

BUILDING STRATEGIES IN THE DIGITAL AGE: MARKETING STRATEGIES IMPACT ON DESIGNING BRAND THROUGH SOCIAL MEDIA

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Abstract:

In the 21st century, social media has become prominent. For increasing business growth and brand competitiveness, companies are persistently looking for ways to use the new platform within their marketing strategies. In Western countries, a huge number of studies have been carried out in the context of marketing strategy in branding. But, in this regard, only a small number of researches have been done in the context of India; also, the influence of marketing strategies via social media has received less attention. So, to fill this research gap, this study examined the marketing strategies' influence on Brand Design (BD) in the social media's digital environment. By utilizing a random sampling technique, the sample has been considered from 516 respondents in major cities in India. The research unveiled that a positive influence on BD via social media is exerted by the "Brand factor (BF)", "Promotional Channel Factors (PCF)", "Influencer and Digital Engagement (IDE)", "Technological Innovations (TI)", and "Service Attitude Factor (SAF)". In addition, the Pearson correlation denoted that marketing strategies are considerably positively correlated to BD via digital platforms of social media.

Keywords:

Marketing strategies, Branding, Brand design, Social media, Digital world.

1. Introduction

In the twenty-first century, marketing strategies all over the world have been significantly influenced by modern technological development and its improvement. To gain attention from customers concerning marketing companies' brands, social networking sites are utilized by marketing companies. Communication through conventional marketing has started to be replaced by social media. Furthermore, by marketers, brand communication was usually managed, and now, brand communication is being modified by internet users [1, 2, and 3]. The beneficial factor of social media has induced companies to make use of them for the purpose of marketing and exposing their brand. The brand value achieves the business objectives of a company, which shows the potentiality of a brand in a unique way to carry out its business activities. One of the factors that are carried out in many companies for increasing marketing strategies is BD. With the assistance of marketing performance metrics, the company's growth is determined [4, 5, and 6]. In Figure 1, a pictorial illustration of marketing strategies' influences on branding is displayed,



Figure 1: Influence of marketing strategies on branding

Marketers concentrate on maintaining their sales and also require their services and products to be purchased by customers frequently, thus making it hard for them to establish their BD in a leading position. Hence, the brand specifies the value of the company [7, 8]. Grounded on the ability and resources of the company, the marketing strategies of the brand owned by the company can be influenced. In addition, factors that are outside the company’s environment could also have a greater influence on the marketing strategies [9, 10]. Because of the absence of efficient marketing strategies, most of the brands fail to attain success in the field of marketing. The influence of marketing strategies on BD is inspected by certain previous studies. Yet, there are not enough details, which provide marketers with information on how it affects BD via social media. So, to evaluate the marketing strategies’ effect on BD via social media, a study is required

Research objectives

The study’s objectives, which elaborate on the extensiveness of this study, are discussed. The parameters and direction of the research are outlined in the objectives. The study’s broad objective was to analyze the marketing strategies' influence on BD in the new digital environment of social media, whereas the particular objectives are as follows,

- To analyze the marketing strategies’ influence for developing the BD.
- To explore the important relationship betwixt marketing strategies and BD via a social media’s digital environment.

This paper's draft is structured below: the prevailing literature review is addressed in section 2, the research methodology is built in section 3, in section 4, the outcome and discussion of the analysis are rendered, and lastly, section 5 concludes the paper and puts forward a new direction to advance research with future scope.

2. Related literature review

Veronica Baena [11] aimed to examine the role of online and mobile marketing for branding. From 241 respondents, the data were gathered, and by utilizing the principal component, construct variables were tested. As per the study's findings, there was a positive association between online marketing strategies and brand love, while online marketing strategies had a negative association with mobile marketing. But, the study was grounded on a single industry with a sample's limited size.

Zain Noori Ismael [12] analyzed the marketing strategies of Corporate Social Responsibility (CSR) on brand awareness. By utilizing a random sampling approach, the questionnaire data were gathered from 268 respondents in the city of Sulaimaniah. As per the study's outcome, the marketing benefits of CSR had a positive and important correlation with brand awareness. Yet, the subsequences of the brand awareness construction were not considered, and the connection between activities of CSR and the BFs might not be explored.

