

A review of different digital marketing frameworks and their significance on brands

Abhay Kumar¹, Dr. Arvind Kumar Saxena²

¹ Ph.D, Student, Department of Management, Kalinga University Raipur, Chhattisgarh, India

² Ph.D, Guide, Department of Management, Kalinga University Raipur, Chhattisgarh, India

Abstract

The current study looked at various digital marketing frameworks utilized by marketers to advertise products to customers utilizing digital platforms. The study gives a brief summary of the effects of digital marketing communication on customer purchase attitudes & decision-making for goods and services in general. Marketing trends over the world show a shift from a purely traditional store format to a mix of both physical and virtual stores. An important part of the gamut of services that a marketer has to offer is through the Internet. The current study investigates how various digital marketing channels are used to promote brands & offers insightful data on the digital marketing framework needed for brands to succeed.

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

Introduction

Internet & WWW have been commercially used for almost 25 years. Over the past few decades, the corporate landscape has changed at an accelerating rate. Twenty years ago, large international corporations like Google, Facebook, Amazon, Alibaba, eBay, and Uber were unheard of. Today, these corporations are major players in our modern economy. According to data collected since 1999, internet sales in the US accounted for 7.4 percent of total retail spending in 2015. (Phillips 2015). Approximately 22% to 27% of all internet sales are now made through mobile platforms (Rao 2015; Malcolm 2015). The need of building a "digital relationship" with clients is now emphasised by corporations. The near future has enormous promise for the lives of consumers due to advancements in digital technology & devices such as smartphones, smart products, the IoT, AI, & deep learning. When looking at how digital technology is changing the method & strategy of marketing, this study is looking at what this means for research in "digital marketing" as a whole. Three things are the focus of this investigation. 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.

A framework for analysis

To describe the process of utilizing digital technology to attract customers & create customer preferences, promote brands, retain customers, grow revenues, & more, the word "digital marketing" has evolved from a specialised term to an umbrella term throughout the years (Financial Times, lexicon.ft.com). For the purposes of generating, communicating, & delivering value to customers and stakeholders, digital marketing could be viewed as activities, institutions, & processes made possible by digital

technologies, as defined by the American Marketing Association (<https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>). We take a broader view of digital marketing & describe it as "an adaptive process by which companies engage with customers and partners to jointly develop, convey, deliver, and sustain value for all stakeholders." The digital technology-enabled adaptive process generates new kinds of value in new digital settings. Institutions allowed by digital technologies have the ability to form value for both their clients & themselves. New consumer experiences and interactions between customers are generated by digital technologies. Adaptive digital touchpoints across marketing activity, institutions, processes, & customers enable digital marketing in and of itself. The number of touchpoints is expanding by more than 20 percent annually as more offline customers switch to digital technology & "younger, digitally minded consumers enter the ranks of buyers" (Bughin 2015).

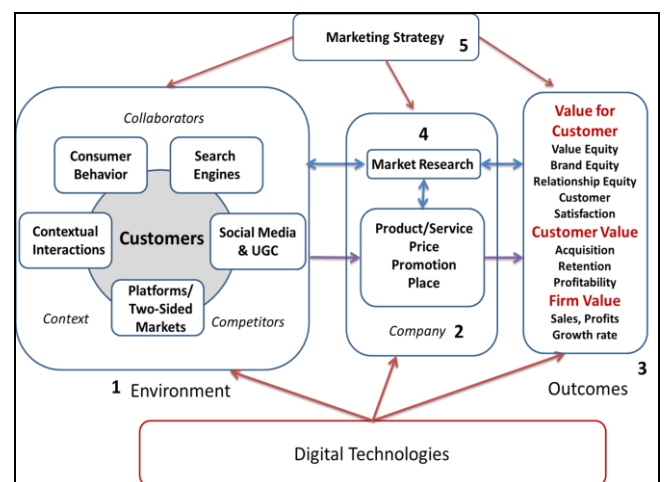


Fig 1: Digital Marketing Framework

Brand: meaning and definition

Many authors describe "brand" in different ways, although the term "brand" encompasses a wide range of specific

