International Journal of Science and Research (IJSR)
ISSN: 2319-7064
Impact Factor 2025: 7.089

The Impact of Digital Marketing on Increasing Service Sector Brand Equity

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Abstract: ***This research assesses the effectiveness of digital marketing in expanding brand awareness. To do this, we examine the relationships among email, mobile phones, SEO, and company websites. After receiving 210 replies to a slightly revised questionnaire, the researchers used quantitative methods such as structural equation modelling to investigate these factors. The study of the direct benefits of digital marketing strategies shows that all channels improve brand equity in Andhra Pradesh's service sectors. In addition, the results have important real-world implications for marketers and digital media managers, who can use this information to develop cutting-edge media and marketing strategies that help them remain at the forefront of their respective industries and markets.***

Keywords: Digital marketing, Brand equity, sustainability

1. Introduction

Managers are responsible for maximising the value of the company's brand. Brand visibility and reach are important for a marketing director and the future of the business. Building and maintaining brand value is important to a business's success; however, different perspectives exist on what a brand is and the various ways it can affect brand value. Marketers must develop a plan to execute different types of marketing communication. There are many ways to build a brand; however, one way to determine a business's worth is to account for the competitive advantage it earns and maintains through its reputation. This worth is known as 'brand equity.'

There are ways to enhance 'brand equity', but it takes time, and building it is not the business's primary concern. One indicator of a business's success is its 'brand equity'. Before executing a marketing communication plan, it is prudent to evaluate its worth. In today's business environment, it is challenging to build and maintain a brand because customers can communicate and find information in many ways. This research examines ways to use digital marketing to develop 'brand equity' for service businesses.

2. Literature Review

By "digital marketing," we mean an advertising approach that combines digital technologies and tactics with more conventional methods. Many businesses are turning to this innovative marketing method to expand their customer base and take advantage of the convenience consumers enjoy when using commerce-oriented smartphone apps (Leeflang et al., 2014; Almaazmi et al., 2021). The proliferation of search engines and the rise of non-traditional corporate rivalry have both shaped digital marketing and its components over the past few decades (Ahmed et al., 2020; Diventy et al., 2021).

Brand marketing campaigns for higher education institutions are becoming increasingly important because most students form their initial impressions of educational institutions through interactions with these platforms. SEO and email marketing are two more examples (Raji et al., 2018).

Successful brand management requires crafting an offer and communicating its value effectively to the target audience. Companies must make a concerted, purposeful effort to convey this value using the means at hand. Compared with public relations, integrated marketing communication (IMC) is more effective at building and maintaining a favourable brand image. Similarly, it is a strategic management method (Ramanathan et al., 2017).

Search engine marketing, or SEM, is the process of boosting sales by increasing a product's visibility in search engine rankings. Search engine optimisation (SEO) has grown in significance in recent years as a way to increase website traffic (Bolat & O'Sullivan, 2017). Businesses do this by using search engine optimisation (SEO) tactics to raise their brand's profile in search results.

To communicate effectively with a large audience online, businesses must use search engine optimisation (SEO) techniques. Paid advertisements are not the same as search engine promotion (Jan & Ammari, 2016). Google's search algorithm will provide relevant links in response to a query like "top business school in Malaysia" entered by a prospective student. The institution's marketing team will want to use SEO strategies to move up in these rankings. This is because most people follow a top-down strategy and look only at the first few search results.

The best way to understand how a social media account works is to think of it as part of a larger community. No one building has ever served as a hub for prospective and current students, faculty, and alums to all meet and mingle. Indeed, this held whether they were in the same room or thousands of miles apart via the internet. You can easily keep tabs on who is following your social media account by creating a

list. One advantage of social media is that it allows users to divide their audience into specific subsets with their own mailing lists or groups. Social media is useful not only for meeting other people but also for tracking down a specific supporter.

Companies of all sizes, from banks to fast food franchises, now routinely use social media to communicate with their clientele. Usually, they hire or contract a social media marketing expert whose job is to monitor the community and steer the conversation in a positive direction so the brand's followers form a favourable impression.

Objective

- To study the different digital marketing tools for brand promotion.
- To examine the effect of digital marketing on brand equity.

