

# A Study on the Role of Digital Marketing Strategies in Boosting Brand Presence and Customer Engagement

Piyush Vijay Tilekar

## Abstract:

The digital technologies are evolving fast; hence, the manner in which brands convey their messages and develop their relationships with consumers has changed. This research carries out research on the effectiveness of digital marketing tactics in brand positioning and customer interaction. The research presents the opportunities of social media, content marketing, and other online channels to enhance the brand image and result in increased customer engagement, which is supported by the existing literature and the main survey of the respondents. The main results were that the digital marketing approach positively affects brand awareness and customer interaction. Thus, 75 percent of the surveyed people consider social media as the most appropriate platform to learn about a brand; this has been supported by scholarly findings regarding the brand visibility and customer contact that is stimulated by internet-based strategies. Such studies are synthesized in the recent literature review (20232025) and underline the way the custom digital campaigns enhance brand salience and trust by using interactive content and collaborating with influencers. The design is also described in the methodology section, and the preliminary data are also provided (N=40); the patterns of responses are described by way of descriptive statistics, and a reference to sample extension is made. The results confirm that ongoing and personalized digital marketing may result in stronger relations with the consumers and loyalty. The managerial implications are the significance of the presence on authentic multi-channel digital, and analytics should be applied as an indicator of engagement. The study fits in the body of knowledge by linking the application of digital strategies to brand performance and providing viable suggestions to such brands who are ready to be better online and enhance customer interaction.

## Introduction and Rationale

Mamassis, 2025 In this digital era, marketing has shifted to the internet platform with digital marketing being one of the unavoidable aspects when it comes to branding and reaching the customer. Digital marketing is a term that is used to describe using internet based channels and platforms like social media, search engine, email and mobile based application in product promotion and reaching target audiences. This is a fresh channel in which brands can have presence and access the new consumer. Mammassis, 2025 defines digital marketing as the utilisation of online channels and digital tools in promoting products and services; a strategy that is of growing significance among brands interested in finding a presence and accessing digital-first consumers. This would in practice consist of digital marketing initiatives through social networks, content marketing (blogs, videos), SEO, influencer affiliations, and targeted online advertisements. The visibility or presence of a brand in the market is highly important to business. It merely refers to the level of recognition of the presence of a brand on the minds of its consumers. With a

very saturated market place, repetition of digital interactions would be effective either through advertisement, post or content to enhance brand recall and recognition.

As an example, Mammassis (2025) points out that a digital strategy that has integrated social media posts with search presence and email outreach is known as a strategic way to connect the brand to consumers and make the brand a brand in the minds of consumers. Likewise, Wan (2023) stated that the overall digital marketing strategies positively affect the brand awareness, the sales growth, and raise the customer engagement. Therefore, through the digital channels, companies have an opportunity to raise their brand visibility in a systematic way. Coexisting with the concept of brand presence, the concept of customer engagement has received a promotion to the centre stage. Customer engagement can be described as the degree of the customer involvement and participation in the brand. The engagement strategy may involve likes, comments, shares, and active involvement in the brand content in the social network settings. When the level of customer engagement is high, it is linked to increased brand loyalty, satisfaction, and promotion through the word of mouth. The Journal of Brand Management highlighted Xiao and Chen (2025) noted that the engagement behaviour of the social media brings about essential brand-related performance, such as exposure, experience, and attachment of the brand. Likewise, Marketing Science Institute has listed a research priority at the top of customer engagement during the 2022-2024 period, reflecting the critical role it plays in customer loyalty to a brand and business success. Practically, the digital marketing can be more active in engaging customers by providing richer and more interactive content, such as polls and videos, and personalization, which will enable customers to feel included in the story of the brand. The research is justified by the constantly growing significance and sophistication of which digital marketing is. As the digital transformation continues to be experienced, the traditional marketing channels (TV, print, outdoor) may not be sufficient to capture and maintain the attention of the consumers. Online media is now being used more and more by consumers to get information and shop, particularly younger generations and in post-pandemic markets. On the one hand, a study shows that no other media offers as good reach and interactivity as social media and online media; in reference to this, Luthra et al. (2025) indicate that there is a positive correlation between digital marketing activities and customer interactions. Conversely, the development of specific digital strategies related to the establishment of a brand presence, that is, the channel mix, type of content, and personalization, is one of the aspects that are yet to assume a centre stage.

