The Impact of Digital Marketing on Brand Awareness

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Abstract

Nowadays, the frequent usage of digital marketing has shown as a very important tool and way of communication and advertising. Digital marketing is a new media which is very popular, and excellent channel for promotion and distribution of innovations and building brand awareness among the consumers. Researches have shown that this new innovative marketing is present in all digital channels such as search engines, social media, email, and website to connect with current and prospective customers.

This study aims to determine the impact of digital marketing on brand awareness. Based on previously researched work on digital marketing and brand awareness we can ask: What strategies and tools are most effective when it comes to raising brand awareness with the help of digital marketing? In this context, digital marketing is changing the businesses' method responding to improved brand awareness, consumer's needs and wants and increasing the chances for many companies to be easily recognized by their products and services in a customized and personal way.

The study will use both primary and secondary resources. Primary data will be collected through a quantitative approach and secondary data from literature, textbooks, journals, papers, and other secondary data relevant for the topic of the study. Quantitative research is going to help us to collect data and analyse it according to the research.

Target group of this questioner will be consumers and customers of products and services which are being advertised and promoted via digital marketing tools. Also, their age, gender and demographic position will be taken into account when analysing the results.

The results will be analysed with the help of SPSS software package for conducting different analysis, such as: descriptive statistics, Pearson's correlation, regression and other tests.

This research will confirm the importance of digital marketing towards raising brand awareness, and will give recommendation how to improve the impact of digital marketing on brand awareness, regarding customers' needs and preferences.

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Author

1. Introduction

1.1 Background of the Study

With the constant evolution of marketing is very hard to keep in line with the changes that happen every day. These constant changes brought new and fresh ideas concerning how products and services should be advertised on the market and how to attract customers attention and raise their brand awareness. Nowadays, each customer has their own preferences and ideas how the product/service should work for them, what are the benefits they are expecting to get from it, how much they are willing to pay etc. Having all this information in mind marketer have very difficult task to satisfy the customers wishes and attract them into recognizing and buying their products and services.

Proper digital marketing activities attract more clients, increase sales of an organization and provide a strong brand image of the company to the customer. Brands communicate symbolically in the sense that they are signs or combination of signs (words, music, colours, logos, and packaging design) that convey abstract values and ideas. (Hackley, 2010.)

Each brand has unique characteristics that distinguish it from the others. The proper digital marketing is very important channel of communication these days, it can easily promote and create sustainable brand awareness, but also it can destroy the brand with bad marketing ideas. That's why it is important for the digital marketing to be focused on the symbolic meanings which can be easily presented through the messages that the brand wants to send, as well as showing that the purpose isn't just to be sold but to be properly used and satisfy you needs and preferences.

We live in times in which technology has reached high level of professionalism and it is used in all aspects of our lives. Whether we want to buy something or use a service from a company or person we can get most information about it from our homes. The usage of internet is widely spread and often times leads us into buying certain products or using certain services. This is due to the digital marketing which is used almost in every sector and sometimes unconsciously leads us into choosing one brand instead of another. This reaches

higher profit for the brand whose awareness has reached higher level than other brands who don't pay much attention on their digital marketing. Often times we do online research about things we want to buy in a certain moment, for example we want to buy a black t shirt we search for black t shirt on one search engine. The search engine gives us information about the brands near us and where we can buy what we search for. Our preferences and search data are going to be proceed further for new ads and marketing tricks which are going to be shown on the social media, mostly as sponsored posts and stories.

1.2 Statement of Research Problem

Due to the fact that we live in era in which traditional media is almost toward extinguishing, modern digital media is in front of us and we need to know how to benefit from it. In my opinion the topic of raising brand awareness through digital marketing is a challenge for every company in Republic North of Macedonia. There are still more methods and innovations that should be presented in order to have improved brand awareness by the help of the digital marketing. Each company has to be more innovative than the others and create their own pattern of promoting products and services in order to make their customers more aware of their brand. On the bright side, technologies also brought the opportunity to better manage these relationships through the availability of data about users behaviour, whether on a website, on an online ad or even on email campaigns, giving more power to the intangible element (Lindon et al., 2009) and reducing some customer relationship management (CRM) costs (Ferrell & Hartline, 2012). Maybe the digital marketing advertisement and promotion is much more difficult way of promotion compared to the traditional, but it can bring much more profit and can reach wider public.

1.3 Objective of the Study

This research is focused on the impact of the digital marketing on the brand awareness concerning customers experience. It gives us more information about the best strategies, tactics and processes through the marketing and customers funnels.

Also, this study is going to see the influence of the newest trends and usages of digital marketing for brand awareness in correlation to the present and future customers. The main point is to understand and get more information how can good digital marketing influence on brand awareness and shaping the picture of preferences for the customers.

The purpose of this study is:

- to determine the effect of different types of digital marketing activities on brand awareness
- to determine the role of digital marketing when it comes to brand awareness taken into account the marketing funnel.
- to determine the impact of digital marketing activities on brand awareness keeping into consideration the effect of demographics, namely; age and gender.
- to measure the effectiveness of digital marketing towards brand awareness and customer satisfaction with the customer journey.

The results give us more information about the customers' experience, their view on brand awareness and digital marketing. Another important reason for using the interactive online digital media is the customer relationship is that the marketers have direct interaction with the consumers due to the variety of online channels, thus companies have better relationship and communication with their customers through this media.

The research results were being evaluated and analysed so that proper recommendations and perspectives has shown us how we can improve the situation in our country. Also, it was very helpful for us to see the present situation and to give recommendations how to improve digital marketing experience for raising brand awareness. This resulted with better recognition and wider choice. The effectiveness and usage of digital marketing should be brought to upper level and with this great change will be evoked.

1.4 Research Questions

This study will try to answer the following research questions:

1. What is the role of digital marketing on brand awareness?

2. What digital marketing tools have more impact on brand awareness?

3. How social media contributes to brand awareness?

4. Which social media influences more the brand awareness process?

1.5 Significance of the Study

Improvement of the brand awareness of certain products and services is an aspect of development which includes modification of digital marketing strategies, taking into account customers preferences and behaviour, knowledge, skills and creation of unique experience which finishes with quality and satisfaction. This study has the task of taking into account all of these aspects which are important equally for the marketers as well as the customers. The results which are going to be achieved will be significant and beneficial for the companies.

This study will be very helpful for determine the effect of different types of digital marketing activities on brand awareness and how it can be improved. Success of the study will provide clear view of the role of digital marketing when it comes to brand awareness taken into account the marketing funnel. All external factors will be taken into account as well.

Furthermore, the impact of digital marketing activities on brand awareness keeping into consideration the effect of demographics, namely; age and gender. The role of the consumer can be taken by any buyer or person depending on the product, its qualities and can also change the role. Gender plays an important role in the decision making as men and women have different preferences. (Keller, 2003)

Another point is that we will determine the effectiveness of digital marketing towards brand awareness and customer satisfaction with the customer journey. Kotler, (2006) has already described the consumer buying method as learning, information-processing and decision-making activity which can be further extracted as: Problem identification, Information search, Alternatives evaluation, Purchasing decision, Post-purchase behaviour of the customers.

1.6 Research Framework / Hypotheses

In preparation of my master research the research methodology will help me to identify, select, process, and analyse information about the impact of digital marketing when it comes to brand awareness. The study will use both primary and secondary resources. Primary data will be collected through a quantitative approach and secondary data from literature, textbooks, journals, papers, and other secondary data relevant for the topic of the study.

In my opinion the quantitative research is going to help us to collect data and analyse it according to my research. It will give me more information about how digital marketing is raising brand awareness, in what way this happens, what type of the digital marketing is most persuasive when it comes to brand awareness and purchasing process and many more other topics which will be raised. The best way to gather information is with survey questioner which will contain close ended questions and few open-ended questions for descriptive style of answering. The questionnaire will contain questions about consumers' behaviour, facts and preferences.

Target group of this questioner will be consumers and customers of products and services which are being advertised and promoted via digital marketing tools. Also, their age, gender and demographic position will be taken into account when analysing the results. The results will be analysed with the help of SPSS software package for conducting different analysis, such as: descriptive statistics, Pearson's correlation, regression and other tests.

H1: Digital marketing significantly impacts brand awareness

H2: Social media marketing tools have a positive and significant influence on raising brand awareness

1.7 Assumptions

The research study is based on the assumption that every respondent has answered their questions willingly. Also, their views on the topic are honest and objective regarding the impact of the digital marketing on raising brand awareness. The information which was already presented to the public and the new findings are going to improve the performance of the digital marketers. Moreover, it this study will be very helpful for the wider public including companies, marketers and customers. It will be reliable source for any future adjustments when it comes to the improvement of brand awareness. Knowledge of this will help for introducing new trends and influence on raising brand awareness through digital marketing is a challenge for every company in Republic North of Macedonia.

2. LITERATURE REVIEW

2.1 Review of the Related Literatures

While there have been many researches on the digital marketing, few researches have taken into account the impact of the digital marketing on the brand awareness.

According to Hoffler and Keller (2002), the brand awareness can be seen as one of the most important features when it comes to the correlation between the brand and its consumer. Another important issue is that the brand awareness should openly present in which group the brand is suitable among its competition. The brand awareness notes that when you are in need of product or service to easily recall and recognize good quality brand. This recall can be because of the company's good advertisement, your previous experience or by a recommendation given by someone who has been using it.

According to Kotler (2013), wants to emphasize that brands cannot be seen as names and images that you connect with products/services. Brands are created to help you get over your need and satisfy you according to your personal preferences and wishes. All brands are reflecting different personalities and ideas. "The best advertising is done by satisfied customers." (Philip Kotler). In order for one brand to be seen as valuable brand it should leave positive impressions to the customers. The brand has to prove that is worth for the quality, features and price that it offers.

Kingsnorth (2016), in his book states that digital marketing should not be taken as inferior regarding to offline marketing. His book offers different ideas and strategies on how to overcome the difficulties regarding customers and how to make products/services more attractive to them and to grasp their attention, taken into account all risks that can be raised from these interactions. Kingsnorth's strategies have detail overview on what to expect and how to overcome all difficulties regarding digital marketing and customer's services as important segment for one business to be successful.