concepts. To distinguish one product or service from another, the name and/or mark of a particular seller or group of sellers is referred to as a brand. Particularly, a distinct name, term, design symbol, etc. distinguishes one seller's goods or service from the offerings of competitors. Legally, a brand is known as a trademark. As a result of the lack of differentiation between their product and that of their rivals, manufacturers began calling and labelling their products to differentiate themselves from their rivals. The word "Coke," "Sony," "Honda," "Colgate," and so on is an example of a brand name. Most recent instances of purchasing goods for money are based on previous purchasing experiences, therefore learning and brand loyalty are intertwined. When people have positive experiences with a product or service that meets their needs or achieves their goals and is attractive to them, the most likely outcome is that they will buy it again in the future. One of the primary goals of marketing is to cultivate a group of people who will continue to buy/search for/wait for the brand in an out-of-stock situation, even if the brand is no longer available (OSS). Brand loyalty is mostly the outcome of a consumer's desire to minimise the risk associated with purchasing decisions by treating crucial considerations as insignificant. Brands that are well-established in the public's mind benefit greatly from such a significant and potentially disastrous incident. It's difficult for newcomers to enter or start anything new to disrupt the habitual response of those who utilise a product or service.

Customers who are loyal to one brand may be tempted to switch to a competitor's product or service, causing sales promotion techniques such as free samples, cents off, coupons & introductory offers to be implemented/tried. To improve the likelihood that a new reaction will be repeated, it is necessary to provide an appropriate incentive following the new response. If the company that sells the most things is well-known and has great brand loyalty, this is a difficult task. As a general rule, brand leaders tend to stick to a more conservative approach to achieving goals and avoid tinkering too much with a winner. It is, nevertheless, necessary for the brand leader to create something new and expand the brand from time to time in order to sustain its market position. For businesses, one of the most pressing concerns today is how to maintain the loyalty of existing customers to a brand. In today's corporate environment, the surrounding conditions & marketing strategies are becoming increasingly similar in character. It is becoming increasingly difficult to maintain a product's benefits beyond a reasonable period of time in the fast-paced world of technology and research. Modern individuals, on the other hand, are getting more informed and more perceptive of the smallest of details. They have a high regard for quality & hold it in high regard. As a result, the best marketers are those who are able to notice these changes in the population. Listening and understanding their demands, they take action to meet the expectations of their customers. In order to keep a steady stream of satisfied clients, today's marketers are hustling and stressed out. Customer devotion to a brand does not just happen. In order to make it happen, brand managers must take the initiative. It's true that there are certain exceptions. Marketers can't always control how customers feel about their favourite brands. Even if a product isn't helping to increase or show in a favourable way, it might nonetheless provide an appealing image.

Fast Moving Consumer Goods (FMCG)

FMCG products are those that are frequently or impulsively bought and have minimal consumer involvement turnover & low value. FMCG products include nondurables including glassware, bulbs, batteries, paper products, and detergents that are used on a daily basis as well as toiletries, soap, cosmetics, tooth cleaning products, shaving products, & detergents. They may also contain over-the-counter medicines, prepared foods, soft beverages, toilet paper, & chocolate bars, among other things. FMCG products are also referred to as Consumer Packaged Goods (CPG).