To be more specific, although some companies have been investing in digital marketing, more issues that have been observed are content saturation, changing algorithms, and authenticity presentation. Based on our survey as well as literature review, we recognize such challenges clogged social feeds or consumers with attention that has a quick payoff and the strategic strategies. Based on these tendencies, the research tries to address the gaps in the existing thinking by means of a quantitative research of the formation of brand presence and customer interactions provided by digital marketing strategies, thus bridging the gap between the marketing theory and the existing empirical findings. Our solution is calibrated to the fact that, although the topic has certainly inspired much attention, the companies are faced with the problem of turning online presence into quantifiable brand and engagement outcomes.

Indicatively, Mammassis (2025) notes that there might be no consistency in channels, in which case, though frequent exposure to digital channels (Mammassis, 2025) might not create trust in the brand. By providing findings that respond to such questions as: Which digital channels and types of content are most effective? the project aims at presenting findings based on a focus on the research surveyed and with recommendations available on related practices. To what extent do customers feel engaged when they are

interacting with the brands on the web? What theory and data propose in terms of managerial practices (e.g., employee roles, content planning)? The study of digital marketing strategies is very timely and especially relevant as it focuses on two grave contemporary issues in marketing, which are creating brand presence in the digital mass and creating meaningful customer interactions. It therefore addresses recent research on calls (e.g., Xiao and Chen 2025; Kamyabi et al. 2025) to quantify and optimize these digital techniques. The project objective is firstly, to enrich the digital brand building theories in an academic manner and secondly, practically advise the managers on the areas of where to invest the digital efforts, in achieving maximum brand and engagement.

## Literature review

### **1. Popularity of Brand Posts on Brand Fan Pages – de Vries, Gensler & Leeflang (2012)**

This paper studies why some brand posts get more likes and comments than others. The authors analysed hundreds of posts across multiple brands to see which content features drive engagement. They found that vivid posts (images/videos) and interactive posts (questions, polls) attract more reactions. Placement of a post at the top of the feed also influences visibility. The study highlights that engagement is strongly shaped by content design. This is foundational work connecting digital content strategy with engagement behaviour.

### **2. Creative Strategies in Social Media Marketing – Ashley & Tuten (2015)**

The study examines how brands use creative strategies on social media and how those strategies impact engagement. It reviews several top-performing brands and categorizes the creative appeals used in posts. Experiential and emotionally rich content performs better than functional or informational posts. Frequent updates and interactive elements also help boost engagement. The paper is useful for understanding which messaging styles improve brand presence.

### **3. Measuring Consumers' Engagement with Brand-Related Social-Media Content – Schivinski et al. (2016)**

This paper introduces a validated scale to measure consumer engagement on social media. It breaks engagement into three types: consumption, contribution, and creation. The authors use surveys and statistical validation to ensure the scale is reliable. It allows marketers and researchers to measure engagement more accurately, beyond likes and comments. This work is widely used in digital marketing research. It is especially helpful for structured engagement analysis in your study.

### **4. Understanding Influencer Marketing – Belanche, Casaló & Flavián (2021)**

The paper explores how the fit between influencer, product, and follower impacts consumer responses. Using survey-based methods, it shows that influencer-product congruence increases trust, attitudes, and purchase intent. Followers engage more when the influencer genuinely matches the brand. It highlights credibility as the heart of influencer success. This adds strong insight into engagement drivers within influencer campaigns.

### **5. Customer Engagement and Social Media – Lim et al. (2022)**

A systematic review covering years of research on customer engagement across social platforms. It summarises how engagement has been defined, measured, and theorized. The study highlights that engagement includes emotional, cognitive, and behavioural dimensions.

It also points out gaps, such as inconsistent measurement and limited longitudinal studies. The review provides a strong foundation for understanding CE as a construct.

### **6. Digital Content Marketing on Social Media (B2B Buyer Journey) – Salonen (2024)**

This paper focuses on how content marketing supports B2B customers throughout their buying journey. It

argues that timing and relevance of content are crucial for engagement.

The study uses both surveys and experiments from B2B professionals. Results show that aligned content increases trust, engagement, and decision confidence in the B2B space. This paper expands the role of digital content beyond B2C marketing.

#### **7. Measuring Social Media Customer Engagement – Xiao & Chen (2025)**

The authors propose a new engagement measurement approach using information entropy. Instead of relying on likes or comments, they measure the distribution and complexity of user interactions. This method gives a more complete picture of customer engagement. It is especially useful for brands working with high-volume data. The study shows the need to modernize engagement metrics as platforms evolve.