Rowles (2017), has written a book called "Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement" which presents the idea how a brand can be created and distributed by the usage of digital marketing. The whole idea is to create a brand and presented it to the public as something that you have to have it and promoted in order to reach high impressions and high numbers of selling. The book itself is helpful because it presents different illustrious examples of companies that have reached high numbers. Rowles emphasizes the need of good promotion techniques and tactics using digital marketing features which will raise the brand awareness.

2.2 Definition of Terms

2.3 Digital Marketing

Nowadays, the frequent usage of digital marketing has shown as a very important tool and way of communication and advertising. Marketing is that function of the organisation that can keep in constant touch with the organisation's consumers, read their needs, develop

products that meet these needs, and build a programme of communications to express the organisation's purposes". (Kotler and Levy, 1969). Digital marketing is a new media which is very popular, and excellent channel for promotion and distribution of innovations and building brand awareness among the consumers. This new innovative marketing is present in all digital channels such as search engines, social media, email, and website to connect with current and prospective customers.

Digital marketing is changing the businesses' method responding to improved brand awareness, consumer's needs and wants and increasing the chances for many companies to be easily recognized by their products and services in a customized and personal way. What is digital? Bud Caddell defines 'digital' as "a participatory layer of all media that allows users to self-select their own experiences, and affords marketers the ability to bridge media, gain feedback, iterate their message, and collect relationships" (Caddell, 2013). With this type of marketing consumers are closer to the products and services, the companies can interact with the consumers through browsing and purchasing their products. Also, digital marketing can indirectly influence on purchasing behaviour through different tactics and modes taking into account the brand awareness.

As we can conclude the main purpose of the marketing is to attract new and to keep present customers, as well to stimulate all future sales. With the help of digital technology these things come true and it helps the companies and customers to have connection, beneficial for everyone.

Digital marketing helps the exchange of currency for a value, good or service, taking into account both sides. The customers always get proper attention, whether it comes to being fond to products, discounts that come with the products and services, free samples, even own designs that make the online experience more satisfying than the traditional one.
One of the benefits of using digital market is that it makes our life easier, for example we can measure results easier, also the public and the reach is very high. Audience from all around the world can be tackled by the use of digital marketing, brands whose products or services have proven as worth buying are now more available than ever.

Digital marketing is very powerful tool, it collects data and information for the customer regarding their location, recent brand interactions and communicates with them through personalized messages in order to increase certain brand awareness and satisfy their needs. Since internet is everywhere, we can constantly be updated by the new collections of certain clothing brand, new services when it comes to hairstyles, even tailoring your shoes online upon your needs and taste.

During recent years peoples' views and habits have changed, there are many communities, people are divided by many new media channels, tools which are more and more available. Every day, brands have more innovative ways of selling on different markets, new products and services are launched. In all this chaos a company should be concentrated on having their group of followers who are going to be into their products or services, dependent on their upgrades and new versions and follow them with great attention. Creating brand identity and having great brand awareness isn't an easy goal to be achieved taking into account the big competition around. Another interesting fact is that people are often used as digital channels, we all share, comment, link and want to share the same interest with our friends. The videos that go out are concentrated on the characteristics of a product or service and are giving information about their characteristics, how they can be used, what's the purpose of them and whether they have satisfied one person's needs and wishes, or not. Some of these videos can be crucial for the improvement of the awareness towards a certain brand because they are seen by wider public. And people who think that they can get something beneficial from the promoted product or services are more likely to use it in near future. Moreover, brands build loyalty among their users by making them "fall in love" with their products.

The process of segmentation is widely used by all digital marketing makers. If we have a certain group of people with different preferences and needs the segmentation helps us to divide them into smaller groups in order to send proper message to them. Once a database is created it will be managed by sending customers offers that in the range of their satisfaction. Customers can be reached by many ways, by adding their name in the message that has been sent to them their interest raises, even though this is one small thing to be done it has proved as important for the process of brand awareness. Customers tend to

remember the brand that has used their name to address to them certain message, their favourite colour etc.

2.3.1 Digital Marketing Strategies

The whole digital marketing world is consisting of smartphones, applications, clouds and other broadbands. The main purpose of digital marketing is to add something new to the previous value chain and to make life easier by shortening the distance between the company and the customer. It enables real time traffic data, providing immediate reactions giving advanced opportunity to fix mistakes and to improve customers experience.

Digital marketing consists of different segments that help both the company and the customers to reach their goals. Selling products or services online requires to have great knowledge into customer psychology in order to satisfy customers' needs and preferences. Having the right strategy can do much favour to the brand the whole need of having digital strategy is to provide proper feedback for the brand company in order to improve its approach regarding marketing activities and to support its overall objectives.

The digital marketing strategies have similar function as the traditional marketing strategies:

● It provides future direction to companies digital marketing activities;
 ● it involves analysis of the organisation's external environment, internal resources and capabilities to inform strategy;
 ● it defines digital marketing objectives that support marketing objectives;
 ● it offers selection of strategic options to achieve digital marketing objectives and create sustainable differential competitive advantage;
 ● it includes strategy formulation to address typical marketing strategy options such as target markets, positioning and specification of the marketing mix;
 ● it provides help to identify which strategies NOT to pursue and which marketing tactics are not suitable to implement;

● it gives directions to specify how resources will be deployed and how the organisation will be structured to achieve the strategy.

The main goal of digital marketing strategies is to provide cost reduction and value chain efficiency, revenue generation, channel partnership and good communication and branding. The typical focuses of digital marketing strategies are:

- Gathering new customers propositions and ideas about the product or service, its features, pricing.
- Customers conversion and purchase experience of products or services
- Initiatives that include customer growth and development strategies
- Social media information content marketing or social initiatives
- Resources and governance strategies

According to Chaffey and Smith (2012) the key performance indicators of an effective digital marketing strategy include unique visitors, total number of sessions for the website that has been visited, repeat visits, duration of the visits, conversion rates, attrition rates and churn rates.

2.4 Brand and Branding Principles

"A brand is therefore more than a product, because it can have dimensions that differentiate it in some way from other products designed to satisfy the same needs" (Keller, 2009).

Each brand has its own purpose and certain meaning for the customers which makes it stand out from the crowd of different super brands which serve different purposes. Brands power is placed in customers minds and it's connected with brand acceptability.

Customers serve as prove whether the company is making good impression by their offer of the brands. Brands should offer unique, exiting, strong messages that tell to people who are you, what do you think, and why you do what you do. The connection between the brand

and the customer has to be based on trust, good communication and behaviour, as well as satisfaction. Having strong brand means that you have created good perception in the mind of the customer who believes that there is no other brand who can offer similar or equal products or services on the market.

"The development of product branding over the past 30 years is characterized by layers of added value built around the core functionality of the product or service to create and maintain distinction in a particular market." (Knox and Bickerton, 2003). The customer value should be the first thing we think about when creating a brand, next to it is the brand meaning and at the last place should be the brand advertisement. It is very important to have satisfied customers which value your products are attract to buy more of them and to recommend them to other customers.

Van Gelder (2003) recognises the managerial interdependencies and argues that "a brand is the translation of the business strategy into a consumer experience that brings about specific behaviour". Sometimes the brand advertisements serve as reminders of the brand meaning and that we should buy again or take someone's advice for certain product/service which has already satisfied their needs and made them happy. The brand meaning can be easily connected with the value and brand advertisement as one unity for successful brands.

One brands success can be measured by how effective the product is combined with brand's characteristic identity and the added values. According to Keller, if a brand has greater acceptability than other brand and evokes greater brand awareness it means that it enjoys greater degree of preference.

The value of the brand should be measured regularly and the company has to have previously established strategies in order to increase its brand values.

Such strategies are:

- Line extension strategy

An organization can add new features and characteristics of the products of services. These adds are part of the line extension strategy and are meant to attract more customers and keep interested the already established ones.

- Brand extension strategy

Successful brands may use their brand names to extend their products or services to different business areas.

- Multi- Branding strategy

There are situations in which a company can have more than one brand in category that has already been established. They are offering same products or services on the market but have different name. It is used to increase the profit.

- New Brands strategy

When a company has interest into competing with existing competition and wants to introduce something new, it launches new brand for their products or services into the market.

Figure 1. Sequence of the brand building processes (Kotler & Pfoertsch, 2006).

Above are presented all five steps which are crucial when it comes to brand building process.

Brand building required long term involvement, vision and planning. During this planning and strategizing the top management together with the executive team should support the managerial and brand building processes. In order strong and effective brand to be achieved we should have brand procedures and brand principles which enhance the best

characteristics of the brand. This means that there are certain principles that should be taken into account when one brands campaign is being designed.

2.4.1 Brand Awareness

Brands has been used for centuries to distinguish the products or services of different companies from each other. In principle, whenever a marketer creates a new name, symbol or logo for a new product, she or he created a brand. (Keller 2008) Brand is a multi-dimensional phenomenon which is traditionally defined as name, symbol, concept, sign, or some other feature (Keller 2008). The meaning of that is to distinguish the product or a service from competitor (Keller 2008). Creating differences is what branding is all about (Kotler & Keller 2016).

Brands are all around us, most of them are easily recognizable which proves that marketers do know how to make proper advertisements and promotion of them. Also, brands can be seen as positive answer to advertisements and promotions by a certain product or services. Customer all around the world respond to recommendations, stories and metaphors that are used when advertising certain brand. These brands help them define their identity, preferences in the world of different product benefits and world culture and innovations.

There are many factors which have direct impact on the brand awareness such as the logo and how it is designed for the customers to be more aware of their existence, customers loyalty, customers recommendation, the positive opinion on the quality of the product or service which comes with the brand name. Moreover, brand often times makes the product or service more attractive than the competition and gives feeling of quality.

When it comes to raising certain brand awareness there are many important things that should be taken into consideration such as the whole organization from where the product or service is born, the features and benefits which are offered, its promotion, communication with the customers, quality, what's it reputation and of course the final delivery.