Roghayeh Sarlab *et al.* [13] recognized the influences of competitiveness on the brand performance of sports products with marketing strategies as a mediator. From 150 participants in Iran, the data was taken via a survey questionnaire. For choosing the sample data, the total sampling approach was utilized, and by utilizing Structural Empirical Modelling, the analysis of data was performed. As per the study outcomes, there was a positive association between brand performance and the competitive environment of sports products in Iran. The study was done grounded on the brand performance of sports goods that might not be noticeable by more people in other fields.

Jorge Sanchez-Garces *et al.* [14] intended to implement the Retention, Conversion, and Acquisition (RECONAC) Marketing Strategy for Brand adoption and customer interaction. To examine the data, a non-probabilistic sample was utilized, and from 1450 interactions, the data were collected. To assess the outcome, Structural Empirical Modelling was utilized. As per outcomes, the users (interactions) were positively influenced by the marketing strategy. However, the study was done within the Peruvian University, and the chosen data from the survey were not suitable.

Hossein Hajibabeia and Hassan Esmailpur [15] assessed the emotional linkage with the creation of the brand grounded on rendering marketing strategies. A sample data of 87 respondents was gathered, and to examine the attained data, a random sampling method was utilized. In addition, the technique utilized for testing the hypothesis was Partial Least Squares (PLS). As per the study, brand passion had an important relationship with self-expression, trust, and self-brand integration. The study's sample size was very low, which might affect the generalizability of the findings.

Fatehi Almagari *et al.* [16] intended to identify the influence of marketing strategies on brand differentiation. A questionnaire survey was carried out amongst 488 respondents who were convenience goods customers. By utilizing a convenient sampling method, the sample respondents were sorted, and to test the hypothesis, Structural Equation Modelling (SEM) was utilized. As per

the study's outcomes, there was a greater influence amongst the customer-value-added-pricing, branding, innovations in marketing, creative advertising, and brand differentiation. The study's research was only limited to the customers in the Ibb town, Yemen.

Jui-Hung Cheng & Shuo-Fang Liu [17] concentrated on determining the product, which satisfies the customer's necessities. The theory of the Technology Diamond Model (TDM) and the Technology, Product, and Marketing strategy (TPM) were the models preferred in Small and Micro-Medium Enterprise (SME) technologies. The practice of TDM and TPM methodologies were revealed by the study, in addition, this study also assessed that the industries officially implemented the strategies of TPM. The study was only grounded on the mentioned theory models, and then, no other models have been analyzed.

3. Research methodology

3.1. Research Design

Analyzing the effectiveness of marketing strategies in designing a brand through the digital environment of social media is the purpose of this research study. A descriptive research design was adopted by the research. The design presents data in a meaningful manner that facilitates understanding of the attributes of a group in circumstance and helps the researcher reach logical conclusions. Moreover, the parts of the formal studies are structuring the research design and investigating the questions. Additionally, primary quantitative research has been incorporated into the study with the help of a survey questionnaire. After reviewing the previous studies on the chosen variables and emphasizing the key determinants of those variables, the researcher framed the questionnaire. Figure 2 shows the diagrammatic representation of the conceptual framework of research.