FMCG Market in India

According to an A.C. Nielson analysis published in the Economic Times (E.T.) on February 1st, 2015, India is the 4th largest country worldwide in terms of the total value of goods that people produce, trade, & acquire. The 350 million middle class Indians will contribute to (or increase) growth even if their disposable income just slightly increases. These middle-class individuals make up the majority of the add/give 40–50% to FMCG in India, where MNC presence is robust & fiercely competitive. By 2018, the FMCG market is anticipated to reach 200,000 Cr. The primary product categories are called/labeled packaged food & drinks (MFD, Soft Drink, Staple, cereals, dairy products, (store that sells cakes, pies, etc.) etc.), called/labeled tobacco & alcohol, and house hold care (Scrubber/inspector, fabric was, insect repellents, floor & toilet cleaners). According to a joint statement by the Confederation of Indian Industries (CII) & Boston Consulting Group (BCG) published in Business Standard (B.S.) on June 17, 2015, FMCG firms will have to cope with performances that change quickly as a result of increased options and access to information. Prices and the appearance of new competitors have compressed margins, requiring the majority of players to reduce expenses in order to safeguard revenues. Yet, uncertainty can lead to opportunities. Coming into view of new competitors breaking (up) in costs has increased across firms in India, which is one of the elements feeding doubt. Players (relative to a broad area) have also started using/paying their presence and are preparing to increase both their product (combinations of stocks, bonds, etc./document collections) and reach (relative to the locations of mountains, rivers, towns, etc.). The study also demonstrates the differences/differing versions of preferences that are (taken/took by force)/(taken/taken control of) during product design, which are (connected to a vast region). The current size of the laundry market is INR 15,000 Cr, however India produces approximately half as many laundry items as China. The organized market for sweet baked snacks, which is roughly INR 14000 Cr. and is comprised of glucose, creams, cookies, and crackers, is similar in many ways. The shifting mindset is having an impact on a variety of items and industries. The data monitored and followed by International Market Research Bureau (IMRB) reveals that city dwellers are significantly reducing their spending as one could see negative growth from January to December 2012, @8% on personal care, @4% on household care, and (almost in the same way) tooth paste @4% & @7% on Food & Drinks. According to a joint statement by the Confederation of Indian Industries (CII) & Boston Consulting Group (BCG) published in Business Standard (B.S.) on June 17, 2015, FMCG firms will have to cope with performances that change quickly as

a result of increased options and access to information. Prices and the appearance of new competitors have compressed margins, requiring the majority of players to reduce expenses in order to safeguard revenues. Yet, uncertainty can lead to opportunities. Coming into view of new competitors breaking (up) in costs has risen across firms in India, which is one of the elements feeding doubt. Players (relative to a broad area) have also started using/paying their presence and are preparing to increase both their product (combinations of stocks, bonds, etc./document collections) & reach (relative to the locations of mountains, rivers, towns, etc.). The study also demonstrates the differences/differing versions of preferences that are (taken/took by force)/(taken/taken control of) during product design, which are (connected to a vast region). The current size of the laundry market is INR 15,000 Cr, however India produces approximately half as many laundry items as China. The organized market for sweet baked snacks, which is roughly INR 14000 Cr. and is comprised of glucose, creams, cookies, & crackers, is similar in many ways. The shifting mindset is having an impact on a variety of items and industries. The data monitored and followed by International Market Research Bureau (IMRB) reveals that city dwellers are significantly reducing their spending as one could see negative growth from January to December 2012, @8% on personal care, @4% on household care, and (almost in a comparable way) tooth paste @4% & @7% on Food & Drinks. People affected by the price increase are down trading to cheaper groceries, particularly in categories including as inflation & overall slowdown put pressure on household finances, it appears that Indians are cutting back on their purchases of personal & food items.

Digital marketing

Technology & innovation are currently hot topics for both SMEs and larger businesses. Technology is a process of methodical application of scientific information or understanding to real-world projects or tasks, according to Galbraith's definition from 1986. As an alternative, innovation is the acceptance and use of a new or modern tool (Thomas & Rhisiart 2000). The technology of digital marketing is cutting-edge. In earlier research that took the phrase "digital marketing" into consideration, a number of concepts and definitions were presented. According to Kotler & Keller (2013), marketing is the act of profitably addressing needs. To ensure that it satisfies both human and global needs, the definition of marketing is provided. The fundamental idea of online marketing is that it refers to the internet platform that a company uses to achieve its marketing objectives. E-marketing is a common term utilized interchangeably with digital marketing and internet marketing. Digital marketing, according to Nathan Research, is the type of marketing that uses electronic devices (computers) such smartphones, personal computers, game consoles, and cell phones to consider the stakeholders as a key component. Digital marketing is "an adaptive, technology-enabled approach by which firms may interact and give value to all stakeholder," according to Kannan & Li (2016). Digital marketing strategies are capable of handling several facets of marketing communications. The digital campaigns stand out as a key component. An essential component of digital marketing is the use of digital