Nowadays, each company have task to complete regarding brand's awareness, attractiveness and success on the market. Behind the attitude and image there are always each value, interest, the information received and acquired, and possible experiences of the brand. (Von Hertzen, 2006) This means that often times people will have different opinion about the same brand. This is based on their needs, satisfaction with the products or services provided by a brand, their reaction and awareness. It is in our nature that if certain product or service doesn't do well for us, we aren't going to use it. Such simple example is giving one hair product to two different persons with different expectations, preferences and needs, one person is going to be thrilled by the look of her/his hair, the other one is going to be disappointed. We have to mention that both persons have taken risk to try the certain brand of shampoo because they were very familiar with it and others have given positive opinion. The brand awareness makes people take risks because of their price, performance, functionality, psychologically because they think that magic will happen or maybe their social surrounding is using the same brand products and services. The power of brand awareness makes people do things that they do not intended to do, but the path requires strong emotional bonding and trust which cannot be taken for granted.

According to Kapferer (2008) the brand awareness can be divided into three types of awareness:

1. Aided awareness, when people easily recognize the brand product or services and are familiar with its quality and features. It usually comes to light when we are in the decision-making process.

2. Unaided awareness, comes when the brand is automatically recalled form our memory as being part of our few brands that we know its names and features by heart. This is marked as brand recall.

3. Top of mind, having the ability to make people choose certain brand as preferred one in the mind of the costumers. It is important in times when costumers have to make choice without any possibility for selection and have low involvement.

The whole brand experience leads people to recall and recognize certain product or services based on its characteristics, price and recommendations. We are exposed to brands every day, but longer we are exposed to a certain brand we tend to go for that brand. Brand awareness is one type of leading people to remember brands, easily recognize them when they are in situation of decision-making process of buying products or services. Kotler and Keller (2016), There are a lot of benefits of setting certain brand name in people's heads, the most important is high selling rate and profit. Various approaches are required for different products and services, they all have to be designed uniquely so that the customer can easily recognize them by their colour, shape, price, advantages they get from them, price, characteristics and what makes them easily memorisable. All these features are very important when it comes to raising brand awareness as well as making people buy your products and services.

2.4.2 Functions that Brands Perform for Customers

We all tend to buy products or services which we have tested previously, have heard about them from friends, colleagues or family or the ones that have been our first association with the product or service. It would be easy and good experience if we all just go to the grocery store and buy the things that are our first association regarding our grocery list. Also, people buy certain brands based on their habits and how good was the product or service from previous experience. Nowadays even the fruit and vegetables have certain brands and we tend to get the best of the products or services that are offered on the market.

According to Kapferer (2008), when someone has intention of buying product or service is really important the thing to be easily identified. It means that you should know that this product or service is the one you need. Secondly, the product practicality should be clear, this product or service should save time and money and serve its purpose perfectly. Guarantee is the next important thing when it comes to product and service, the product or service should provide the same quality no matter where and when we have bought it. The optimization serves as prove that we have chosen the best representative product or service which will satisfy our needs. Also, it is important to prove to ourselves that we have kept our principles and morale regarding the characteristic we all have. Satisfaction results

with continuity and brand preferences over other brands which can be expressed as brand loyalty and brand recommendation. One way or another we are all attracted from certain brands, the logo is what we like, the message behind the brand or only the satisfaction for having product or service with these brands leads to hedonistic experience. And lastly the ethical principal leads us through this customer experience by choosing brands that prove responsible behaviour and maintain good connection with the whole society.

2.4.3 Functions that Brands Perform for Companies

There is constant marketing battle of brands for brands dominance and success on markets. Companies invest a lot in building easily recognizable, loyal and unique brand, as they have proved as valuable assets in a company that wants to be successful.

Figure 2. Importance of branding

Good branding leads to reducing the risks in product decision, this means that the customers will have already planned to buy your product or service. Having less risks, the company will have secure future. Being easily recognized among other brands that offer similar or same product or services, leads to increased sales and higher profit. As we already mentioned the company will increase its business value if they have brand that proves that

is worth for the value of product features or services that are being provided. As result of having happy customers the number of new customers will be significantly increased. This means that the brand will be easily identified and the brand loyalty will be on high level. For a company to have good reputation and to maintain good connection with the society it should be fair and take great care for the employees. Having good working conditions, the employees will be satisfied and proud to work for such company that provides unique and high-quality products and services. Having good brand name and proved high quality products and services creates trust on the marketplace. More people will rely on the brands product or services that have been placed as professional and well strategized. Proper advertisements help brands to promote their best features and make them stand out from the other brands. Having satisfied and loyal customers they tend to buy the same products or services from the company, even though other companies offer similar or same products or services. This means that the companies brand differentiates from the other and has good competitive advantage.

2.4.4 Brand Positioning & Brand Identity

All markets have different requirements and the consumers that visit them have previously established preferences and needs which they tend to maintain. For a brand to be successful it needs to be above the competition and that's why competitive positioning is significant feature nowadays. As two most important features, for a brand to be above competition, worth mentioning are the brand identity and brand positioning. Both features have special connection and great influence on the brand.

Brand identity is concentrated on all tangible and intangible characteristics that one brand can have regarding long period of time. On the other hand, the brand positioning emphasizes short time competitive oriented opposing tools which help the brand to be on the top.
According to Kotler and Keller (2009), In a field of competition brand positioning presents brand identity at certain time and focuses on competition advantage among other market brands.

The main idea is to position the brand name and features in the mindset of the customer, by offering easily recognizable and trusted worth value. Therefore, it is essential for the product or service to present rational and persuasive idea of why do we need it, which will help this product or service stand out of the other brands.

Another interesting fact is that brand positioning can be seen as strategy which serves for positioning one brand in a superior manner against other brands. According to Keller (2008), when using the positioning strategy, we should take into account the target market, nature of competition, points of parity and points of difference. Also, according to him the brand mantra is important to be designed in the proper way following these features, emotional modifier, descriptive modifier and brand function.

The brand identity is important tool to establish and maintain long term relationship between the customers and the brand. Brand identity serves as "face" for the company, it should be offering trust and credibility, good advertisement impressions that are easily rememberable, expressing company mission as well as keeping satisfied all customers and attracting new ones.

Brand identity tackles the functional, emotional and individual benefits for the customers which can be provided by brands product or service. Key to success is to have brand which represents strong symbol, message and image when its name is mentioned. Brand identity helps the brand to be perceived by the customers in the right way. Positive perception and feelings of safety and satisfaction driven by certain brand show the main goal of brand identity.

Used in right way brand identity can help one product or service to be presented as valuable deal in the eyes of the customer. The good and valuable image for the brand is hard thing to be reached, but it is very important strategy among the competitors. Good brand identity can be perceived as commitment of high-quality product or service, sustainability and trust. The key elements of good brand identity are:

- Clear brand purpose and positioning

By determining and providing information about the existence of the brand and its purpose and why the brand is better than the competition. In this phase the logo, colour scheme and brand personality should be determined as well.

- Market research

Depending on which market the brand will be placed, its features should be developed. Each market has different requirements and customers with different preferences and needs which should be satisfied, so market research is going to provide us all this information for proper adaptation.

- Brand personality

Brand personality should be likable and to present unique and attractive message. Some brands present something that is already known without fresh ideas and concepts and influence negative on the customers. Brand personality should be interesting, surprising and offering something new for the customer because it can be determining in the decision-making process.

- Brand logo

The logo should easy to memorize and associate with the brand. The logo is the central part of the brand identity, having the opportunity to compliment, tackle and give the best image of the brand it should be carefully created and adjusted in line with the brand product or service. By evoking positive emotional response, the logo has achieved its mission for providing positive experience for the customer.

- Colour

Many emotions can be conveyed by different colours, that's why choosing attractive colours can influence on the likability and preferences. Depending on the colour different emotions can be provoked to the customer.

- Professional typography

Having the right font makes brand even more likable and attractive. The font size, colour and design should be in line with the logo and the colours used previously in order to act as unity which presents the best of the brand.

- Supporting graphics

Nowadays we use technology constantly for different things, whether we want to get some more information about a product or service, make a purchase, make recommendations etc. it is advisable for the brand to have supporting graphics, design assets, icons and photographs which will help its promotion and popularity among customers.

2.4.5 Brand Equity

Brand equity can be described as set of assets and liabilities which are connected with a certain brand, added to the previously established brand name and symbol, tackling by the value provided by a product or service to the customers. In order to emphasize the liabilities and assets of a brand equity they have to be associated with brands name or symbol. If a certain brand wants to make changes in its brand's name or symbol some of the assets can be affected and may result with total loss of its value, rarely it can be transmitted to the new brand name or symbol.

Brand equity means having memorable and easily recognizable products or services which show superiority, high quality and reliability. According to Keller (2003) brand equity can be determined on how well marketers market the brans products or services, the number of

consumers will be increased. It can be summed up that because the brand markets itself, the higher the brand equity is, the less investment in marketing is needed for the company. There are three main components of brand equity, consumer's perception, negative effects and resulting value. If the effect of the brand equity campaigns is positive it results with increased profit, revenues and improved brand awareness. On the other hand, if the effect of the brand equity campaigns is negative it results with lower number of customers who will prefer other brands products or services, most likely that would be from companies who are competition.
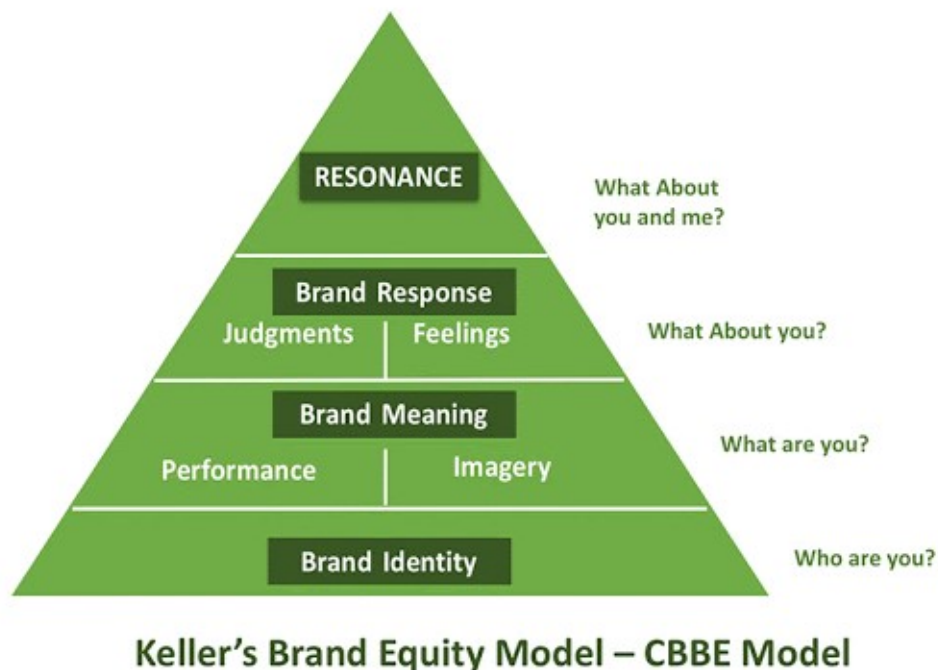

Figure 3. Keller's Brand Equity Model

If we want to determine how strong our brand is, we should conduct simple research on what costumers think about brands products or services. Having crucial information of this character a company can build a strong brand, based on customers feelings, reactions, thought, and perception about the brand.