Hypothesis

H1: Social media marketing significantly influences brand equity

H2: Email marketing significantly influences brand equity

H3: Mobile phone marketing significantly influences brand equity

H4: Search engine optimisation marketing significantly influences brand equity

H5: Company's website marketing significantly influences brand equity

3. Research Methodology

To better understand the topic, this study used a descriptive survey as its foundation. A questionnaire is a typical instrument for collecting data from the study population. The first component of the survey collects respondents' demographic information (such as gender, age, employment, education level, and company type). The second component includes questions about the study's dependent and independent variables. Respondents' comments were measured on a 5-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree." Combining judgement and convenience sampling, respondents were selected to represent the various service industries in Hyderabad. After distributing and analysing data from 235 questionnaires, the researchers selected 210 for further analysis. The participant data and survey results were analysed with SPSS version 24 and AMOS. Descriptive statistics summarise a study by tabulating and displaying summary statistics, such as the mean and standard deviation of the variables. Cronbach's alpha was used to assess data reliability. The study used structural equation modelling (SEM) to test hypotheses.

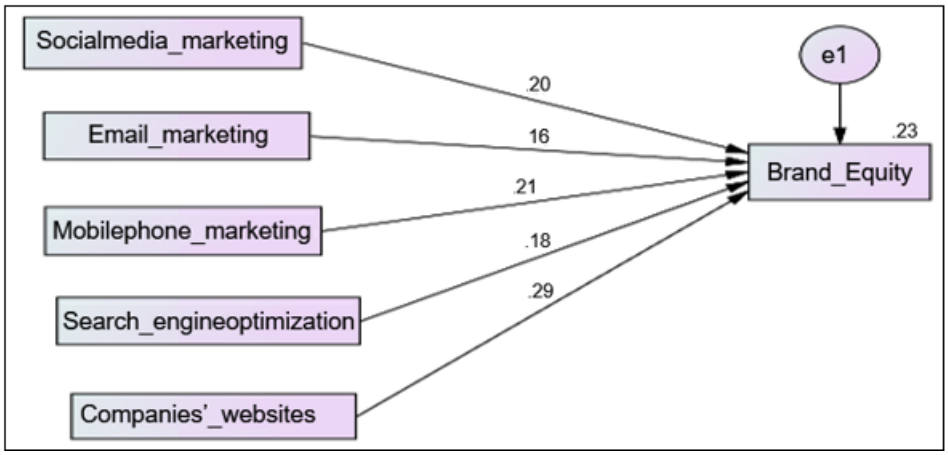
Table 1: Descriptive statistics:

Statistics		
	Mean	Std. Deviation
Social media marketing	3.6365	.91222
Email marketing	3.6524	.80621
Mobile phone marketing	3.0778	.84263
Search engine optimization	3.1444	.72091
Companies' websites	3.5190	.83892
Brand Equity	3.4595	.58246

The above data show the mean and standard deviation of descriptive statistics of various digital marketing tools. Here, social media marketing and email marketing have higher means.

Table 2: Correlation

		Social media	Email_	Mobile phone	Search engine	Companies' websites	Brand Equity
Socialmedia	Pearson Correlation	1	.190**	.173*	.200**	.205**	.329**
	Sig. (2-tailed)		.006	.012	.004	.003	.000
Email	Pearson Correlation	.190**	1	.202**	.068	.316**	.318**
	Sig. (2-tailed)	.006		.003	.330	.000	.000
Mobilephone	Pearson Correlation	.173*	.202**	1	.349**	.225**	.371**
	Sig. (2-tailed)	.012	.003		.000	.001	.000
Searchengine	Pearson Correlation	.200**	.068	.349**	1	.232**	.338**
	Sig. (2-tailed)	.004	.330	.000		.001	.000
Companies' websites	Pearson Correlation	.205**	.316**	.225**	.232**	1	.432**
	Sig. (2-tailed)	.003	.000	.001	.001		.000
BrandEquity	Pearson Correlation	.329**	.318**	.371**	.338**	.432**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							



As a comprehensive statistical technique, structural equation modelling (SEM) can assess multiple interrelationships between and among the constructs or components underinvestigation. In addition to establishing individual connections, SEM assesses whether the overall model is acceptable by evaluating its fit.

This study confirmed the items in the relevant factor analyses using confirmatory factor analysis (CFA), as recommended by the academic literature (Hair et al., 2010). Given the overall model fit, the CFA route model can be analysed to evaluate the hypothesised relationships.

Figure and Table 3 illustrate the outcomes of assessments of the impact of digital marketing tactics on the dependent variable (Brand equity). Critical ratios, p-values, and the standardised coefficient weights are used to test hypotheses (). Acceptance depends on a critical ratio (CR) greater than 1.96 and a p-value less than 0.05 at a 5% significance level.