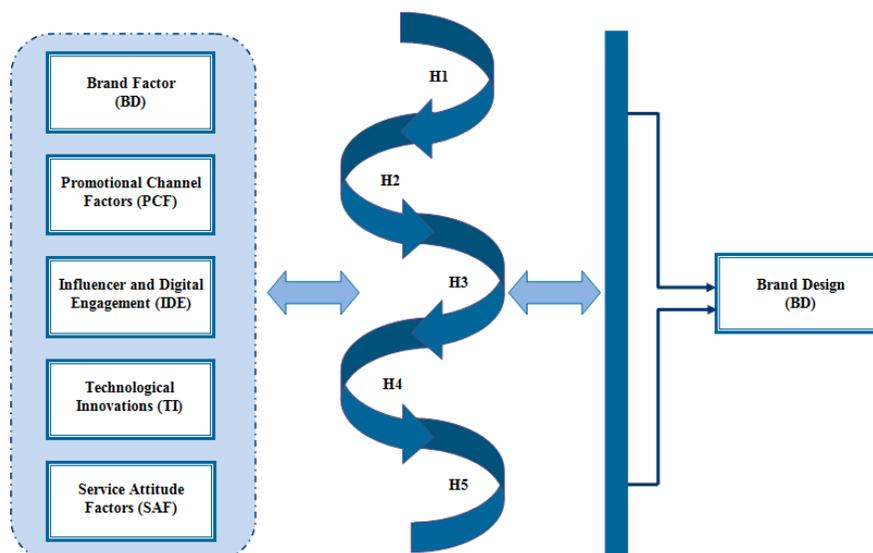


Figure 2: Conceptual framework of research phases

3.2. Population of a study and Data collection

The study's population comprised 560 respondents from several SMEs in metro cities in India. Therefore, a total of 560 questionnaires were disseminated in the process of data collection. Among these, 516 questionnaires were filled and returned. The missing values and the outliers were removed after evaluating the collected data, and valid responses were considered for satisfactory research.

3.3. Data source

Primary data that was gathered via self-administered questionnaires containing closed questions was utilized in the study. The questionnaire was designed on a 5-point Likert-type scale. In addition, it was administered via a drop-and-pick methodology. A questionnaire is considered as the data collection instrument of choice and it is easy for formulating and administering the research analysis. It also offers a relatively simple as well as straightforward framework for the study of attitudes, values, beliefs, and motives. Primary data and secondary data are 2 sources of data that are utilized in most of the research. This research has made utilization of both of these data. The original data that are collected directly as of the empirical field investigation is named primary data. Primary data has been gathered centered on the questionnaire survey. In this research, the vast utilization of secondary data can easily be found. These sorts of data can be taken from articles, journals, magazines, books, newspapers, and other sources.

3.4. Variables used

Here, the variables of BF, PCF, IDE, TI, and SAF were deemed as the independent variables, and the variables of BD were deemed as the dependent variables.

3.5. Data Analysis

To analyze the gathered sample, a random sampling technique has been applied in this study. For accuracy, consistency, and completeness, the questionnaires gathered were edited. By utilizing descriptive statistics (measures of central tendency and measures of variance), the data collected was analyzed. By utilizing the 5-point Likert scale, the questionnaire was prepared. The Pearson correlation coefficient has been utilized for describing the correlations among the variables. After that, to test the impact of selected variables on organizational performance, the Pearson correlation analysis was used. A hypothesis of a study has been framed and tested by using SEM.

3.6. Validity and Reliability of Research Instruments

Plenty of tests were performed for establishing the construct validity, content validity, and reliability of the research instrument. Subsequently, to extract the factors, the principal component methods were employed. A data reliability test was performed by applying Cronbach's Alpha (CA) in order to validate the constructs.

4. Result and discussions

In this section, the confirmatory factor analysis of the marketing strategies effectiveness of BD via the digital environment of social media has been analyzed. After that, the descriptive variables of a study have been explored. A study's hypothesis has been generated, where a total of 5 hypothesis relationships have been framed and tested. Finally, the correlations among variables have been explored and discussed in this section by applying a Pearson correlation.

4.1. Influencing factor of marketing strategies on brand design

Branding has become more popular among marketers in recent years. Here, Table 1 shows some of the marketing strategy variables that effectively affect BD via the digital environment.

Table 1: Marketing strategies impact on brand design

Variables	Item	Item loading	CA
BF	BF1-Designing many styles of brand	0.870	0.881
	BF2-Peoples' priority to buy a new brand design	0.875	
PCF	PCF1-Holding cash discounts through social media can enhance the brand design	0.944	0.956
	PCF2-Learn about the brand from multiple channels through social media	0.960	
IDE	IDE1-Shows many benefits of brand	0.888	0.894
	IDE2-Shows motives and design brand	0.885	
TI	TI1-Using illustrated images	0.867	0.855
	TI2-Leverage realistic logo and attractive design	0.843	
SAF	SAF1-Have a good on-site sales service attitude in the digital environment	0.912	0.921
	SAF2-Advertisement shows the brand's features	0.917	

The confirmatory factor analysis on the various constructs of marketing strategies like BF, PCF, IDE, TI, and SAF has been scrutinized [18]. The instrument validity and reliability have been evaluated via convergent and discriminant validity. To compute the scale items' reliability, CA has been utilized. The coefficient of CA is unacceptable if CA is below 0.60. In this analysis, all the constructs have very good internal consistency with alphas of over 0.7. From the findings, the variable "PCF" attained the highest CA value, which is 0.956, and the item "Learn about the brand from multiple channels through social media" attained the highest factor value (0.960) than the other variables.