Frist of all at the bottom of the pyramid the brand awareness and identity is tackled by the question "Who are you?" connected with the brand salience.

Next question is about brand meaning, its performance and the imagery that costumers have about the brand itself. The question "What are you?" gives important information.

"What about me?" question empathizes consumers reactions, brand responses that are given including brand judgments and brand feelings.

On the top of the pyramid we see brands loyalty, given by the question "What about you and me?" represented by brand resonance.

Furthermore, the brand resonance can be divided into four elements

- behavioural loyalty,
- attitudinal attachment,
- sense of community and
- active engagement

2.5 Marketing Funnel

The marketing funnel is also known as marketing sales funnel or conversion funnel, and it represents the journey the person takes when it faces with a certain product or services, how it attracts him/her and how they become customers.

"Consider the diagram on the right which illustrates where people typically consume media. Communication happens at so many different "touchpoints" now, and our attention is increasingly divided and scattered. Traditional advertising where an introduction, value transmission, price introduction and call-to-action are done within a predetermined ad space on one channel is becoming less effective. "(TAMKO case study)

The marketing funnel helps us to visualise the stages buyers go through. Some of these stages are how customers recognize brand awareness and its influence on buying products and services, how customers are led to make purchasing decision. It is used to present the marketing effectiveness on people through several stages. A company which has excellent product, service or a market of people who will buy it has created and used the marketing funnel in the proper way. This means that their idea of marketing funnel has "helped" their customers to see the benefits they get from their products, services and made them make purchase.

In the beginning of the journey there is great number of people who are narrowed down as the funnel goes and small percentage of them end the funnel as customers.

There are two types of marketing funnels, one is not-so-effective and effective marketing funnel. The not-so-effective marketing funnel is not personalised nor oriented to the customers' needs in order to attract more customers. This marketing funnel works on the traditional way of offering certain products or services via calls or door to door offers, most of the people reached are not interested in the products, because they are not properly targeted and the sales percent is very low. The effective marketing funnel has well targeted groups of people in accordance to the products and services offered. The company offers different types of experiences in order to increase customers awareness and interest in buying, and usually they end up with success of creating satisfied client who is certainly coming back.

In the process of buying there are several stages that we all follow and are connected with the marketing funnel. It consists of how our attention was drawn, how we got interested in the product or service, how we are deciding what and whether to buy something depending on how much we want to spend, the experience afterwards etc.
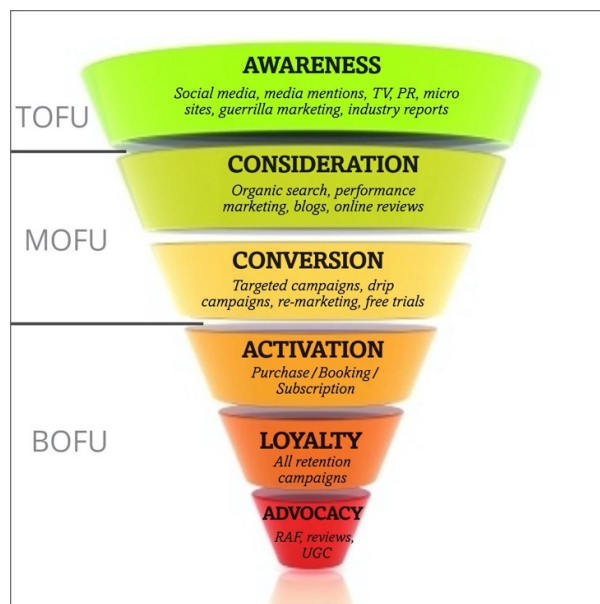
Figure 4. Representation of the marketing funnel.

The first stage is the stage so called TOFU Top Of the Funnel. In this stage the potential customer gets aware of the products and services offered and is "Perceiving the need". The potential customers always have different needs and expectations from the products and services, in this stage the company should present why their products and services are highly needed for the customer. In this way the customer gets the idea what is the possible solution towards solving his/her problem. During this stage the brand awareness is raised by introduction of your brand to the target group. This can be easily achieved by social media with paid advertisements which are very cheap but designed to reach wider public. Social Reach The total number of social profiles a brand has collected across all social media platforms with brand presence. (Lewis, 2011) The effect is measurable by reach and brand recall which helps a lot for your products and services.

Second stage, MOFU Middle of the Funnel, includes information search "Seeking value". Whenever we have a problem that needs to be solved or need that needs to be satisfied, we always tend to find more information. According to researches people often times make their researches on internet in order to get the best possible solution for their problem or need. Once the customers are aware of the brand, they do their research for two even three times in order to get informed about the possible solutions, products and services which are going to work for them, business and companies that offer them etc. In this stage is of crucial importance for the company to have SEO, link building, web pages, social media advertisements, webinars, blogs, audio podcasts, video podcasts. Based on likes, comments, rating, shares the customer gets familiarity with the brand, learns what it offers.

In the third stage of the marketing funnel, there is alternative evaluation "Assessing value". Once the customer is familiar with one brand and what it offers, he/she is going to do extra research in order to evaluate the alternatives offered on the market. They are doing this to make sure that they have made their right choice and are satisfied with what they get. The mostly common researches are about: how to choose the right brand product or service, guides that give them approximate price, how to get the best from similar products or

services, which features are more useful etc. During this decision-making process, customers are always interested in testimonials and reviews given by other customers, online messaging with the customer service, but also limited time discount of the product or service gives them less time to think and decide easily.

The fourth stage so called purchase decision "Buying value" is part of the BOFU Bottom of the Funnel. This is the stage in which the customer decides what to buy, based on the previous acknowledgments. Customers have already established which is their best option and are ready to make their final decision and buy certain product or service. But there is possibility of customer withdrawing because of other customer negative feedback. Moreover, it is very important for every company to take into account all these negative feedbacks and criticism and to turn them into positive ones. All these testimonials, case studies, brochures have great influence on the customers' behaviour. Having online purchase, interest in paying in various ways or just meeting is considered as positive attitude towards the company that offers products and services and can be say that the purchase is done.

The last stage is Post-purchase behaviour: "Value in consumption or use". Once the sale is done the process doesn't end there, it is very important how the customer feels like after buying the product or receiving the service. An empowered buyer is exactly what a sales and marketing organization should be targeting. Sales and marketing should unite to determine who their ideal customer is and how to reveal their latent pain and to move the customer to a place where they are more successful because of the product or service being offered." – Claudine Bianchi

If the customer is satisfied with what he/she got they will probably buy again and you will have loyal customer. If the customer is not satisfied than he/she will probably ask for refund, return the product, share their negative experience and the reputation of the company will fall. The competitors will be in advantage if you don't satisfy customers' needs and solve their problems. "

In the end if you have great product and service the customers satisfaction will be guarantee.

2.6 Customers Journey

The customer journey approach is increasingly being taken up by practitioners and researchers to support the design and management of services. As part of this approach, customers and internal resources are often involved as contributors of input in design and management processes. (Folstad, 2014)

The definition customer journey takes into account the whole process of searching for a product/ service, choosing which option is the best, ordering and paying, delivery of the product/service. The customer experience is connected with the feelings, expectations, reactions which are felt during the process of buying. The customer journey is dependent on the "WOW" effect which can be reached by customer experience concept. This means that the customer and the employee, promoters, sellers are very important features which have overall influence directly on the customer experience.

In other words, whole customer journey begins with the moment when a customer builds their own expectations what a certain product/service will provide for them. In this initial phase we can say that the brand awareness and the marketing that provides it plays great role. It leads the customer to get information from which product/service what they can get. Also, a demand is created for the customer and information about why the product/service is worth buying what expectations and needs can be met by buying this product/service.

