains undecided or unconvinced, suggesting opportunities for brands to better integrate and communicate the value of cohesive digital presence across platforms.

Table 4. 8 I am more likely to consider purchasing from a brand that has a strong digital presence (both SEO and Social Media).

		Count	%
Valid	Strongly Disagree	8	8.0
	Disagree	11	11.0
	Neutral	12	12.0
	Agree	42	42.0
	Strongly Agree	27	27.0

	Total	100	100.0

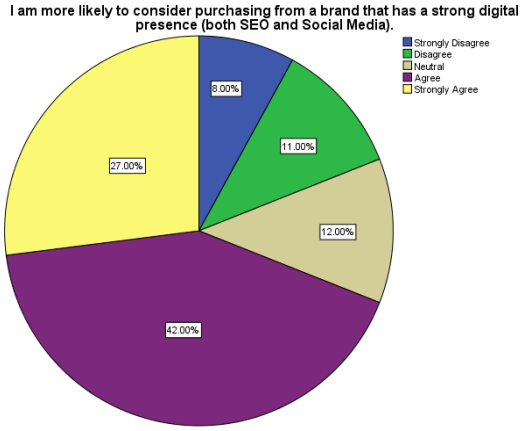


Figure 4. 8 I am more likely to consider purchasing from a brand that has a strong digital presence (both SEO and Social Media).

Nearly 70% of people who took the survey would consider buying from a company if they had a good online presence in terms of search engine optimisation (SEO) - social media (42%) and 27% strongly agreed with this statement. In contrast to the 19% who disagreed, 8% vehemently and 11% mildly, 12% were agnostic. Brands that put money into search engine optimisation (SEO) and social media have a better chance of standing out from the competition and persuading consumers to make a purchase.

Table 4. 9 I am more likely to remember a brand that has a strong digital presence across both search engines and Social Media

		Count	%
Valid	Strongly Disagree	7	7.0
	Disagree	6	6.0
	Neutral	15	15.0
	Agree	41	41.0

	Strongly Agree	31	31.0
	Total	100	100.0

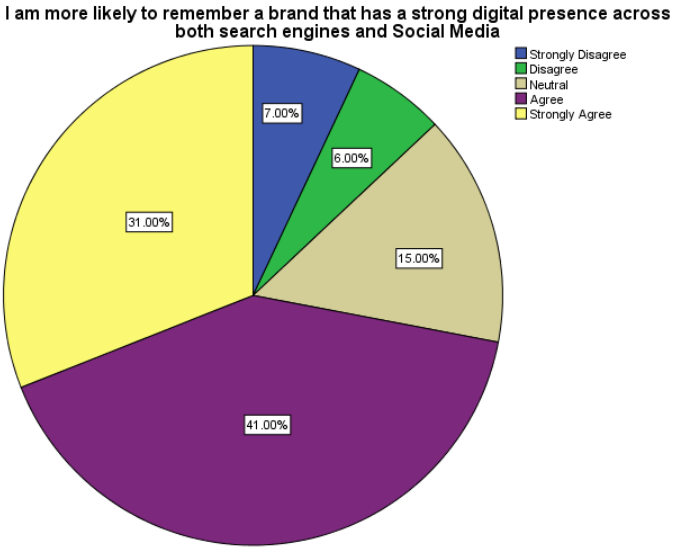


Figure 4. 9 I am more likely to remember a brand that has a strong digital presence across both search engines and Social Media

Results demonstrate that 72% of people would remember a company better if it has a strong online presence in search engines or social media (31% strongly agree) and 41% agree. Only 13% strongly disagreed or were indifferent, while 15% were on the fence. This shows that having a strong presence of both platforms is important for increasing brand identification and long-term customer awareness, and that visible and frequent digital involvement greatly helps with brand recall.