media technologies to reach customers and enhance the value of goods and services, such as websites, social media, affiliate marketing, & online advertising. As a general term, "digital marketing" refers to advertising strategies used to reach out to customers through digital resources. Additionally, digital marketing includes tailoring goods, brands, and services while promoting them via the Internet, mobile devices, radio, & traditional TV (Afrina et al. 2015). The role of the client is evolving, and they are now seen as value co-producers for businesses (Pralhad and Ramaswamy 2008). McDonald's created and disseminated brand messages using online media. In order to keep consumers interested, they also created other online communities for youngsters, such as the Happy Meal website with games and educational value (Rowley 2008). World Wide Web (WWW) growth in the 1990s changed how people used the internet. In order to determine how accessible the internet is among users, this study took into account a variety of characteristics. According to the "Encashing on Digital: Financial Services in 2020" research by Boston Consulting Group, India is on the cusp of a digital revolution (BCG 2020).

Digital marketing: the evolution

The Internet & search engine website rankings were the origin of the idea of digital marketing. In order to conduct searches and inquiries, the main search engine started using the Gopher network protocol in 1991. Following the launch of Yahoo in 1994, businesses concentrated on improving their internet positioning. Internet is used for business mostly due to the tools & software available (Palmer 2000). With an increase in users, Yahoo! has replaced basic email in the economic landscape. In the same way as search engines (1994), Google (1997), and e-commerce websites (1994). 'Archie' first used the term "digital marketing" in the 1990s. After 1993, banners first appeared as clickable web advertisements. The first web crawler introduced SEO in 1994. Yahoo and the first e-commerce transaction over the internet market both took place in the same year. In 1998 and 2000, Google, MSN, & web search all got their beginnings. Significant advancement over time is summarized in Figure 2;

- In 2001, Google & Yahoo dominated the market for search engine optimization.
- The mobile marketing campaign was created in 2001.
- In 2002, LinkedIn, a website largely focused on jobs, was created.
- In 2004, My Space, a social networking platform, was first conceptualized.
- Web 2.0 first appeared in 2004. Twitter, Facebook, Skype, Instagram, & Printrest all came into being in that year.
- The American video-sharing website YouTube was established in 2005. The Web Streaming Hub Services Company was established in 2007.
- In 2008, China overtook the US in terms of internet usage, according to Spotify
- The outcomes of Google's real-time search engine introduction & closure of its connected network in 2009.
- In 2010, the term "buzzword" becomes popular and what's app is created.
- In 2011, Google Panda & Google Plus were created.

Before 2000	2000-2004	2005-2008	2009-2011
The term <i>Digital Marketing</i> was first used (1990), Search engines (1994), Google (1998)	The Internet bubble burst & SEO by Google and Yahoo (2001)	YouTube Launched (2005)	Real-time search engine launched by Google & shutdown of Google's affiliated network (2009)
e-commerce sites such as eBay (1995) and Amazon (1994)	Mobile marketing launched (2001) LinkedIn was started (2002)	Web 3.0 in (2006), Web Streaming hub services founded (2007)	Buzzword arises as the trend, and origination of whatsapp (2010)
(1994) The first web crawler started SEO. Google, MSN, webs search, all started in (1998-2000)	Web 2.0 originated & Twitter, Facebook, Skype, Instagram, and Printrest launched (2004)	Penetration of China in internet usage over the US, spotify (2008)	Google Panda and Google Plus developed in the year (2011)

Fig 2: Evolution of Digital Marketing

Difference between traditional marketing and digital marketing

Traditional marketing techniques apply whenever businesses choose to reach out to clients & advertise goods and services without using digital channels. On the other

hand, other businesses would use the internet to advertise & create their online presence by utilizing different digital marketing technologies to quickly reach consumers all over the world.

