

# IMPACT OF DIGITAL MARKETING PRACTICES ON BRAND AWARENESS AND CUSTOMER ENGAGEMENT: AN EMPIRICAL STUDY

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## Abstract:

The rapid advancement of digital technologies and widespread internet penetration have significantly transformed marketing practices across industries. Organizations are increasingly shifting from traditional marketing approaches to digital marketing strategies to enhance brand visibility and customer engagement. Digital platforms such as social media, search engines, email marketing, and online advertising provide measurable, cost-effective, and interactive communication channels for businesses.

The present study aims to examine the impact of digital marketing practices on brand awareness and customer engagement. The research is empirical in nature and is based on primary data collected from 110 respondents through a structured questionnaire using a five-point Likert scale. A descriptive research design was adopted, and statistical tools such as mean score analysis and one-sample t-test were applied at a 5% level of significance to test the formulated hypotheses.

The results indicate that digital marketing tools significantly enhance brand recall, customer interaction, and engagement levels. Video marketing, targeted advertisements, promotional campaigns, and visually attractive content have a strong positive influence on consumer behavior. The study concludes that digital marketing is more effective than traditional marketing due to its measurable outcomes, personalization capabilities, and interactive communication features. The findings provide valuable managerial implications for organizations seeking to strengthen their digital presence.

**Keywords:** Digital Marketing, Brand Awareness, Customer Engagement, Social Media Marketing, Online Advertising, Consumer Behavior.

## I. Introduction

Digital marketing refers to the promotion of products and services through digital platforms including websites, search engines, social media networks, email, and mobile applications. The digital revolution has reshaped consumer behavior, communication patterns, and purchasing decisions. In today's competitive environment, businesses must adopt innovative marketing strategies to remain relevant and competitive.

The increasing penetration of smartphones and affordable internet services has led to a shift in consumer attention from traditional media channels such as television and newspapers to digital platforms. Social media platforms like Instagram, Facebook, and YouTube have become major sources of information and entertainment. Consequently, organizations allocate substantial portions of their marketing budgets toward digital campaigns.

Digital marketing provides several advantages such as real-time tracking, audience segmentation, measurable performance indicators, and interactive communication. These features enable businesses to build stronger relationships with customers and improve brand awareness.

## II. Review of Literature

Keller (2013) emphasized that brand awareness is a critical component of brand equity and plays a vital role in influencing consumer decision-making. Repeated exposure to marketing communication strengthens brand recall and recognition.

Aaker (1996) explained that brand awareness contributes to brand trust and perceived quality, thereby enhancing overall brand equity.

Chaffey and Ellis-Chadwick (2019) highlighted that integrated digital marketing strategies improve brand visibility and customer interaction. They emphasized the importance of data-driven decision making in digital campaigns.

Hollebeek (2011) defined customer engagement as the level of cognitive, emotional, and behavioral involvement a consumer has with a brand. Social media platforms provide interactive features that enhance engagement.

Bruhn, Schoenmueller, and Schäfer (2012) concluded that social media communication has a stronger impact on brand awareness compared to traditional advertising.

Although previous studies have explored digital marketing and brand awareness separately, limited research integrates digital marketing tools, engagement metrics, and brand awareness within a single empirical framework. This study attempts to bridge that gap.

## III. Research Gap

Although previous studies have examined digital marketing and brand awareness independently, limited research integrates digital marketing tools, customer engagement, and brand awareness within a single empirical framework, especially in the context of young consumers in emerging markets like India. Additionally, there is a lack of empirical evidence using statistical techniques such as hypothesis testing to validate the effectiveness of digital marketing strategies. This study aims to bridge this gap by analyzing the combined impact of digital marketing practices on brand awareness and customer engagement using primary data.

## IV. Objectives of the Study

1. To study various digital marketing tools used by organizations.
2. To examine the impact of digital marketing practices on brand awareness.
3. To evaluate the influence of social media marketing on customer engagement.
4. To analyze the effectiveness of digital advertisements in influencing consumer behavior.
5. To compare digital marketing effectiveness with traditional marketing approaches.

## V. Scope of the Study

The study focuses on analyzing the impact of digital marketing practices on brand awareness and customer engagement among consumers. The research is limited to respondents who actively use digital platforms such as social media, search engines, and online advertising channels. The geographical scope is restricted to urban areas, with a primary focus on young consumers. The study considers key digital marketing tools such as social media marketing, email marketing, and online advertisements.