"My preferred way to look at both of these is to consider the level of emotional investment being made by the customer, and it is usually true that both moments of truth and pain points are points at which we as customers are more emotionally invested than at other times." (Pennington 2016).
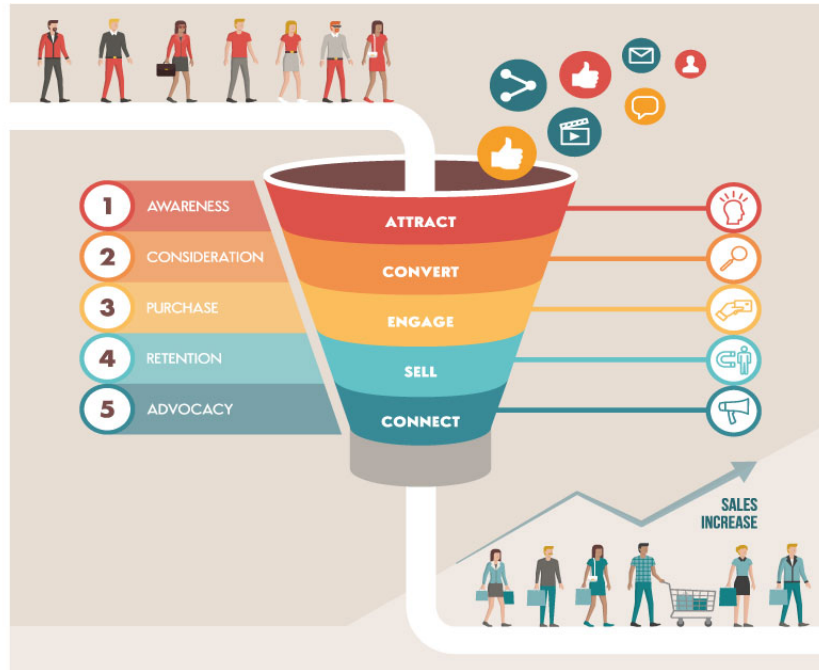
Figure 5. Presentation of customer journey

According to Pennington (2016), the customers can be triggered by some event which has happened in their past and led them or distant them away from a certain purchase. And the brands we all love are those brands which have constant quality and service, satisfy our needs and sometimes go beyond our expectations. The whole point is to drag the attention of the customer and make them buy a product/service believing that they have great need of it and It will satisfy their needs. Friends, relatives, famous people and bloggers can also influence to a person when it comes to their recommendations towards products/services. Once we have heard about someone's experience, we instantly want to have the same experience or protect ourselves from having bad experience, due to the comments given. After making decision about purchasing a product/service we are in a position of waiting to see whether our expectations are going to be met and what's going to happen. The process of buying is also important experience during the customer journey. It's important how are we as customers going to feel when buying the product/service, how long are we going to wait for the delivery if it's bought from internet. Some of us are going to have second thoughts whether or not they have made the right choice or whether the product/service is

worth for the price etc. Mixed emotions are prevailing and it's important that the product/service is delivered as it is already arranged. Any delay will be negative for the company, person that provides service/product. In the same moment when a person has the product/service delivered know whether they are satisfied or not. The first impression is very important and determines whether or not the person will become a customer who buys the brand products/services or it will be once time experience. From time to time as a mentioned before some of the brands can go beyond our expectations, meaning that they have achieved what we expected and made us even more satisfied by giving us something extra. Small complementary gifts can make a person regular customer. We can conclude that customers will always value the privacy, quality, time management. Most of them are very busy with doing their everyday tasks and don't have time to waste, they have priorities and time saving is the best option for them. Another thing what they value is the privacy and protection of their information is very important. Too much information required for simple purchase is also another big problem and customers tend to avoid or simply give fake information.

2.7 The Impact of Digital Marketing on Brand Awareness

In case you have your own brand or you are promoting someone else's brand, you tend to be easily recognized, to stand out from the competition and to make customers subconsciously buy your products or services.

First of all, you have to make sure that the customers are aware of your brand, that your brand has great digital marketing campaigns for promotion, because digital marketing is so "in" these days. Proper digital marketing campaign, advertisement, whether is on the social media, blogs, newsletters, SEO's play important role when it comes to raising brand awareness. Catchy and advertisements with funny, useful, interesting content increase the chances for your product/service to be popular. People like things that are not boring, have note of glamour, sensitivity but in the same time are cheerful and make them smile. This will result with more customers attracted by the brand and the brand will have increased sales, due to the increased brand awareness.

Digital marketing strategies are influenced by both the amount of resources available and how these resources can be sold to the customers. The whole concept is about providing digital support will be given to the customers, communication will be prior to selling the product, leading to purchase and distribution of the product/service. Target markets, consumers, positioning on the market, value for money, strategies for contacting and acquiring new customers as well as reaching and bonding with the existing customers, can be listed as most important features that the digital marketing possess and helps the brand.

From day to day, customers habits and needs vary and they are constantly changing, but customers always value brand quality, trust, privacy and time. They even have the power of "brand control" with everyday discussions and comments on the brands quality and whether the brand has the value of purchase.

The customer's service provided online is very important as well as the digital marketing. The customers always tend to buy and return for something more when they have experienced or heard about positive response from certain online purchase. The whole online customer journey is significant and can be one of the reasons why people like your product or service. The level of online communication with the customers should be professional, you don't want to be rude to the person who wants to spend money in your products/services.

Brand extensions are always welcomed among the customers, they influence on customers mood and preferences. There are no ideal brands as there are no ideal customers. According to Philip Jones (1993) "a brand is a product that provides functional benefits plus added values that some customers value enough to buy".

The digital marketing strategies are created to understand customers mindset, their attitude and aspirations. Digital marketeers need to know whether their propositions and ideas to promote certain brand are in line with customers world concerning their needs, lives, preferences. All of this helps digital marketing to improve the whole customer journey and raise brand awareness and likability. Engaged customers are happy customers, this means that companies should use every digital marketing tool to make customers as making input

or adapting their products/services according to their needs and preferences. These customers can be powerful tool for raising the brand awareness as well as creation of unique brand identity which satisfies everyone's needs. Also, digital marketing has impact on the emotional connection which can be created between the customer and brand's products/services. Marketing tricks can influence on your subconscious, they can easily trigger your memories and the feelings you had during that time, making you feel cheerful, happy, satisfied, fulfilled.

2.8 Chapter Conclusion

To strive and to become easily recognized by name of a brand is very difficult task nowadays due to big competition and daily innovations. Almost every day new ideas and ways of promotion and advertising are being presented. Digital marketing has become one of the most influential media channels for promotion and greater brand awareness. It has shown as a tool which is cost effective in creating brand awareness, it gives clear picture about customers' behavior fact and preferences.

The connection between digital marketing and brand awareness is perfect example of how one idea can help for better selling and customer experience. The customer journey is complex formation and it's not easy to reach to happy customers, with the help of good digital marketing ideas and customers services, the brand awareness only makes this journey easier. Also, the companies will have better results and achievements regarding their brands and profits.

With this research I am going to confirm the importance of digital marketing towards raising brand awareness, and will give recommendation how to improve the impact of digital marketing on brand awareness, regarding customers' needs and preferences.

3. Research Methodology

3.2 Research Design

In preparation of this master research the research methodology has provided information helpful to identify, select, process, and analyse information about the impact of digital marketing when it comes to brand awareness. The study has used both primary and secondary resources.

Target group of this questioner were consumers and customers of products and services which are being advertised and promoted via digital marketing tools. Also, their age, gender and monthly income has been taken into account when analysing the results. The results have been analysed with the help of SPSS software package for conducting different analysis, such as: descriptive statistics, Pearson's correlation, regression and other tests

3.2 Sampling Technique and Size of Sampling

The research was conducted in the period between 30.12.2019 – 30.01.2020. For this research a simple random sampling method was used for collecting data. The people who were included in the research were chosen by chance and the data was collected from people with various backgrounds.

The size sampling frame was in the range of 100 to 200 individuals who will be included in the process of gathering information. All of them were contacted by using the method of sending emails and sending phone messages, because the questioner was mobile friendly.

3.3 Data Collection

In order to test the hypothesis which were predetermined during this master research, a method of quantitative data collection method was used as well as secondary approach based on empirical findings.

Furthermore, the quantitative research has enabled opportunities to collect data and analyse it according to the research. Variety of information were provided about how digital marketing is raising brand awareness, in what way this happens, what type of the digital marketing is most persuasive when it comes to brand awareness and purchasing process and many more other topics which has been raised. The best way to gather information was

with survey questioner which contained close ended questions and few open-ended questions for descriptive style of answering. The questionnaire contained questions about consumers' behaviour, facts and preferences.

Secondary data was gathered from literature, textbooks, journals, papers, and other sources relevant for the topic of the study.

4. Data Presentation and Analysis

4.1 Descriptive Statistics

In the end of the analysis the recorded number of answers was 200 answers during period of one month. The survey was successful and below are the statistics given by it.

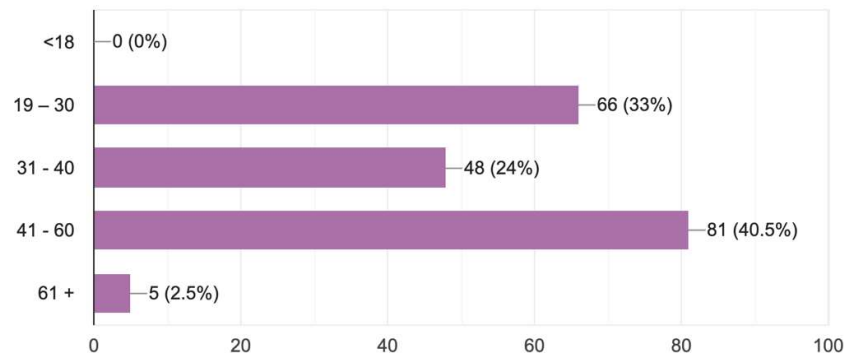**1. Please indicate your age.**
200 responses

Table 1. Presentation of respondents age

From this chart, out of total 200 respondents, 40.5% are between the age group of 41 – 60 years old. 33% are between the age group of 19 – 30 years old, 24% are between the age group of 31 – 40 years old and the last 5% are between the age group of 61+.

2. Please indicate your gender.
200 responses

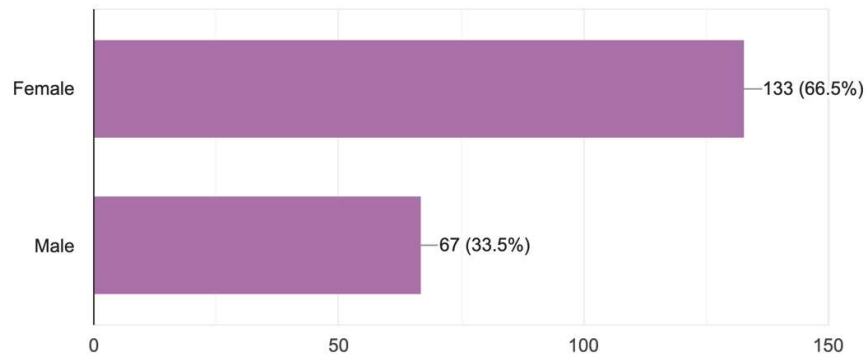
Female — 133 (66.5%)

Male — 67 (33.5%)

Table 2. Representation of respondents gender

It is observed that 66.5% of the respondents were female and the remaining 33.5% male.