Table 1: Traditional Vs. Digital Marketing

Traditional Marketing	Digital Marketing
Techniques- Printing, broadcasting, direct mailing and telephonic advertising.	Tools- Email, Social Media, Affiliate marketin, pay per click, SEO, Mobile marketing etc.
Generally, one way communication	Generally, two way communication
Measurement of results is not easy	Measurement of results is very easy
Long-term planning required for campaigns	Campaigns can be designed in short-term plannin
Need high marketing budget	Relativity less costly
Easily target the local audience	Easily target the global audience
The campaigns are being active for a specific period i.e. days and weeks	The campaigns can be active for 24*7 hours a ye
Absence of potential to get viral	Potential to get viral
No real-time response and feedback	Real-time response and feedback
Generally, Geographical marketing Segmentation	Can opt any technique of segmentation.

Brand

A name, word, sign, symbol, or design, or a combination of these, that identifies the products or services of one seller or group of sellers & distinguishes them from those of the competitors, is what the American Marketing Association defines as a brand. Every business makes some promises to its customers, and they do this through branding and the product's delivery. Brands cannot be formed independently; they frequently fall under the product line & product mix of the company. The practice of branding was adopted by corporates where companies distinguished their product offerings from the competitors. The definition has been condemned for being too product oriented, where the emphasis is more on visuals as the differentiating factor (Arnold, 1992; Crainer 1995) [15]. According to contemporary literature, a brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. The difference in the definition from the original one is the use of the words —any other feature as this permits intangibles, images which can also be the point of differentiation. Styles and Ambler (1995) identified two board approaches to define a brand. According to them, the first approach is the product – plus approach which looks at branding as an

addition to the product. The brand is seen as an identifier. The second approach is the holistic perspective, where, the focus is on the brand itself. Keeping in mind the needs and wants of the target audience, the brand and its marketing mix are tailored.

Social media as a brand communication tool

Social media has the freedom to provide fast & free information flow, which helps firms gain exposure through this platform. If they are innovative, social media may also aid in developing a connection with their customers. Social media has the power to spread brand awareness over a shorter period of time and encourage new and innovative firms to take the risk of competing in the market. For the already established brands, this presents a significant obstacle. Reviews shared by the firm are not as frequently consulted as reviews from other people. It was observed in 2012 that more consumers used Amazon than Google to look up product reviews. With this in mind, marketers must interact with customers at every stage because they rely more on their peers' opinions than what the business promises. An example of Starbucks can be used to explain this. Starbucks interacts with its customers through its My Starbucks platform. Using this platform, customers can

communicate their suggestions for improving the company's goods and services in order to give them a better overall experience. The modern digital era has completely changed the way that communication is done & given it a new twist. Because of emails, SMS, & social media, our writing and communication styles have also changed. Due to the personal barriers that social media has removed, people are now willing to share both personal and professional information. People all over the world now have access to a whole new range of opportunities because to this new communication style or method. Social media is quickly turning into a crucial component of client outreach. The majority of businesses who utilize social media for branding view it as a crucial & effective tool.

Social media and consumers

Bluestreak (2006), a digital marketing technology and service firm came up with a research on emerging digital channels: consumer adoption, attitudes and behavior. The paper studied the behavior of consumers and their attitudes towards new technology. Out of the five emerging platforms, text messaging advertising was not considered to be a popular form of communication as 80 percent of the respondents were negative towards advertisements posted on text messages. Most of the consumers do not react to the advertisements till the time they do not find them personalized or useful. According to the demographics of the research, respondents above the age group of 35 tend to be more receptive to online marketing offers. Research also showed the reverse of using these technologies. According to the author, there are issues related to viruses and theft which make consumers doubtful to use these technologies.