Table 4. 10 I prefer brands with an active and visible digital presence over those without a digital presence

		Count	%
Valid	Strongly Disagree	9	9.0
	Disagree	4	4.0

	Neutral	16	16.0
	Agree	52	52.0
	Strongly Agree	19	19.0
	Total	100	100.0

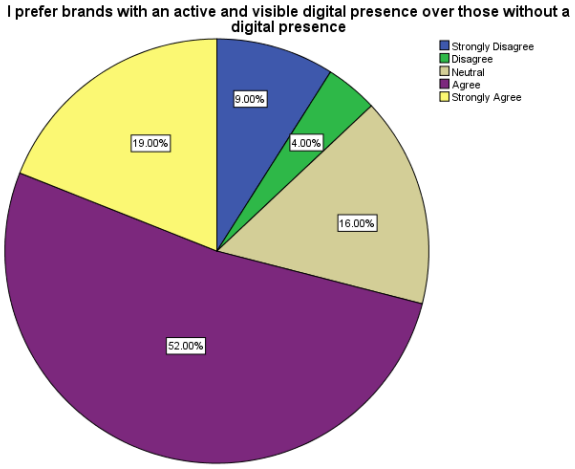


Figure 4. 10 I prefer brands with an active and visible digital presence over those without a digital presence

According to the results, 71% of people would rather buy from a company that has a great online presence than one that doesn't (72% agree, 19% strongly agree). Only 13% strongly disagreed or were unsure, while 16% were ambivalent. To remain competitive and relevant in customers' thoughts, companies must actively connect and be visible online. This trend highlights the increasing consumer desire for digitally present brands.

Table 4. 11 I believe that improving a brand's SEO can significantly improve my perception of its reliability and quality

		Count	%
Valid	Strongly Disagree	8	8.0

	Disagree	5	5.0
	Neutral	13	13.0
	Agree	38	38.0
	Strongly Agree	36	36.0
	Total	100	100.0

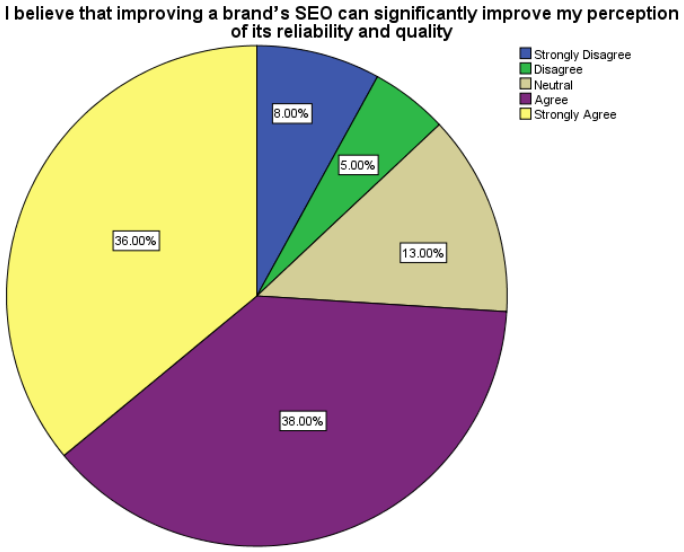


Figure 4. 11 I believe that improving a brand's SEO can significantly improve my perception of its reliability and quality

According to the results, seventy-four percent of people think that a brand's SEO may make a big difference in how they see its quality and dependability, with 38 percent agreeing and 36 percent strongly agreeing. Just 13% were agnostic, and even fewer (13% disagreed or strongly disagreed). Consumers seem to link more brand credibility with higher search engine exposure, highlighting the role of SEO in influencing online views of trustworthiness and excellence.

Table 4. 12 Regular interaction with followers on Social Media is important for improving my perception of a brand

		Count	%
Valid	Strongly Disagree	7	7.0
	Disagree	7	7.0
	Neutral	12	12.0
	Agree	32	32.0
	Strongly Agree	42	42.0
	Total	100	100.0