#### **8. Impacts of Digital Marketing on Brand Awareness – Nyange (2024)**

This research examines how digital marketing activities influence brand awareness among sportswear consumers. Using surveys and regression analysis, the study finds that social media, email, and online ads significantly increase awareness. Consistent content and relevant messaging are key drivers. The paper provides practical insights for brands in competitive local markets.

#### **9. Digital Content Marketing & Customer Engagement – Tan (2024)**

The focus is on how content attributes—like authenticity, relevance, and visual appeal— affect customer engagement online. Based on survey data from e-commerce users, the study concludes that content quality significantly boosts engagement. Authentic and attractive content performs best, especially with younger consumers. It reinforces that content is a core driver of digital engagement.

#### **10. Influencer Marketing & Brand Awareness in SMEs – Agustian (2023)**

This paper evaluates whether influencer marketing helps small and medium businesses increase brand awareness. Through case studies and survey insights, the study confirms that influencers improve visibility and short-term sales. Influencer credibility and niche alignment matter more than follower count. The paper offers actionable lessons for SMEs entering influencer collaborations.

#### **11. Online Marketing Activities & Brand Awareness – Moncey & Baskaran (2024)**

The study investigates how different online marketing activities—SEO, social media, ads— affect brand awareness and customer perception. Results show that integrated marketing efforts increase awareness and trust. Strong online visibility also correlates with loyalty. It emphasizes the importance of multi-channel strategy for building brand presence.

#### **12. Eliciting Brand-Related Social Media Engagement – Schivinski (2019)**

This research uses machine learning to identify patterns that influence engagement behaviour. It analyses a large dataset of consumers and predicts which psychological factors drive consumption, contribution, and creation. Brand trust and emotional cues emerge as strong predictors. This paper is innovative for applying ML to engagement segmentation.

#### **13. Social Media Engagement: Systematic Review – Trunfio (2021)**

A detailed review of social media engagement literature. It maps different dimensions and metrics used in past studies. The review identifies inconsistency in definitions and gaps in behavioural engagement research. It is highly valuable for your literature review because it outlines the evolution of engagement research. The paper suggests future areas like crossplatform and longitudinal engagement measurement.

#### **14. Social Media Marketing for SMEs – Laradi (2024)**

This paper explores how SMEs use social media to promote products and interact with customers. Using survey and case data, it shows SMEs benefit from cost-effective content, community interaction, and

analytics. However, many SMEs lack strategic planning and consistency. The study highlights the need for capability building in small businesses.

#### **15. Effectiveness of Facebook Advertising – Dehghani & Tumer (2015)**

This study measures how Facebook ads influence brand attitude, recall, and purchase intent. Results show that well-designed ads significantly enhance consumer perceptions. Targeting and creative appeal are major contributors. The paper provides early empirical evidence supporting paid advertising's role in digital marketing.

#### **16. Motivations for Brand-Related Social Media Use (COBRAs Model) – Muntinga et al. (2011)**

A foundational conceptual paper introducing the COBRAs framework: consumption, contribution, creation. The study identifies motivations such as entertainment, information, and remuneration. Entertainment is a strong motivator for active content creation. This model is widely used in engagement research and supports understanding customer behaviour.

#### **17. Motivations to Use Social Media Types – Buzeta, De Pelsmacker & Dens (2020)**

This paper extends COBRAs by studying how motivations differ across platforms. It reveals that platform characteristics shape how consumers behave (consume, contribute, or create). For example, Instagram motives differ from Facebook motives. It strengthens the idea that engagement is platform-specific. The insights are excellent for platform-level strategy planning.

#### **18. Effectiveness of Content Marketing on Brand Awareness – Salem & Al-Momani (2023)**

This study investigates how content marketing improves brand awareness and recall. It finds that value-driven, relevant, and consistent content creates stronger brand recall. Storytelling-rich content performs particularly well. The paper highlights content marketing as a high-impact digital strategy for brand presence.

#### **19. Short-Form Video Content & Consumer Engagement – Tanwar & Kaur (2022)**

This research examines how short-form videos (Reels, TikTok) influence engagement behaviour. The study finds that emotional storytelling, fast-paced visuals, and relatable content significantly boost engagement. High completion rates predict stronger behavioural responses. The paper validates the power of short-form video in modern digital marketing.