Nora G. B. (2008) explored a study on —Exploring the link between customer care and brand reputation in the age of social media. The study examined the link between social media, customer satisfaction, brand reputation and customer loyalty. The study was an online research conducted between February 2008 – March 2008 with a sample size of 320 active internet users, out of which 55 percent were females and 45 percent were males. About 75 percent of the sample size was between the age group of 25 – 55, while 6 percent were less than 25 years of age and 15 percent were above 55 years. 13 percent of the respondents were not aware or were not using social media, while 35 percent of the respondents were using social media regularly. Around 40 percent of the respondents stated that they prefer to read posts uploaded on social media by others but they do not upload any posts themselves. Research was conducted on a five point ordinal scale to gather data on consumer usage of social media to understand what kind of information is most valued by the consumers and what motivates them to share their thoughts, both positive and negative through social media. Customer complaint behavior was also studied and how companies address these complaints or comments which are shared online. The study also explored the factors which encourage customers to share negative experiences online.

Braude R. (2009) thesis was on Social media's effect on consumer perception of organizational reputation and innovation. The study focused on the customers of America and their perceptions towards organizations using social media. The research was conducted using online survey method along with content analysis and interviews wherein a comparison was made between two companies in the

airline sector and how they are using social media. The researcher also conducted focus group interviews to understand the American consumers knowledge, attitude and behavior towards social media and the companies in the airline industry. Through data analysis, the researcher found out that it was the consumers of America which demanded and expected the organizations to interact with them through social media. The study also showed that according to the consumers, the use of social media by the organizations was a novel idea and this would further help organization's improve their reputation.

Use of social media by businesses and marketers

Barnes N. (2009) conducted a study, —The fortune 500 and social media: A longitudinal study of blogging and twitter usage by America's largest companies. The study aimed to observe the Fortune 500 companies social media usage, primarily Twitter. Results revealed that 35 percent of the companies listed on the 2009 Fortune 500 had a Twitter account with one post in thirty days. Out of the 35 percent of the companies, four of the top five corporations, Wal Mart, Chevron, Philips and General Electric constantly posted on their Twitter accounts. The tweets published by all the companies varied from one industry to another. According to the study, the insurance industry had maximum Twitter accounts. In the year 2009, the blogs of these Fortune 500 companies were also observed to determine usage of extra social media tools. 19 percent of the companies used podcasting and 31 percent used videos on their blogging sites. The study concluded that there was a continuous balance between the blogs and Twitter among the Fortune 500 companies. This study established the importance of social media for businesses.

Stileman (2009) conducted a study —To what extent has social media changed the relationship between brand and consumer. The researcher described the effects of social media on the relationship between brand and the consumer. According to the author, the purpose of advertising is still the same; only the environment in which it operates has changed. People have the freedom and flexibility to make and convey their own brand related content. Customers trust other consumers over brands which lead to a direct impact on brand affinity and sales. The research follows a case study approach there cases on Dell, Habitat and Twitter, Aquafresh and Nike were discussed to show the ways brands have tried to adjust to this new media environment. Social media is used for creating brand relationships in which, both the brand and the consumer gets equal returns. Results showed that currently there is a lack of trust between people and the brands. The solution lies with the brands by showing more respect to people by providing them with reliable information on social media.

Hohansson M. (2010) conducted a study on —Social media and brand awareness: A case study in the fast moving consumer goods sector. This research was a case based study taking into account a medium sized FMCG company in Sweden. The aim of this study was to look at how companies use social media for branding, exclusively in the area of fast moving consumer goods. The major outcomes stated that it was a challenge for companies to strike a balance between generating content which would be fascinating for the audiences and also ensuring that the content does not go against the interest of the company.

Conclusion

The evolution of digital marketing in recent times has changed the workings of the brand and the modes adopted by them to promote products or attract customers to the organization. Traditionally, different methods such as direct selling, door-to-door selling, pamphlet advertisement, banner, newspaper advertisement, and magazine promotions were used to promote products or reach customers. There were limited means of providing product information or company information regarding the launch of new products. However, with the advent of digital marketing and the use of the internet by the firms, the entire course of marketing and promotion changed. In the current time, most innovative techniques such as social media marketing (Face book, Instagram, Twitter, YouTube), website marketing, email marketing, video marketing are used to reach large customers in a short duration.