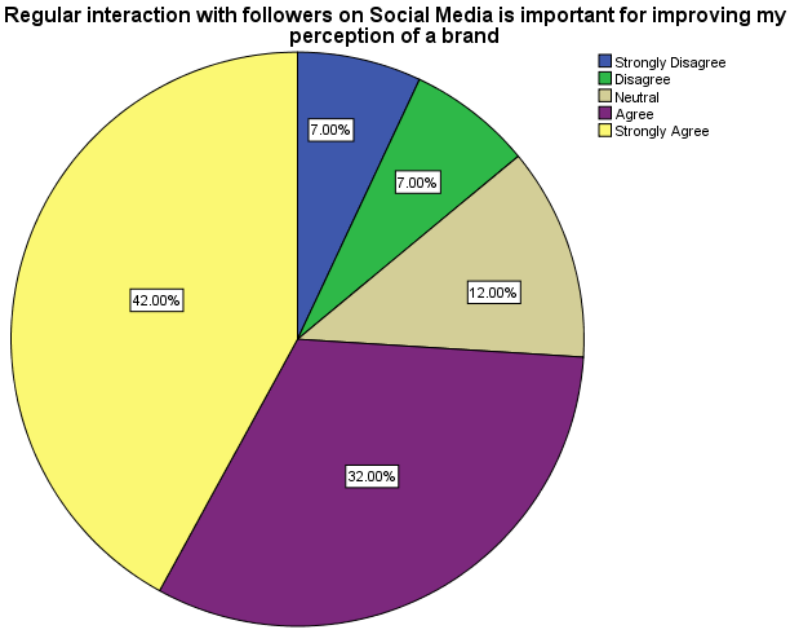


Figure 4. 12 Regular interaction with followers on Social Media is important for improving my perception of a brand

According to the findings, 74% of people think that engaging with a business's followers on social media on a regular basis is vital for boosting their opinion of the brand, particularly 42% strongly

agreeing as well as 32% agreeing. Only 12% were agnostic, while 14% were in severe disagreement. Consistent communication and involvement is crucial for building better customer connections, and this indicates that engaging with followers on the web is seen as a critical component in improving brand perception.

Table 4. 13 A brand with a well-rounded digital marketing strategy (SEO + Social Media) is more likely to gain my trust and loyalty

		Count	%
Valid	Strongly Disagree	7	7.0
	Disagree	11	11.0
	Neutral	6	6.0
	Agree	47	47.0
	Strongly Agree	29	29.0
	Total	100	100.0

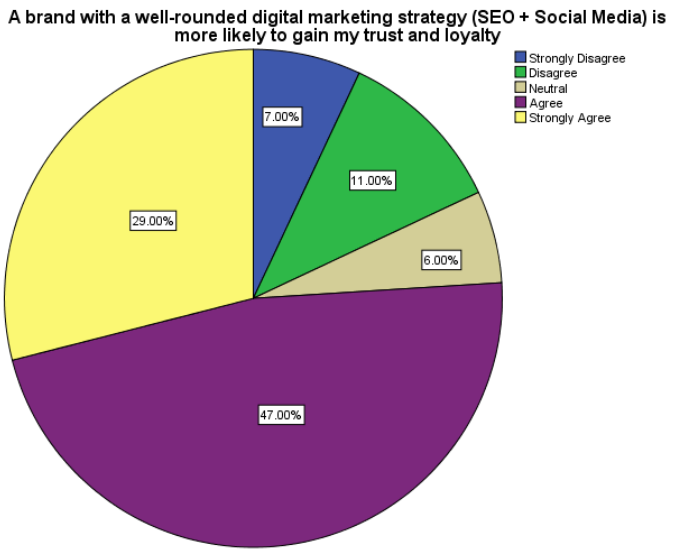


Figure 4. 13 A brand with a well-rounded digital marketing strategy (SEO + Social Media) is more likely to gain my trust and loyalty

According to the statistics, 76% of people are more inclined to trust and stick with a business that has a comprehensive digital marketing plan that incorporates both search engine optimisation and social media, with 47% agreeing and 29% strongly agreeing. Only 6% were agnostic, while 18% were in severe disagreement. Brands that strike a good balance between search engine optimisation (SEO) and social media are more likely to cultivate long-term consumer connections, which emphasises the need of a holistic digital marketing strategy in establishing trust and client loyalty.

Table 4. 14 In your experience, retrofitting can lead to significant cost savings for residents over time.