4.2. Descriptive statistics

A descriptive statistical analysis of mean and standard deviation has been computed for the chosen variables with a sample size of 516 respondents and it is exhibited in Table 2.

Table 2: Analysis of descriptive statistics

Variables	Mean (M)	Standard deviation (SD)	Skewness	Kurtosis	N	Min	Max
BF	4.38	2.05	-1.613	0.525	516	1	5
PCF	4.65	1.81	-1.724	0.707	516	1	5
IDE	4.23	2.08	-1.475	0.666	516	1	5
TI	3.99	2.11	-1.213	0.388	516	1	5
SAF	4.51	1.94	-1.467	0.698	516	1	5

From the analysis, to depict the attributes of each variable, diverse measures were employed. The degree of asymmetry in the distributions was exhibited by the skewness, revealing a slight leftward skewness for the variables, and the "Kurtosis" offered an indication of the shape of the distributions. For each variable (1), the column labeled "Minimum" presented the minimum observed values,

whereas the column labeled "Maximum" demonstrated the maximum observed values (5). When analogized to other variables, the variable "PCF" has achieved the highest mean value, which is 4.65, while the variable "TI" has gained the lowest mean value, i.e. 3.99. Figure 3 diagrammatically specifies the descriptive statistics of variables.

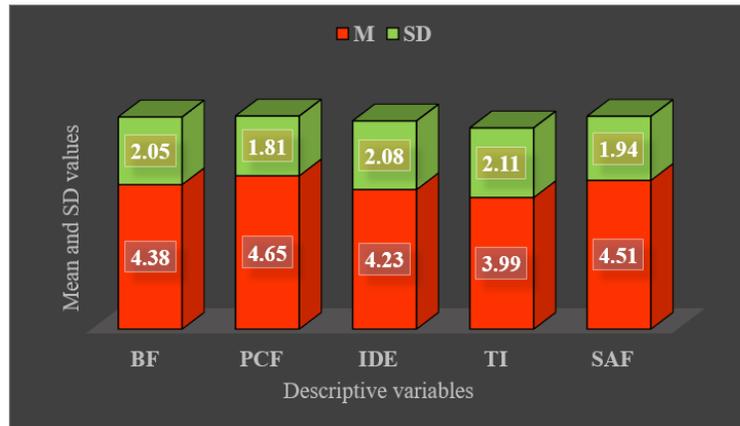


Figure 3: Graphical illustration of descriptive variables

4.3. Hypothesis development

H1: Marketing strategies of "BF" had a positive as well as significant impact on the BD via social media

H2: Marketing strategies of the "PCF" had a positive as well as significant impact on the BD through social media

H3: Marketing strategies of "IDE" had a positive as well as significant impact on the BD via social media

H4: Marketing strategies of "TI" had a positive as well as significant impact on the BD through social media

H5: Marketing strategies of "SAF" had a positive as well as significant impact on the BD via social media

Table 3: Testing of hypothesis

Hypothesis	Path coefficient	B	p-value	Result
H1	BF→BD	0.790	0.001	Accepted
H2	PCF→BD	0.845	0.001	Accepted
H3	IDE→BD	0.811	0.000	Accepted
H4	TI→BD	0.769	0.001	Accepted
H5	SAF→BD	0.833	0.000	Accepted

The generated hypothesis has been tested by utilizing SEM. The β -value and p-value have been examined for each hypothesis. The variable that attained a considered fit of T-statistics at 1.96 or above is deemed a positive and significant relationship. All the generated hypotheses have attained a positive relation with brand design. From the analysis, the H2 achieved the highest positive and significant relationship with the BD ($\beta=0.845$, $p=0.000$) than the other variables. Figure 4 depicts the model of SEM analysis.