References

1. Castronovo C, Huang L. Social media in an alternative marketing communication model. *Journal of Marketing Development and Competitiveness*,2012;6(1):117.
2. Cayla J, Arnould EJ. A cultural approach to branding in the global marketplace. *Journal of International Marketing*,2008;16(4):86-112.
3. Celine ARCA. Social Media Marketing benefits for businesses. Master of International Marketing, 2012.
4. Cenfetelli RT, Bassellier G. "Interpretation of formative measurement in information systems research", *MIS Quarterly*,2009;33(4):689-708.
5. Centeno E, Hart S. "The use of communication activities in the development of small to medium-sized enterprise brands". *Marketing Intelligence & Planning*,2012;30(2):250-265.
6. Chaffey D, Patron M. "From web analytics to digital marketing optimization: Increasing the commercial value of digital analytics". *Journal of Direct, Data and Digital Marketing Practice*,2012;14(1):30-45.
7. Chaffey D. *Digital marketing*. Pearson UK., 2019.
8. Chaffey D. *Digital marketing*. Pearson UK., 2019. https://www.academia.edu/37148488/Digital_Marketing_Models_Frameworks_and_tools_for_digital_audits_planning_and_strategy
9. Chaffey D, Smith PR. *Digital marketing excellence: planning, optimizing, and integrating online marketing*. Taylor & Francis), 2017.
10. Chaffey D, Smith PR, Smith PR. *eMarketing excellence: Planning and optimizing your digital marketing*. Routledge, 2013.
11. Chan A. *Social Media Personality Types*, 2008.
12. Chande S. "Google Analytics -Case study", 2015.
13. Chao CA, Chandra A. "Impact of owner's knowledge of information technology (IT) on strategic alignment and IT adoption in US small firms." *Journal of Small Business and Enterprise Development*, 2012;12(1):114-31.
14. Charlesworth A. *An introduction to social media marketing*. Routledge, 2014.
15. Crainer S. *The real power of brands: making brands work for competitive advantage*. FT Pitma, 1995.
16. Davcik NS, Sharma P. The Role of Product Innovation in Marketing Performance: Empirical Study in FMCG Market (An Abstract). In *Marketing at the Confluence between Entertainment and Analytics*, 2017, 273-273. Springer, Cham.
17. Dodson I. *The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns*. John Wiley & Sons, 2016.
18. Doyle P, Stern P. *Marketing management and strategy*. Pearson Education, 2006.
19. Drury G. Opinion piece: Socia media: Should marketers engage and how can it be done effectively? *Journal of Direct, Data and Digital Marketing Practice*,2008;9(3):274-277.
20. Ekaterina Smolkova. "Influence of Digital Marketing on Brand Image Perception of the Company " Kajaani University of Applied Sciences, 2018.
21. Ekhlassi A, Nezhad MH, Far SA, Rahmani K. The relationship between brand personality and customer personality, gender and income: A case study of the cell phone market in Iran. *Journal of Targeting, Measurement and Analysis for Marketing*,2012;20(3-4):158-171.
22. Erdem T, Swait J. Brand equity as a signaling phenomenon. *Journal of Consumer Psychology*,1998;7(2):131-157.
23. Erdem T, wait J. Brand credibility, brand consideration, and choice. *Journal of Consumer Research*,2004;31(1):191-198.
24. Erdem T, Swait J, Louviere J. The impact of brand credibility on consumer price sensitivity. *International Journal of Research in Marketing*,2002;19(1):1-19.
25. Erdem T, Swait J, Valenzuela A. Brands as signals: A cross-country validation study. *Journal of Marketing*,2006;70(1):34-49.
26. Erdoğan İE, Cicek M. The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioral Sciences*,2012;58:1353-1360.