		Count	%
Valid	Strongly Disagree	9	9.0
	Disagree	10	10.0
	Neutral	10	10.0

	Agree	40	40.0
	Strongly Agree	31	31.0
	Total	100	100.0

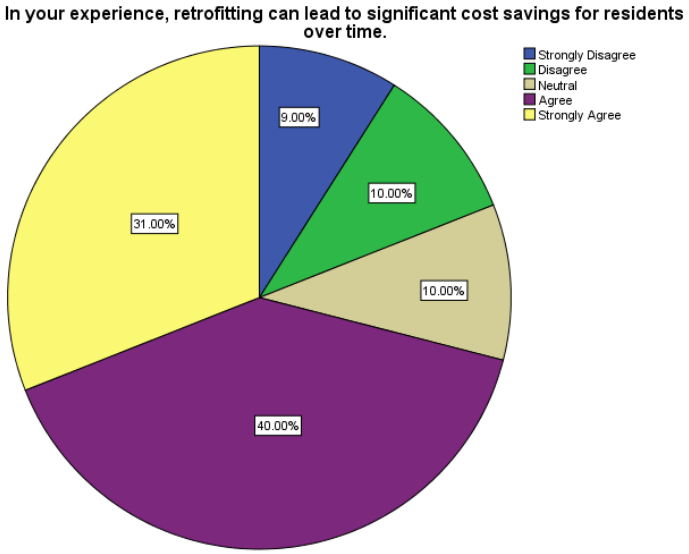


Figure 4. 14 In your experience, retrofitting can lead to significant cost savings for residents over time.

A majority of the respondents (71%) feel that retrofitting may result in considerable cost savings that residents in the long run. Additionally, 40% agree and 31% strongly agree with this statement. Ten percent were ambivalent, and nineteen percent were in strong disagreement. This shows that retrofitting is seen by the majority of respondents as a practical way to save money in the long run, emphasising its potential advantages in terms of efficiency gains and reduced costs for residents.

Table 4. 15 There is often a gap between the theoretical benefits of retrofitting and its actual performance in practice.

	Count	%

Valid	Strongly Disagree	9	9.0
	Disagree	10	10.0
	Neutral	7	7.0
	Agree	47	47.0
	Strongly Agree	27	27.0
	Total	100	100.0

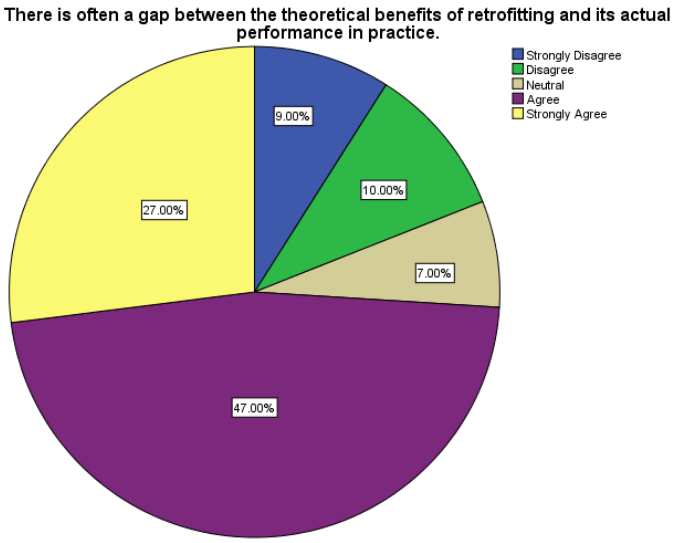


Figure 4. 15 There is often a gap between the theoretical benefits of retrofitting and its actual performance in practice.

With 47% agreeing as well as 27% strongly agreeing, the data demonstrates that most respondents (74%) believe that retrofitting's potential advantages are not always matched by its actual performance in reality. While 19% strongly disagreed or disagreed, 7% were agnostic. This shows that many people think there's a mismatch between what retrofitting is supposed to do and what it really does, which means that even if retrofitting is a promising concept, it could not work out the way people hope.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.551[a]	.303	.289	1.101
a. Predictors: (Constant), I am more likely to trust a brand that actively interacts with its followers on Social Media, I feel more positively about brands that post content relevant to my interests on Social Media				

- The dependent variable (customer opinions of brand engagement) and the factors that predicted it (social media engagement criteria including contact with followers along with material relevancy) are moderately positively correlated (R value = 0.551).