3. Please indicate your monthly income.
200 responses

Up to 250 EUR — 26 (13%)

251 EUR - 400 EUR — 43 (21.5%)

401 EUR - 600 EUR — 73 (36.5%)
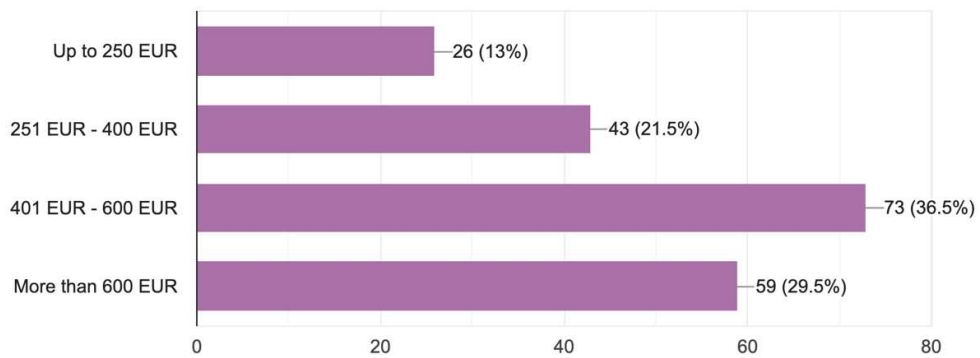
More than 600 EUR — 59 (29.5%)

Table 3. Representation of respondents monthly income

Out of total respondents, 36.5% have responded that their monthly income is between 401 – 600 EUR, 29.5% have monthly income more than 600 EUR, 21.5% of the respondents have monthly income between 251 – 400 EUR and 13% have monthly income up to 250 EUR.

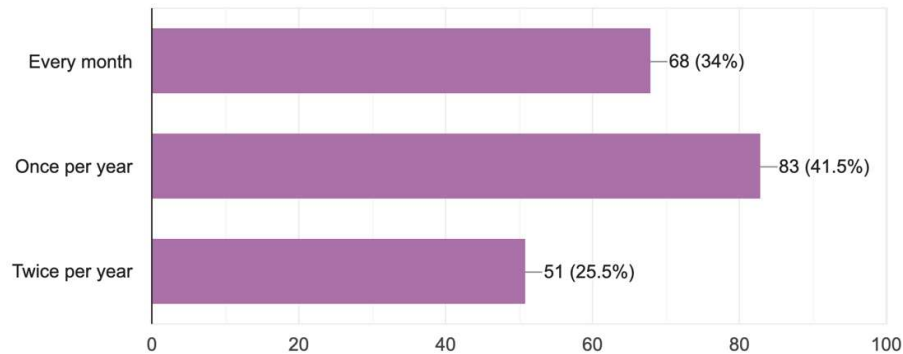### 4. How often do you buy branded products?
200 responses

Table 4. How often do you buy branded products?

When it comes to the frequency of buying branded products, 41.5% of the respondents, responded that they buy branded products at least once per year, 34% buy branded products every month and 25.5% do this twice per year.

5. Please rank the following in order of their importance when you are looking for a product/service.
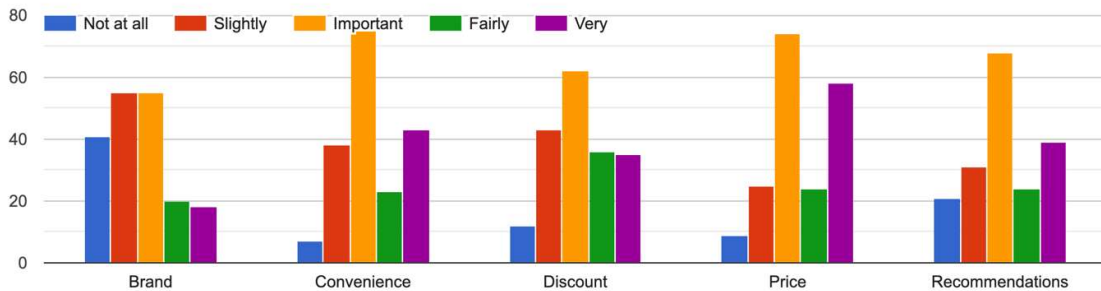

Table 5. Importance when you are looking for a product/service.

According to the ranking given by the respondents concerning the importance of when they are looking for product/service they answered that the brand was equally slightly and important for them to choose what to buy. When it comes to the convenience most of the respondents thought that it is important for them when they look for a product/service, and only few of them thought that convenience is not important at all. The discount price is important, but some of the think that the importance of the discount is slightly important for them to choose what product/service to buy. The price on the other hand is also important and very important for the consumers when it comes to choosing the right product/service for them. Recommendations given by others are important for the customers to decide what product/service to choose, but also big number of the respondents feel that it is very important to have recommendation from another person.

We can conclude that the convenience is the most important feature for the customers in the process of looking the right product/service for them.

6. Where have you seen or heard about your favourite brand? Please select all that apply.
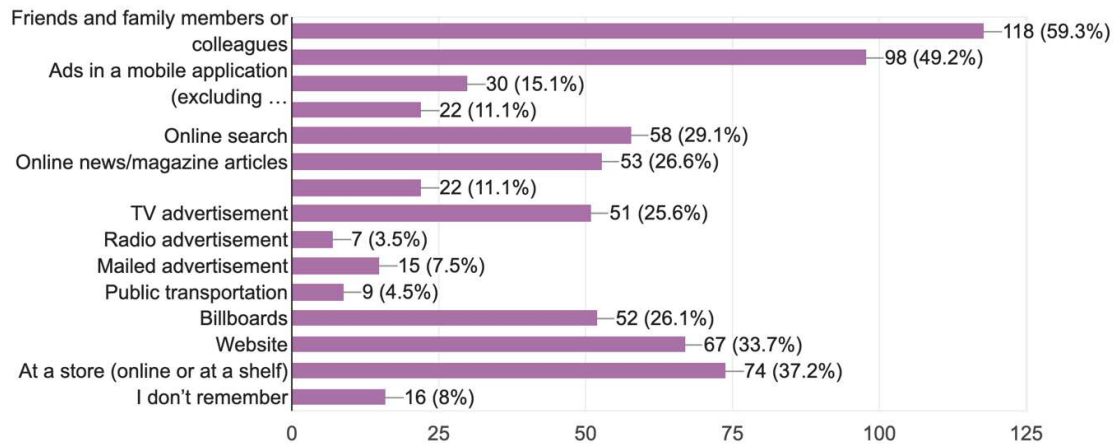199 responses

Table 6. Where have you seen or heard about your favourite brand?

Out of 199 responses on the question "Where have you seen or heard about your favourite brand?" 59.3% of the respondents, answered that it was their friends and family member and colleagues. 49.2% have answered that social media ads were the ones who introduced

them to their favourite brand. 15.1% have read ads in a mobile application and got informed about their favourite brand. Only 11.1% of the people watched online videos and got informed about their favourite brand. From the respondents 29.1% of the people got informed about their favourite brand by performing online search when they needed something to buy. 26.6% answered that they were informed from online news/magazine articles that they have read. A small number of 11.1% read printed news/magazines articles were very helpful for them to get informed about their favourite brand, 25.6% watched TV advertisements. Only 3.5% listened to radio advertisements while they were riding in their cars. 7.5% of the people have been informed about their favourite brand by mailed advertisements. On the other hand, only 4.5% of the respondents answered that public transportation was helpful to recognize their favourite brand. 26.1% of the respondents were informed by the billboards set in their city. 33.7% of the respondents have answered that websites made them aware about their favourite brand. 37.3% were informed about their favourite brand by seeing it at a store (online or at a shelf). Also 8% of the respondents don't remember how they found out about their favourite brand.

As conclusion we can say that friends and family members or colleagues play important role in our lives when it comes to sharing information about brands and introducing us to brands. On the second place are the social media ads which are always keeping us up to date to the current trends and newest and wanted brands. Also, information which is gathered from the shelves in stores no matter if they are real or online are important for us to choose between brands and have our favourite brand.

7. I always prefer to be informed about new products and services through digital marketing
200 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
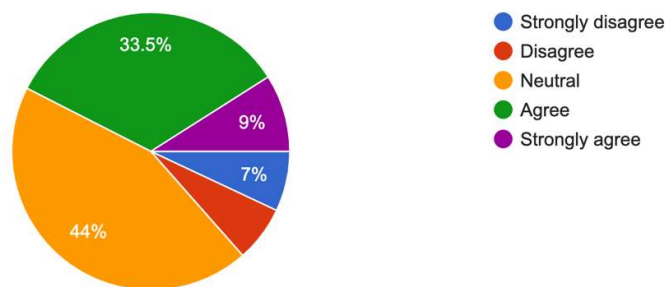- Strongly agree

33.5%
9%
7%
44%

Table 7. Statement, I always prefer to be informed about new products and services through digital marketing.

The statement shown under number 7 in the research about the impact of the digital marketing on brand awareness shows that 44% of 200 respondents feel neutral when it comes to being informed about new product or service through digital marketing. 33.5% agree that they prefer to be informed through digital marketing and small portion strongly disagree with this statement.

8. Digital marketing tools inform more about new products/services that are in the market.
200 responses

Legend:
- Strongly disagree
- Disagree
- Neutral
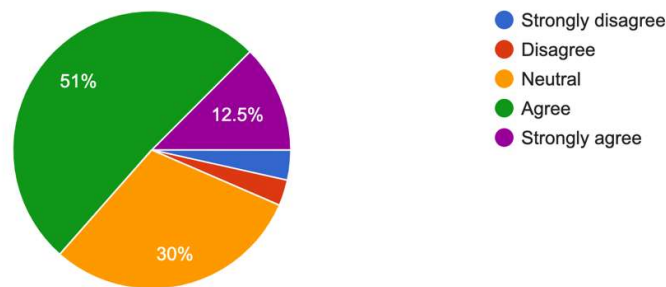- Agree
- Strongly agree

Table 8. Statement, Digital marketing tools inform more about new products/services that are in the market.