Table 3: Regression weights

S. No.	Hypotheses	CR	Regression weights	P value	Result
H1	Social media marketing significantly influences brand equity	3.232	0.197	.001	Accepted
H2	Email marketing significantly influences brand equity	2.675	0.163	.007	Accepted
H3	Mobile phone marketing significantly influences brand equity	3.464	0.211	***	Accepted
H4	Search engine optimisation marketing significantly influences brand equity	2.905	0.177	.004	Accepted
H5	Company's website marketing significantly influences brand equity	4.786	0.291	***	Accepted

Testing the relationship between social media marketing and brand equity shows that social media marketing significantly influences brand equity (CR = 3.23, $p < .05$), so the hypothesis is accepted. Testing the relationship between email marketing and brand equity shows a significant influence (CR = 2.67, $p < .05$), supporting the hypothesis. Testing the relationship between mobile phone marketing and brand equity (CR = 3.464, $p < .05$) supports the hypothesis. Testing the relationship between search engine optimisation marketing and brand equity shows a significant influence (CR = 2.90, $p < .05$), so the hypothesis is accepted. Testing the relationship between the company's website marketing and brand equity (CR = 4.786, $p < .05$) shows that the hypothesis is accepted.

Regression weight: It shows substantial relationships between social media, email marketing, mobile marketing, SEO, website optimisation, search engine, and brand equity.

Table 4: Goodness of Fit indices

Goodness of Fit index	Cut-off values	Analysis results	Model evaluations
CMIN/Df	<3	1.595	Good
RMSEA	≤0.08	0.053	Marginal
CFI	≥0.95	0.957	Good
TLI	≥0.95	0.950	Good
GFI	≥0.90	0.889	Marginal
AGFI	≥0.90	0.856	Marginal

Goodness-of-fit indices indicate that this model is consistent with, or a good fit for, the data set.CMIN/DF = 1.595; CFI= 0.957; GFI= 0.889; AGFI= 0.856; TLI= 0.950; and RMSEA= 0.053. These values are within the threshold, confirming a good fit of the measurement model.

4. Discussion

This study examined how different digital marketing strategies affected consumers' perceptions of a brand. The paper focused on the digital marketing strategies used by specific service sectors, such as social media, email, mobile marketing, and search engine marketing. Researchers found that using all three of these digital marketing tactics had a positive and statistically significant impact on service sector brands. Research shows that marketing managers who want to increase brand recognition among consumers should prioritise introducing something new to the market. To stay relevant, you need to put more effort into producing content that aligns with digital marketing strategies. The service sector also has an ongoing duty to inform consumers of relevant innovations, sales, and products. Further, businesses should create compelling, engaging social media content, including photos and videos, to attract and engage customers with the company's activities. Content that piques consumers' interest can positively influence their attitudes and sentiments. Brand awareness and favorability can increase by giving customers a channel to voice their

opinions and by responding to their specific needs and requests in unique ways.

The way brands interact with consumers has shifted dramatically since the advent of social media. A company's bottom line and overall brand value can benefit from a stronger online presence, particularly on social media. Results from this study suggest that offering rewards and incentives to users on social media can increase their brand loyalty. Competitions and rewards distributed via social media can boost customer commitment to a brand.

5. Implication of the Study

The goal of social media marketing is to improve exposure for a business or piece of content by reaching a wide audience. Businesses can improve their brand recognition, client retention, and bottom line by adopting this approach to communicating with their audience. Marketers can improve their customers' impressions of the company and motivate them to become brand loyal by using email as a communication channel and tailoring the email's content or offers to each recipient's specific interests. It is no surprise that digital marketing has taken off in recent years, as companies have grown accustomed to talking to customers worldwide (Dash et al., 2021). The research provides evidence of the results associated with widely used digital marketing practices today. Aligning digital marketing tactics with the company model and investing fully in campaigns can save businesses in the mechanical industry significant money. This is especially true given the current climate caused by the pandemic.

Any marketing strategy with a longer time horizon should include effort to build brand recognition among customers. Because consumers' predispositions and reactions to digital advertising, by extension, their propensity to shop onlineare impacted by how well they know the advertised brand.

6. Conclusion

Any modern business should aim to maximise the value and benefit of its brand. However, in practice, brands are often relegated to a secondary position, if not ignored entirely, because current accounting regulations generally prevent the actual value of intangible assets from being reflected in financial statements. Skilled economic players who assess brand value regularly can help mitigate this weakness. It is high time for brands to follow suit and make the most of the opportunities that come with having a name associated with a cutting-edge business; this means placing greater emphasis on the digital sphere as part of an overarching strategy to boost the brand's worth through well-thought-out, managed methods of online promotion. In marketing, it is common knowledge that it is cheaper to keep an existing customer than to find a new one. Brand equity rises when customers have a positive impression of a business.

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