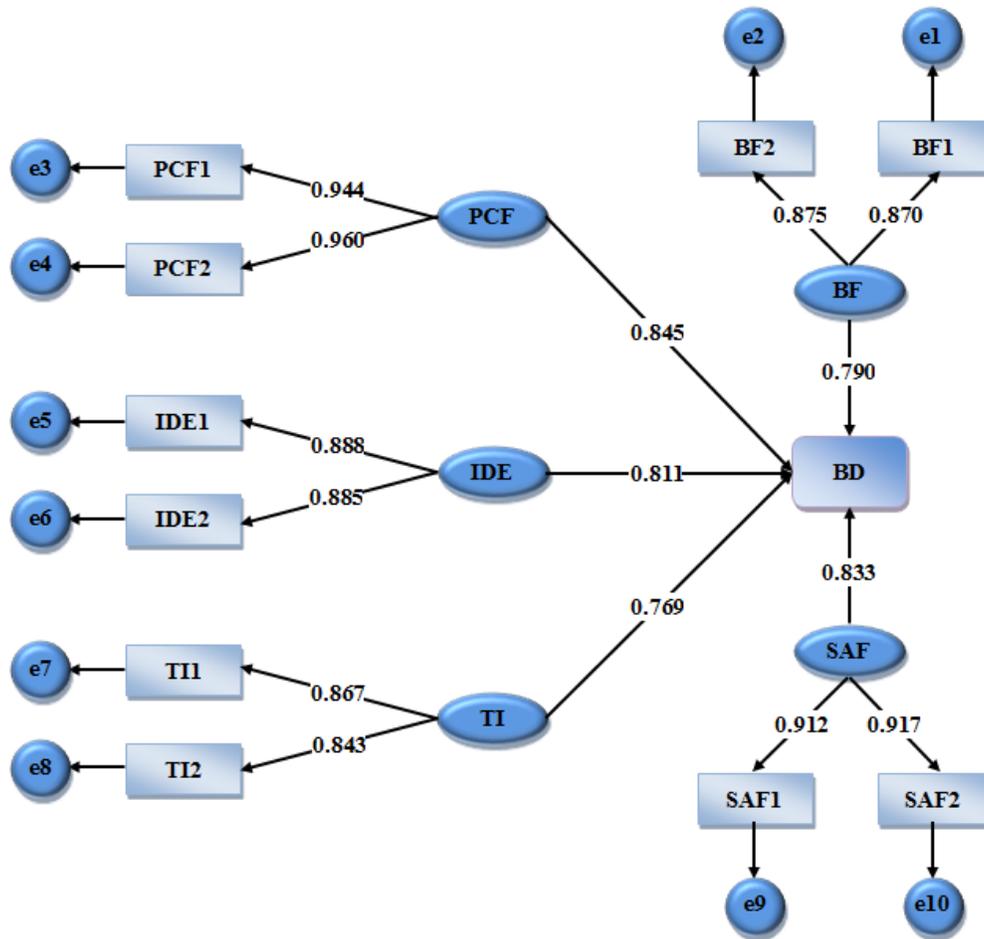


Figure 4: Measurement model of SEM

4.4. Correlation Analysis

The significant relationship among construct variables has been analyzed via the Pearson correlation analysis (r) to identify the statistical concepts of variables and it is exhibited in Table 4.

Table 4: Pearson Correlation Analysis

		Marketing strategies	Brand design
Marketing strategies	Pearson Correlation	1	0.613**
	Sig. (2-tailed)		
Brand design	Pearson Correlation	0.613**	1
	Sig. (2-tailed)		

From the Pearson correlation analysis, the marketing strategies are positively and significantly associated with BD via a digital environment of social media. Thus, the attained correlated value

is $r=0.613^{**}$ and $p=.000$. This implies an improvement in the marketing strategy, causing the development of branding products.

5. Conclusion

In this research, the marketing strategies' role in the development of BD via a digital environment of social media is analyzed. So, a study's hypothesis has been generated and tested via a SEM. As per the study's findings, the highest important relationship betwixt the marketing strategies of PCF and BD, i.e. ($\beta=0.845$, $p=0.001$) has been achieved by hypothesis 2. Further, the Pearson correlation also exposed that the marketing strategies considerably correlated with BD via social media, i.e. ($r=0.613^{**}$, $p<0.01$). To reflect the profitability of the branding businesses, the implementation of marketing strategies and formulation must be dynamic. The breadth of diversity and variations inherent in several organizations may not be comprehensively encapsulated by the study's utilization of a specific sample and context. Conducting in-depth research has the potential to render valuable insights into the fluctuations and developments in BD and purchase intention across a period of time.

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