- The model's predictors account for almost 30.3% of the variance in customers' perceptions of a brand's involvement, according to the R Squared value of 0.303.

- After taking into consideration all of the predictors, the model's predictive power drops to 0.289, which is a little lower than the original value.

- One way to look at the typical gap between actual and expected values is the standard variation of an estimate, which comes out to 1.101. Prediction model has considerable error given data, but lower values suggest better match.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.630	.457		3.565	.001
	I feel more positively about brands that post content relevant to my interests on Social Media	.073	.106	.062	.692	.491
	I am more likely to trust a brand that actively interacts with its followers on Social Media	.540	.092	.527	5.880	.000
a. Dependent Variable: I believe brands that post frequently on Social Media are more engaged with their audience						

- When each predictor are set to zero, the constant, which indicates the baseline significance of consumers' judgements of brand involvement, is 1.630.

- There is no statistical significance ($p > 0.05$) for the coefficient of "I feel more positively regard brands when they share content applicable to my activities on Social Media" (0.073), since the p-value is 0.491. According to this concept, customers' perceptions of brand involvement are unaffected by the content's relevancy.

- The p-value for "I am more likely to trust an enterprise that actively interacts among those who follow them on Social Media" is 0.000, indicating statistical significance ($p < 0.05$), and the coefficient for this statement is 0.540. This indicates that customers' perceptions of a brand's involvement are heavily impacted by their level of confidence in the brand's active engagement with followers.

Hypothesis 1 (Positive Hypothesis) is partially accepted based on the significant effect of "interaction with followers" on consumers' views of brand engagement. However, the role of "content relevance" does not significantly contribute to the prediction, suggesting that engagement through interaction is a more influential factor for consumers' perceptions of brand engagement on social media.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
A brand's visibility on search engines increases my belief that it is a credible and trustworthy brand	Between Groups	42.109	4	10.527	8.024	.000
	Within Groups	124.641	95	1.312		
	Total	166.750	99			
I believe that a strong presence both on search engines (SEO) and Social Media positively impacts my overall perception of a brand	Between Groups	16.065	4	4.016	2.515	.047
	Within Groups	151.695	95	1.597		
	Total	167.760	99			

If the p-value is 0.000, then the groups are significantly different from one another. This provides further evidence that customers' views of a brand's credibility and trustworthiness are affected by how visible it is on search engines. The combined impact of search engine optimisation and social media on consumers' impressions of the brand is statistically significant ($p=0.047$, $p<0.05$).

Hypothesis 2 (Positive Hypothesis) is **accepted**. Both individual visibility on search engines and a combined presence on both search engines and social media positively influence consumers' perceptions of a brand's reliability and trustworthiness. The significant p-values for both

statements provide strong evidence to support the hypothesis that brands with a strong digital presence (both SEO and social media) are viewed more favorably in terms of credibility and trustworthiness.

Correlations				
		I prefer brands with an active and visible digital presence over those without a digital presence	I believe that improving a brand's SEO can significantly improve my perception of its reliability and quality	Regular interaction with followers on Social Media is important for improving my perception of a brand
I prefer brands with an active and visible digital presence over those without a digital presence	Pearson Correlation	1	.609**	.312**
	Sig. (2-tailed)		.000	.002
	N	100	100	100
I believe that improving a brand's SEO can significantly improve my perception of its reliability and quality	Pearson Correlation	.609**	1	.439**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Regular interaction with followers on Social Media is important for improving my perception of a brand	Pearson Correlation	.312**	.439**	1
	Sig. (2-tailed)	.002	.000	
	N	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

The **Pearson Correlation** values and their corresponding significance levels for the variables are as follows:

1. **I prefer brands with an active and visible digital presence over those without a digital presence** vs. **I believe that improving a brand's SEO can significantly improve my perception of its reliability and quality**:

There is a strong positive correlation between the preference for brands with an active digital presence and the belief that improving SEO can enhance a brand's reliability and quality. This suggests that consumers who prefer brands with a strong digital presence also tend to believe that SEO improvements improve brand perception.