When it comes to the tools that digital marketing use to inform us for the new products/services in the market, 51% of the 200 respondents agree with this statement. 30% feel neutral about this statement and 12.5% strongly agree.

9. I get informed about new products/brands through Search Engine Optimisation (SEO).
199 responses

Legend:
- Strongly disagree
- Disagree
- Neutral
- Agree
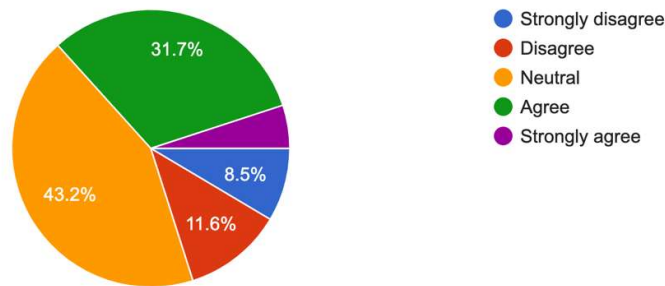- Strongly agree

Pie chart values: 31.7%, 8.5%, 11.6%, 43.2%

Table 9. Statement, I get informed about new products/brands through Search Engine Optimisation (SEO)

Statement number 9 is about the Search Engine Optimisation, out of 199 respondents 43.2% think neutral when it comes to being informed about new products and brands through SEO and 11.6% disagree that SEO provides them with such information.

10. Email marketing helps companies promote their product.
200 responses

Legend:
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

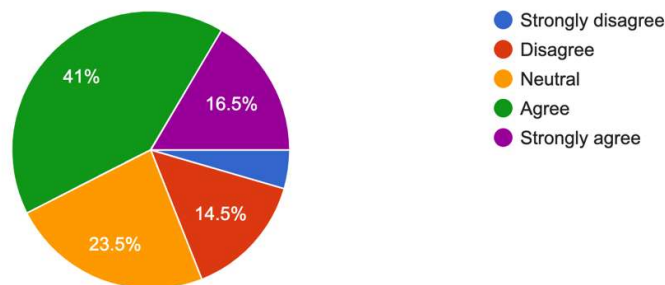Pie chart values: 41%, 16.5%, 14.5%, 23.5%

Table 10. Statement, Email marketing helps companies promote their product.

41% out of 200 respondents agree that email marketing helps companies to promote their product. 14.5% disagree that email marketing helps companies to promote their product and only 4.5% strongly disagree with this statement.

11. I prefer to be informed about brands through social media.
199 responses

- Strongly disagree
- Disagree
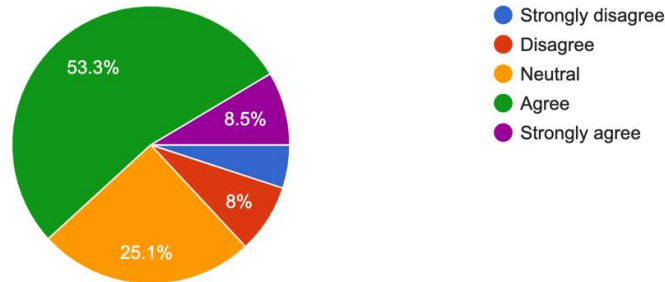- Neutral
- Agree
- Strongly agree

53.3%
8.5%
8%
25.1%

Table 11. Statement, I prefer to be informed about brands through social media.

Large number of respondents agree that they prefer to be informed about brands through social media. 199 respondents were the total number and 8% disagree with the statement that they prefer to be informed through social media.

12. How often do you seek advice / information about digital marketing from the media sources?
199 responses

- Never
- Rarely
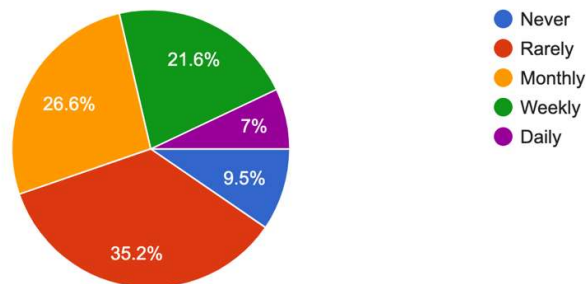- Monthly
- Weekly
- Daily

21.6%
26.6%
7%
9.5%
35.2%

Table 12. Question, How often do you seek advice/information about digital marketing from the media sources?

On the question "How often do you seek advice/information about digital marketing from the media sources?" 35.2% of the respondents answered rarely, 26.6% answered monthly,

21.6% answered weekly, 9.5% responded never and 7% respondent daily. This means that most of the customers rarely do research for advice and information about digital marketing from the media sources.

13. I have good experience by being informed for brands by blogs forums.
200 responses
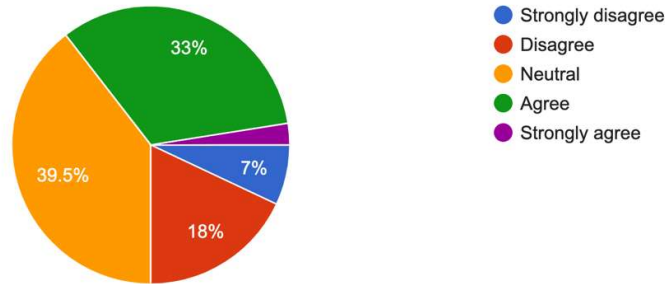
Table 13. Statement, I have good experience by being informed for brands by blogs forums.

The statement presented above was about the good experience which is provided by being informed for brands by blogs forums, 39.5% of the 200 respondents feel neutral about this statement. 33% agree that have good previous experience with blogs forums and only 7% strongly disagree with this statement.

14. The social networks always give me the best ideas for brands.
198 responses
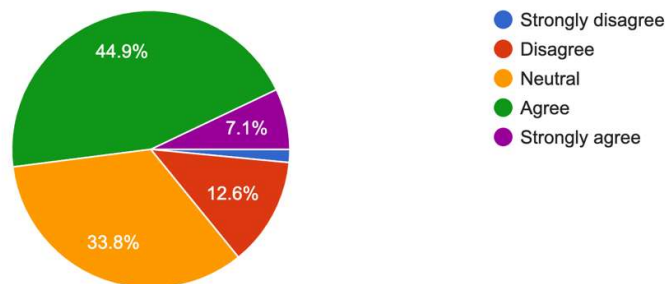
Table 14. Statement, The social networks always give me the best ideas for brands.

When it comes to the best ideas for brands given by the social media, 44.9% of the 198 respondents agree with the statement above. 33.8% feel neutral and 12.6% disagree with the statement.

15. I prefer reading news websites Books, newspapers, magazines in order to be informed about brands.
199 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

42.7%

33.7%

11.6%
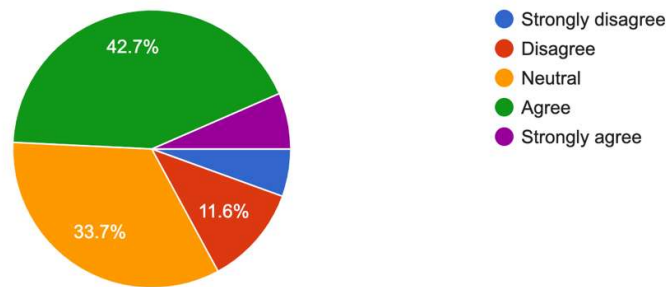
Table 15. Statement, I prefer reading websites Books, newspapers, magazines in order to be informed about brands.

"I prefer reading news websites Books, newspapers, magazines in order to be informed about brands." was the statement with which 42.7% of the 199 respondents agree with. 33.7% feel neutral about this statement and 11.6% disagree with it.

16. I often times read email newsletters to get informed about new products/brands.
200 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

29.5%

32%

21%

14%
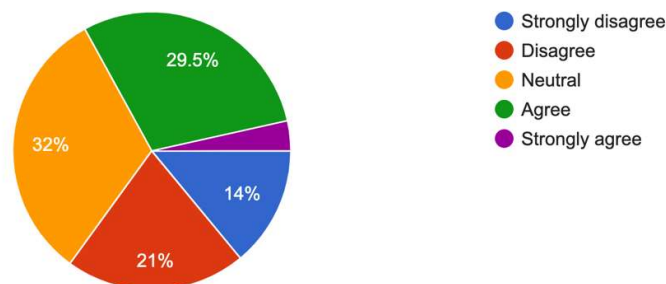
Table 16. I often times read email newsletters to get informed about new products/brands.

32% of the respondents feel neutral about the statement "I often times read email newsletters to get informed about new products/brands." 29.5% agree with the statement, 21% disagree and 14% strongly disagree with the statement.

17. Trade organisations always offer new and good products/brands.
200 responses
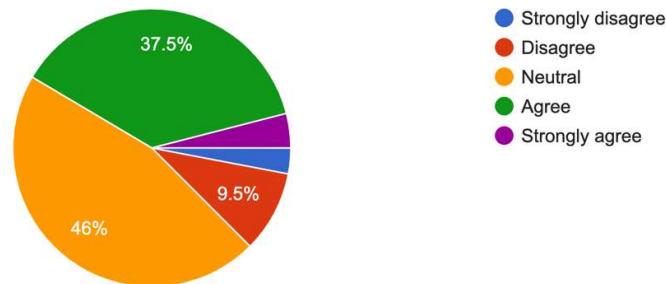
Table 17. Statement, Trade organisations always offer new and good products/brands.

From the results we can see that 46% feel neutral when it comes to the offers, they get for new and good products/brands by the trade organizations. 37.5% agree that the trade organizations offer new and good products/brands and 9.5

4.2 Hypotheses Testing

This study was testing the following hypotheses:

H0: Digital marketing doesn't impact brand awareness

H1: Digital marketing significantly impacts brand awareness

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
8. Digital marketing tools inform more about new products/services that are in the market.	Male	67	3.72	0.966	0.118
	Female	133	3.63	0.812	0.070

Table 18. Hypothesis 1 Testing, Group Statistics

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
								Std. Error Difference		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference		Lower	Upper
8. Digital marketing tools inform more about new products/services that are in the market.	Equal variances assumed	1.262	0.263	0.654	198	0.514	0.085	0.130	-0.171	0.341
	Equal variances not assumed			0.617	114.054	0.538	0.085	0.137	-0.187	0.357

Table 19. Hypothesis 1 Testing, Independent Samples Test.

