



Analysis the investigation on digital marketing frameworks and their impacts on brands

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Abstract

The study's primary goal is to investigate various marketing frameworks & impact on brands. The study also intends to analyze the impact of particular variables on brands, including access, sharing, the 3Cs (comment, customize, & collaborate), engaging, nurturing, & targeting. The study also attempts to create a thorough foundation for brands using digital marketing. The major method of data collecting is utilized in order to accomplish the goals & objectives of the current study. The employee & Digital Marketing Managers were given closed-ended questionnaires as part of this methodology. Additionally, characteristics that influence brand success on online platforms are highlighted, including access, share, engagement, & others. The current study looked at various digital marketing frameworks utilized by marketers to advertise products to customers utilizing digital platforms, including the Ten C's of marketing for the modern economy, the 4 C's for marketing communications, and the RACE digital planning framework.

Keywords: digital marketing, brands, social media, traditional marketing

Introduction

Digital technologies are having and/or will have a significant impact on several stages of marketing and strategy development, so we set up a framework for future research in this area. This is followed by a thorough review of current digital marketing trends, as well as an examination of available research in this field. We use the framework to explain the growing issues around the touch points & relevant study topics in the next months. In the ending, we put all of this information together to build a research agenda for the field of digital marketing. Research in Marketing, issued between the years of 2000 - 2016. There were 305 "seed" articles that we retrieved from Web of Science by searching for articles that included "digital" or "online" in their title or research topic. By eliminating those studies that were not immediately relevant, we were able to add other studies that had been cited in the original research. We were able to find other journals that we hadn't previously considered. The earliest study in each field was chosen, & handful of the most commonly referenced studies in that field were also included to provide context for each section of our review. For the sake of completeness, we've added the most recent study to this list. For this reason, the current study evaluation is not designed to be thorough, but rather illustrative in order to adequately cover the concerns & appropriately focus on future research topics.

Objectives

1. To explore different marketing frameworks and their significance on brands.
2. To study the effect of selected factors (Access, Share, 3Cs (Comment, Customize & Collaborate), Engage, Nurture & Target) on brands.
3. To develop a comprehensive framework for brands in digital marketing.

Methodology

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.

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

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.

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 (Lewis 2015). 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 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 snowball sampling method, the referral program is used to choose the selective sample that is not easily available. Additionally the judgmental 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 study.

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.

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.

Table 1: frequency and percentage of the variable gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
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.

Table 2: frequency and percentage of the variable age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
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.

Table 3: frequency and percentage of the variable education

Education	Frequency	Percent	Valid Percent	Cumulative Percent
Higher Secondary	27	10.8	10.8	10.8
Bachelor Degree	186	74.4	74.4	85.2
Master’s Degree And Above	37	14.8	14.8	100.0
Total	250	100.0	100.0	

The table below 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.

Table 4: frequency and percentage of the variable income

Income per year	Frequency	Percent	Valid Percent	Cumulative Percent
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.

Table 5: frequency and percentage of the variable tenure in organization

Tenure in organization	Frequency	Percent	Valid Percent	Cumulative Percent
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
7year & above	22	8.8	8.8	100.0
Total	250	100.0	100.0	

The table below gives the frequency and percentage of the variable “which of the digital marketing framework does your organization use”. It was found that 10C of marketing

was most commonly used by the digital marketers (14%). Also the bar graph gives the percentage of different categories.

Table 6: Which of the digital marketing framework does your organization use?

Digital Marketing Framework	Frequency	Percent	Valid Percent	Cumulative Percent
Forrester 5I	15	6.0	6.0	6.0
lauterborn 4C	15	6.0	6.0	12.0
10C of marketing	36	14.4	14.4	26.4
6C of custom motivation	29	11.6	11.6	38.0
hofacker 5 stages of information processing	25	10.0	10.0	48.0
race planning	31	12.4	12.4	60.4
technology acceptance model	25	10.0	10.0	70.4
4C for marketing communication	18	7.2	7.2	77.6
Mckinseyconsumer decision journey	26	10.4	10.4	88.0
honeycomb model	30	12.0	12.0	100.0
Total	250	100.0	100.0	

Reliability

Reliability reflects the consistency of the data. The Cronbach alpha technique is used to check the reliability of the data. The value above 0.7 indicates data is reliable for analysis.

Table 7

Reliability Statistics	
Cronbach's Alpha	N of Items
.837	12

In the above table the Cronbach’s alpha value is 0.837 indicating that the data is consistent and henceforth reliable for the analysis.

Part B: Different Marketing Frameworks and their Significance on Brands

Table 8

Reliability Statistics	
Cronbach's Alpha	N of Items
.850	6

In the above table the Cronbach’s alpha value is 0.850 indicating that the data is consistent and henceforth reliable for the analysis.

Table 9

	Cronbach's Alpha if Item Deleted
B1	.825
B2	.859
B3	.810
B4	.823
B5	.825
B6	.807

Above table gives the individual items reliability where the Cronbach’s alpha value is above 0.8 indicating all items is reliable

Part C: Examining the effect of selected factors (Access, Share, 3Cs (Comment, Customize & Collaborate), Engage, Nurture & Target) on brands.

Table 10

Reliability Statistics	
Cronbach's Alpha	N of Items
.762	6

In the above table the Cronbach’s alpha value is 0.762 indicating that the data is consistent and henceforth reliable for the analysis.

Table 11

	Cronbach's Alpha if Item Deleted
C1	.717
C2	.750
C3	.684
C4	.704
C5	.696
C6	.795

Above table gives the individual items reliability where the Cronbach’s alpha value is above 0.7 except C3 indicating items in is reliable

Conclusion

The study examined that marketers also use different marketing tools such as search engine optimization through which the ranking of the brand website could be improved in the search engines. It increases the visibility of the brand website in the search engine and increases customer participation in the brand search. Digital marketing provides several benefits to the marketers and customers because of which the involvement of both customer and business increases in this segment. Digital advertising is an advertising technique that uses electronic potential and interactive technologies like on-line communities, mobile

communications, and messaging following in order to set up an affiliation among buyers and manufacturers. It was examined that digital advertising has developed notably over the years. The study examined the different models such as the RACE Planning Framework that can be used by digital marketers to increase their presence in the market and attract an increasing number of customers.

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