There is a moderate positive correlation, indicating that those who prefer brands with an active digital presence also value regular interaction with followers on social media for improving their perception of a brand.

A moderate positive correlation suggests that consumers who believe SEO can improve a brand's reliability also see regular social media interaction as important for improving brand perception.

- **Hypothesis 3 (Positive Hypothesis)** is **accepted**. The data shows strong evidence that consumers are more likely to trust, remember, and consider purchasing from brands with a strong digital presence, including both SEO and social media activities. The positive correlations support this hypothesis, suggesting that a robust digital presence plays a crucial role in shaping consumer attitudes toward brands.

One-Sample Test						
	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper

A brand with a well-rounded digital marketing strategy (SEO + Social Media) is more likely to gain my trust and loyalty	32.186	99	.000	3.800	3.57	4.03
In your experience, retrofitting can lead to significant cost savings for residents over time.	29.867	99	.000	3.740	3.49	3.99
There is often a gap between the theoretical benefits of retrofitting and its actual performance in practice.	30.537	99	.000	3.730	3.49	3.97

Model Summary

- With an R-squared value of 0.551, we can see that the independent variables are somewhat correlated with the dependent variable.
- **R Square** = 0.303: The dependent variable is the belief that businesses with more frequent social media posts connect with their audience more closely; the predictors, trust and written relevance on social media, account for around 30.3% of this variation.
- **Adjusted R Square** = After taking into account the total number of predictors, this value becomes 0.289. The model seems to have a decent match, as shown by the minor discrepancy between R Square - Adjusted R Square.
- **Std. Error of the Estimate** = The average of the standard deviation for all residuals is 1.101, which shows the degree of fluctuation between the anticipated and observed values.

ANOVA

- **Sum of Squares**: "Regression" as well as "Residual" components make up the overall variance in the variable of interest.
  - **Regression** (51.250) is the variance explained by the predictors, while **Residual** (117.660) is the variance unexplained by the model.
- **F = 21.126** and **Sig. = 0.000**: As a whole, the F-statistic evaluates the model's relevance. The model is highly significant since the p-value (0.000) as less than 0.05, allowing us to reject the null hypothesis.

- Trust in a business that engages with its followers of social media has a beneficial effect on how the brand is seen as engaging, according to the report. It would seem, nevertheless, that content relevancy is not a major factor.
- It is not apparent if social media participation immediately correlates to consumer loyalty, particularly when SEO efforts are also taken into account, but it does support the idea that there is a favourable association between brand perception and social media activity. Confirming the entire effect of a digital marketing plan would need more research that incorporates deeper SEO analysis and other indicators of client loyalty.

4.2 FINDINGS & RECOMMENDATIONS

1. **Age Distribution:**
   - A majority of respondents (48%) are in the 18-24 age range, followed by 26% in the 25-34 range.
   - Only 18% of participants are below 18, and 8% are in the 35-44 range, suggesting a younger demographic is more prominent in the survey.
2. **Count of Brand Posts on Social Media:**
   - 72% of respondents agree or strongly agree that brands posting frequently on social media are more engaged with their audience, indicating a clear connection between frequent posts and perceived engagement.
   - Only 17% disagree or strongly disagree, showing a general consensus on the importance of Count in engagement.