To determine whether this hypothesis is right or not, we have set null hypothesis which is the opposite of our previously set hypothesis. An independent T test was conducted by using SPSS system. Two groups were defined "Female and Male", also the responses from the relevant question "8. Digital marketing tools inform more about new products/services that are in the market.".

From the group statistics we can see that there are small differences between the sample means, males stated that digital marketing tools inform about new products/services that are in the market scores 3.72, females scored 3.63. The normality assumption regarding sample sizes used in the tests 67 males and 133 females is accepted.

According to Levene's test if Sig. > 0.05 like in this sample sig = 0.263 it means that we take into account that the equal variances assumed because the variances are not significantly different, we are going to read the results listed in the top line.

If Sig. (2-tailed) > 0.5, this case shows Sig. (2-tailed) = 0.514, which means that in this case the given significance level is not unlikely enough for rejecting over null hypothesis.

The results were interpret following the decision rule:

Reject H0 and accept H1 if p value ≤ a = 0,5

Do not reject H0 if p value > a = 0,5

We can conclude that in this case we failed to reject H0 and we can confirm that "Digital marketing does not significantly impact brand awareness".

H0: Social media marketing tools don't have a positive and significant influence on raising brand awareness

H2: Social media marketing tools have a positive and significant influence on raising brand awareness

Group Statistics		N	Mean	Std. Deviation	Std. Error Mean
Gender					
14. The social networks always give me the best ideas for brands.	Male	65	3.43	0.918	0.114
	Female	133	3.44	0.829	0.072

Table 20. Hypothesis 2 Testing, Group Statistics.

Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
14. The social networks always give me the best ideas for brands.	Equal variances assumed	1.228	0.269	-0.041	196	0.967	-0.005	0.130	-0.262	0.251
	Equal variances not assumed			-0.040	116.221	0.969	-0.005	0.135	-0.272	0.261

Table 21. Hypothesis 2 Testing, Independent Samples Test.

To determine whether this hypothesis is right or not, we have set null hypothesis which is the opposite of our previously set hypothesis. An independent T test was conducted by using SPSS system. Two groups were defined "Female and Male", also the responses from the relevant question "14. The social networks always give me the best ideas for brands.".

From the group statistics we can see that there are small differences between the sample means, males stated that digital marketing tools inform about new products/services that

are in the market scores 3.43, females scored 3.44. The normality assumption regarding sample sizes used in the tests 65 males and 133 females is accepted.

According to Levene's test if Sig. > 0.05 like in this sample sig = 0.269 it means that we take into account that the equal variances not assumed because the variances are not significantly different, we are going to read the results listed in the top line.

If Sig. (2-tailed) > 0.5, this case shows Sig. (2-tailed) = 0.967, which means that in this case the given significance level is not unlikely enough for rejecting over null hypothesis.

The results were interpret following the decision rule:

Reject H0 and accept H1 if p value ≤ a = 0,5

Do not reject H0 if p value > a = 0,5

We can conclude that in this case we failed to reject our second H0 and we can confirm that "Social media marketing tools don't have a positive and significant influence on raising brand awareness."

From the study results we can confirm the relevance of both null hypotheses.

The digital marketing and the strategies that are used with it significantly impact on brand awareness. Customers brand awareness is on high level due to advertisements and interesting contents that can be read on internet every day.

5. Conclusions

5.1 Conclusion

In this study we have taken into account consumers' behaviour, facts and preferences towards brands and how effective is the digital marketing towards brand awareness.

The digital marketing is becoming more popular each they and its popularity will grow in future. The fact that mobile phones, internet access all provided in cheap prices, leads to more information to be presented among the wider public. We are witnesses of great technological growth which is positive and people always tend to get the best of it. This means that raising brand awareness when you have all these features is easier than ever, especially by usage of all digital marketing methods and strategies. The whole interactions segments with customers makes digital marketing more attractive than ever.

Marketers have difficult role to get customers attention due to the fact that people face different ideas and presentations every day. Furthermore, we know that human experience has been subject of study of years, the customer experience is even newer topic which awaits to be subject of studies. The whole customer experience can be seen through customer journey. Being in line with customers buying behaviours and current trends help to keep the customers and attract new in the future. After all, from the research the convenience and brand price were the most important feature for people to buy certain brand/service. Keeping the positive customers reaction in mind, we have proved that companies have benefits from the digital marketing and the whole customers adaptation.

Brand awareness was measured by trust, association, recommendation, reasons to buy certain brand and personal preferences. Individuals responded positively and confirmed that they get associated by brand name and recommendations about customer satisfaction experience given mostly by friends, family members or colleagues. This proves that customers who are satisfied by the brand product/service are prone to the brand loyalty and will have positive attitude towards the brand, which will result with buying the same brand and recommended it to other potential customers.

Lastly, it is very important to have new and improved marketing strategies, understanding and knowledge when it comes to digital marketing and its impact on brand awareness.

5.2 Limitation of the Research

This study was also subjected to few limitations. The primary limitation was that they are only few other relevant studies concerning this theme of study. There are a lot of blogs, articles on these issues, but the content credibility is ambiguous. The lack of previous studies and researches for the impact of the digital marketing on brand awareness, made this study even more challenging and interesting. Digital marketing and brand awareness considering their mutual connection and the impact reveals few studies. These studies are more focused on taking into account these two themes separately and only few connecting them as matter of research and discussion.

The findings of this study have to be seen in the light of some limitations. Furthermore, the method of gathering information was by the use of internet, giving responses to quantitative survey. The main goal was to collect balanced sample of various behaviour characteristics which leads to more correct and reliable between individuals which have different characteristics. The advantage of such survey is that there are no limitations regarding demographics, respondent's occupation and time management. However, there is one disadvantage, regarding the weak representation of the respondents of the age group up to 18 years old. This might be, due the fact that a handful number of individuals in the group of up to 18 years old work on their own and manage their own finances.

5.3 Recommendation for Future Research

With the help of this study, several gaps were found in the current knowledge regarding the impact of digital marketing towards brand awareness. This can be significantly improved by having more efficient and effective topics regarding the matter for future research studies.

It was clear, from the study that not all age groups can participate as respondents. This matter can be addressed by conducting, future qualitative research, with in-depth method as well as different groups interviews. The proposed approach would give us more information about the current situation, it will provide more detail information and better understanding about the age-related limitation.

Raised awareness towards digital marketing as powerful tool for marketing should be raised. More people should be encouraged into using digital marketing strategies and ideas for their brands and for their brands researches.

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6.1 Sources used for figures

Figure 1. Presentation of Sequence of the brand building processes
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Figure 2. Importance of branding,
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Figure 4. Representation of the marketing funnel,

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Figure 5. Figure 5. Presentation of customer journey,

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Appendix I, Survey questions

Section 1 of 3

The Impact of Digital Marketing on Brand Awareness

Dear participants!

We are carrying a research on The Impact of Digital Marketing on Brand Awareness!

Your responses and the questionnaire will be used only for academic purposes, respectively for a masters thesis research work.

Thank you for your time!

Part I Respondents Characteristics

Please answer the following questions that is true for you by selecting the options.

1. Please indicate your age. *

- [ ] <18
- [ ] 19 – 30
- [ ] 31 - 40
- [ ] 41 - 60
- [ ] 61 +

2. Please indicate your gender. *

- [ ] Female
- [ ] Male

3. Please indicate your monthly income. *

- [ ] Up to 250 EUR
- [ ] 251 EUR - 400 EUR
- [ ] 401 EUR - 600 EUR
- [ ] More than 600 EUR

4. How often do you buy branded products? *

- [ ] Every month
- [ ] Once per year
- [ ] Twice per year

Part II General questions/ Attitudes

Please answer the following questions that is true for you by selecting the options.

5. Please rank the following in order of their importance when you are looking for a product/service.

	Not at all	Slightly	Important	Fairly	Very
Brand	○	○	○	○	○
Convenience	○	○	○	○	○
Discount	○	○	○	○	○
Price	○	○	○	○	○
Recommendati...	○	○	○	○	○

6. Where have you seen or heard about your favourite brand? Please select all that apply.

- [ ] Friends and family members or colleagues
- [ ] Social media ads
- [ ] Ads in a mobile application (excluding social media)
- [ ] Online video
- [ ] Online search
- [ ] Online news/magazine articles
- [ ] Printed news/magazine articles
- [ ] TV advertisement
- [ ] Radio advertisement
- [ ] Mailed advertisement
- [ ] Public transportation
- [ ] Billboards
- [ ] Website
- [ ] At a store (online or at a shelf)
- [ ] I don't remember

:::

7. I always prefer to be informed about new products and services through digital marketing

- ( ) Strongly disagree
- ( ) Disagree
- ( ) Neutral
- ( ) Agree
- ( ) Strongly agree

8. Digital marketing tools inform more about new products/services that are in the market.

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

9. I get informed about new products/brands through Search Engine Optimisation (SEO).

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

10. Email marketing helps companies promote their product.

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

11. I prefer to be informed about brands through social media.

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

12. How often do you seek advice / information about digital marketing from the media sources?

○ Never

○ Rarely

○ Monthly

○ Weekly

○ Daily

13. I have good experience by being informed for brands by blogs forums.

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree

14. The social networks always give me the best ideas for brands.

- ○ Strongly disagree
- ○ Disagree
- ○ Neutral
- ○ Agree
- ○ Strongly agree

15. I prefer reading news websites Books, newspapers, magazines in order to be informed about brands.

- ○ Strongly disagree
- ○ Disagree
- ○ Neutral
- ○ Agree
- ○ Strongly agree

16. I often times read email newsletters to get informed about new products/brands.

- ○ Strongly disagree
- ○ Disagree
- ○ Neutral
- ○ Agree
- ○ Strongly agree

17. Trade organisations always offer new and good products/brands.

○ Strongly disagree

○ Disagree

○ Neutral

○ Agree

○ Strongly agree