## VI. Hypothesis of the Study

H<sub>01</sub>: Digital marketing tools have no significant impact on marketing performance.

H<sub>11</sub>: Digital marketing tools have a significant impact on marketing performance.

H<sub>02</sub>: Digital marketing practices do not significantly influence brand awareness.

H<sub>12</sub>: Digital marketing practices significantly influence brand awareness.

H<sub>03</sub>: Social media marketing does not significantly enhance customer engagement.

H<sub>13</sub>: Social media marketing significantly enhances customer engagement.

H<sub>04</sub>: Customer interaction metrics do not significantly affect brand awareness and engagement.

H<sub>14</sub>: Customer interaction metrics significantly affect brand awareness and engagement.

## VII. Research Methodology

The study is descriptive and analytical in nature.

Primary data was collected through a structured questionnaire distributed via Google Forms. The questionnaire consisted of demographic questions and statements measured using a five-point Likert scale.

Sample Size: 110 respondents

Sampling Technique: Convenience sampling

Secondary data was collected from academic journals, books, and online research articles.

Statistical Tools Used:

- Percentage analysis
- Mean score analysis
- One-sample t-test
- 5% level of significance

The collected data was analyzed using Microsoft Excel/SPSS software at a 5% level of significance.

## VIII. Data Analysis and Interpretation

### Demographic Analysis

The majority of respondents (47.3%) belong to the age group 18–25 years, followed by 32.7% in the 26–35 age group. This indicates that younger consumers are more active on digital platforms.

58.2% of respondents were male and 41.8% were female.

### Social Media Usage

74.5% of respondents use social media daily. This high usage indicates significant exposure to digital advertisements.

## Impact on Brand Awareness

The mean score for statements related to brand awareness was above 4.00, indicating strong agreement among respondents that digital marketing enhances brand recall and recognition.

**Table 1: Impact of Digital Marketing on Brand Awareness**

Factor	Mean Score	Interpretation
Brand Recall	4.12	High
Brand Recognition	4.05	High
Advertisement Influence	4.08	High
Overall Impact	4.03	Strong Positive

The above table clearly shows that digital marketing has a strong positive impact on brand awareness, with all mean scores above 4.00 indicating high agreement among respondents

## IX. Hypothesis Testing

For Hypothesis 1:

Mean = 4.03

SD = 0.85

$t(109) = 12.71$

Since calculated t-value is greater than the critical value at 5% significance,  $H_0$  is rejected. Digital marketing tools significantly influence marketing performance.

Similarly, all other hypotheses were tested, and calculated t-values were higher than critical values. Therefore, all null hypotheses are rejected.

This confirms that digital marketing practices significantly influence brand awareness and customer engagement.

## X. Major Findings

1. Social media is widely used among respondents.
2. Digital advertisements significantly increase brand awareness.
3. Video content generates higher engagement compared to static posts.
4. Discount-based campaigns attract higher customer interaction.
5. Targeted advertising improves relevance and customer response.
6. Digital marketing is perceived as more effective than traditional marketing.

## XI. Suggestions

- I. Organizations should invest more in video marketing strategies.
- II. Personalized and targeted advertisements should be implemented.

III. Performance metrics such as reach, impressions, and engagement rate should be monitored regularly.

IV. Businesses should integrate data analytics for better campaign optimization.

V. Retargeting strategies should be strengthened to convert potential customers.

## XII. Limitations of the Study

The study is subject to certain limitations. Firstly, the sample size is limited to 110 respondents, which may not fully represent the entire population. Secondly, the use of convenience sampling may introduce bias in the selection of respondents. Thirdly, the study is confined to a specific geographical area and may not reflect global trends. Additionally, responses are based on individual perceptions, which may vary over time. Lastly, the study focuses only on selected digital marketing tools and does not cover all available strategies.

## XIII. Conclusion

The study concludes that digital marketing practices have a significant positive impact on brand awareness and customer engagement. Digital platforms offer measurable results, cost efficiency, personalization, and interactive communication, which make them more effective than traditional marketing methods.

The statistical analysis confirms that digital marketing tools significantly influence marketing performance. Organizations that effectively utilize digital marketing strategies can enhance brand visibility, build customer loyalty, and achieve sustainable growth in a competitive environment.

## XIV. References

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