3. **Relevance of Social Media Content:**
    - 74% of respondents feel more positively about brands that post content relevant to their interests, emphasizing the significance of personalized content.
    - 13% are neutral, while 13% disagree or strongly disagree, reflecting that relevance in content is a major factor for most but not all participants.
4. **Trust Based on Search Engine Visibility:**
    - 75% of respondents believe they trust brands more when they consistently appear at the top of search engine results, highlighting the importance of SEO in building trust.
    - Only 18% remain neutral or disagree, reinforcing the positive perception associated with high search engine rankings.
5. **SEO and Social Media Visibility on Perception:**
    - 59% of respondents agree that a strong presence on both SEO and social media positively impacts their perception of a brand, suggesting the combined influence of these platforms.
    - 21% are neutral, while 20% disagree, showing a strong preference for dual visibility but with some variation in opinion.
6. **Impact of Search Engine and Social Media Presence on Purchase Consideration:**
    - 69% of respondents are more likely to consider purchasing from a brand with a strong digital presence on both SEO and social media, indicating that online visibility influences purchasing decisions.
    - 19% disagree or strongly disagree, with 12% neutral, indicating a portion of respondents may not prioritize digital presence as a purchasing factor.
7. **Brand Recall through Strong Digital Presence:**
    - 72% of respondents are more likely to remember a brand with a strong presence on both search engines and social media, suggesting that digital visibility is crucial for brand recall.
    - 15% remain neutral, and 13% disagree or strongly disagree, showing the strong association between digital presence and memory recall for most but not all participants.

8. **Preference for Brands with Active Digital Presence:**
    - 71% of respondents prefer brands with an active and visible digital presence over those without, highlighting the preference for brands that engage digitally.
    - 16% are neutral, and 13% disagree or strongly disagree, indicating a clear preference for digital presence but with some variation in opinion.
9. **Improvement of Perception with SEO:**
    - 74% of respondents believe that improving a brand's SEO can significantly improve their perception of its reliability and quality, suggesting that SEO has a strong impact on brand perception.
    - 13% are neutral, and 13% disagree or strongly disagree, indicating broad agreement but some differing opinions.
10. **Importance of Social Media Interaction for Brand Perception:**
    - 74% of respondents agree that regular interaction with followers on social media is important for improving their perception of a brand, highlighting the role of engagement in building brand perception.
    - 14% disagree or strongly disagree, with 12% neutral, reinforcing the value of ongoing social media engagement for brand image.
11. **Trust and Loyalty from a Well-Rounded Digital Marketing Strategy:**
    - 76% of respondents believe a well-rounded digital marketing strategy (SEO + Social Media) can increase trust and loyalty, suggesting that brands need a holistic digital approach to strengthen customer relationships.
    - 17% disagree or strongly disagree, and 6% are neutral, showing strong support for integrated digital marketing strategies.
12. **Retrofitting and Cost Savings for Residents:**
    - 71% of respondents believe that retrofitting can lead to significant cost savings for residents over time, suggesting broad support for retrofitting as a cost-saving measure.
    - 19% disagree or strongly disagree, and 10% are neutral, indicating a general belief in the financial benefits of retrofitting but with some differing opinions.
13. **Gap Between Theoretical Benefits and Actual Performance of Retrofitting:**

- 74% of respondents agree that there is often a gap between the theoretical benefits of retrofitting and its actual performance, indicating skepticism about the practical outcomes of retrofitting.
- 19% disagree or strongly disagree, and 7% are neutral, highlighting concerns regarding the real-world effectiveness of retrofitting despite its theoretical advantages.

These findings provide insights into consumer behavior regarding digital marketing and retrofitting, illustrating strong support for digital presence in brand perception and some skepticism regarding the practical performance of retrofitting.

4.3 RECOMMENDATIONS

1. **Enhance Social Media Engagement**:
   - **Post Count**: Brands should aim to maintain a consistent and regular posting schedule on social media platforms. This helps to keep the audience engaged and makes the brand more visible in the digital space.
   - **Content Relevance**: It is crucial for brands to post content that is relevant to their target audience's interests. By tailoring content to meet consumer needs and preferences, brands can foster stronger emotional connections with their audience.
   - **Interaction with Followers**: Actively engaging with followers through comments, likes, shares, and direct responses enhances the brand's relationship with consumers. Personalized responses and addressing customer queries can significantly improve brand loyalty and trust.
2. **Invest in Search Engine Optimization (SEO)**:
   - **Build Credibility Through SEO**: A strong SEO presence can enhance a brand's credibility. Being consistently visible in search engine results signals to consumers that the brand is trustworthy, reliable, and authoritative in its field.
3. **Develop a Holistic Digital Marketing Strategy**:
   - **Integration of SEO and Social Media**: Brands should adopt an integrated approach to digital marketing by aligning their SEO strategies with social media efforts. For example, social media content can drive traffic to the website, while SEO efforts can help improve the discoverability of social media profiles.
4. **Leverage Consumer Feedback for Continuous Improvement**:
   - **Encourage Consumer Engagement**: Brands should encourage their audience to provide feedback through surveys, polls, or comment sections. This feedback will help identify areas for improvement and adapt the content strategy to the evolving preferences of consumers.

- **Respond to Negative Feedback**: Addressing and resolving negative feedback publicly shows that the brand values customer input and is committed to improving its offerings. This transparency can foster trust and loyalty.

5. **Tailor Digital Marketing Strategies to Target Audience Preferences**:
   - **Personalization**: Consumers prefer content that aligns with their specific interests. Brands should use data analytics to segment their audience and create personalized content and advertisements that cater to individual preferences.
   - **Adapt Based on Demographics**: Different age groups, regions, and demographics may have varying responses to digital marketing efforts. Brands should consider these factors when designing their campaigns to ensure relevance.
6. **Regularly Update Digital Content**:
   - **Stay Current**: Keeping digital content fresh and up-to-date helps to maintain consumer interest. Brands should ensure their website, social media pages, and blogs are regularly updated with new content that reflects current trends, products, and services.
   - **Use Dynamic Content**: Incorporating video content, live sessions, and interactive elements can improve engagement and make the brand more memorable to consumers.
7. **Foster Long-Term Relationships**:
   - **Build Trust and Loyalty**: Brands should focus on creating long-term relationships with their audience through consistent digital engagement. Trust and loyalty can be fostered by providing valuable content, responding to concerns, and maintaining a customer-first approach.
   - **Reward Loyal Customers**: Implementing loyalty programs, special promotions, or exclusive content for repeat customers can enhance brand loyalty and encourage customers to continue supporting the brand.

4.4 LIMITATION OF THE STUDY

1. **Sample Size and Demographics**: The study may have been limited by the sample size and the demographic composition of respondents, which might not fully represent the entire

population. For instance, if the study predominantly involved participants from a specific age group or region, the findings may not be generalizable to broader audiences.

2. **Survey Design**: The study relied on self-reported data, which can be influenced by respondents' biases or inaccuracies in their responses. This could affect the reliability of the findings, especially in subjective areas like brand perception and attitudes toward digital presence.
3. **Cross-sectional Nature**: The study was cross-sectional, capturing a snapshot of consumer perceptions at a particular point in time. It does not account for the dynamic and evolving nature of digital marketing strategies or how perceptions might change over time with ongoing engagement.
4. **External Factors**: Other external factors, such as offline marketing efforts, product quality, or market trends, were not accounted for in this study. These could also influence brand perception but were outside the scope of the research.

4.5 Conclusion:

The impact of search engine optimisation (SEO) and social media marketing on consumers' opinions of companies was the focus of this research. The results show that digital marketing, which includes active participation in relevant social media and good SEO, has a favourable influence on customer trust, loyalty, and opinion of the company. People are more inclined to remember and think about buying from businesses that regularly interact with their audience, and they are more inclined to trust firms that are active and visible on the internet. Brands that use search engine optimisation (SEO) and social media marketing (SMM) together are more likely to win over customers' trust and loyalty, according to the study. The findings highlight the significance of firms implementing a comprehensive digital marketing strategy that incorporates both social media and search engine optimisation to obtain optimal results in customer engagement and brand reputation.

However, the study also revealed that there are varying attitudes toward brands with different levels of digital presence. While many consumers prefer brands with active digital engagement,

there is a significant proportion who are neutral or prefer minimal digital interaction, indicating that digital strategies should be tailored to the specific preferences of target audiences.

In conclusion, brands seeking to improve their online presence should focus on developing a comprehensive digital marketing approach, maintaining a consistent presence across both SEO and social media, and ensuring the content is relevant, engaging, and tailored to consumer interests. These actions will help foster stronger brand perception and ultimately drive business success.