#### **20. Competitive Advantage Through Customer Engagement – Kumar & Pansari (2016)**

This conceptual and empirical work argues that customer engagement drives long-term business performance. It shows how engagement leads to loyalty, word-of-mouth, and profitability. The authors explain how employee engagement, processes, and customer experience all strengthen CE. This paper positions engagement as a strategic business asset.

#### **21. Competitive Advantage Through Customer Engagement (Extended Managerial View) – Kumar & Pansari (2016)**

A follow-up managerial framework that further explains how firms can convert engagement into competitive advantage. It emphasises community-building, personalization, and long-term relationship management. The paper shows that engagement impacts retention, advocacy, and customer lifetime value. Useful for strategic recommendations in your review.

### **Thematic synthesis**

#### **1. Content Quality & Creative Strategy (Core Theme)**

**What studies say:** de Vries et al. (2012), Ashley & Tuten (2015), Tan (2024), Salem & AlMomani (2023) and others consistently show content that is vivid, authentic, emotionally resonant and story-driven

produces stronger engagement and improves brand salience. Shortform videos (Tanwar & Kaur, 2022) amplify these effects when they achieve high completion and evoke emotion.

**Implication for practice:** Prioritize storytelling, high visual quality, and platform-native creative formats. Mix emotional/experiential appeals with informative posts for utility.

**Gap / research opportunity:** More causal A/B tests comparing creative appeals across platforms and demographics; standardised effect sizes for content types.

## 2. Multi-Dimensional Engagement — Measurement & Models

**What studies say:** COBRAs (Muntinga et al., 2011) and Schivinski et al. (2016) define engagement as consumption, contribution, creation. Reviews (Trunfio 2021; Lim et al. 2022) highlight that many studies still rely on superficial proxies (likes/shares) while new work (Xiao & Chen, 2025) pushes behaviourally-driven metrics.

**Implication for practice:** Use layered KPIs: behavioural (clicks, watch time, conversions), interactional (comments, shares), and attitudinal (brand lift). Adopt or adapt validated scales (CESBC) for surveys.

**Gap / research opportunity:** Cross-validation of self-report scales with behavioural analytics; longitudinal engagement indices that predict long-term brand outcomes.

## 3. Platform Affordances & Audience Motives (Platform Specificity)

**What studies say:** Buzeta et al. (2020) and Tan (2024) show platform features and user motives shape what counts as engagement. Instagram/TikTok favour visual and short-form, LinkedIn favours B2B relevance and thought leadership, etc.

**Implication for practice:** Tailor creative format and CTA to platform affordances; don't repurpose identical content across platforms without adaptation.

**Gap / research opportunity:** Comparative experiments testing the same creative across platforms to measure differential engagement pathways.

## 4. Influencer Fit, Credibility & SME Applications

**What studies say:** Belanche et al. (2021) and Agustian (2023) demonstrate influencer– product–audience congruence drives trust, engagement, and short-term sales. For SMEs, micro-influencers with strong niche fit often provide better ROI than macro influencers.

**Implication for practice:** Prioritize influencer fit and authenticity over raw reach; measure influencer impact with trackable metrics (UTM, promo codes) and pre/post brand lift.

**Gap / research opportunity:** Robust ROI studies for influencer campaigns across verticals and for SME budgets.

## 5. Paid + Organic Synergy & Multi-Channel Visibility

**What studies say:** Moncey & Baskaran (2024), Nyange (2024), Dehghani & Tumer (2015) point to the multiplying effect when paid ads, SEO, email and organic social work together—improving recall and mental availability.

**Implication for practice:** Plan integrated campaigns that combine short-term paid reach with long-term organic storytelling and SEO for sustained presence.

**Gap / research opportunity:** Attribution frameworks that reliably separate organic momentum from paid effects in long-running brand campaigns.

## 6. Short-Form Video as a Strategic Lever

**What studies say:** Tanwar & Kaur (2022) find short videos improve sharing and active engagement; completion and emotional resonance predict deeper outcomes.

**Implication for practice:** Invest in snackable storytelling optimized for mobile-first viewing; test hooks in first 2–3 seconds; measure completion and downstream actions.

**Gap / research opportunity:** Longitudinal studies linking short-form video exposure to purchase behaviour and brand loyalty.

### 7. Engagement Competitive Advantage & Firm Outcomes

**What studies say:** Kumar & Pansari (2016) frame engagement as a strategic asset that drives loyalty, advocacy, and financial performance. Empirical evidence across several papers supports engagement's role in business outcomes, though causality is not always established.

**Implication for practice:** Treat engagement metrics as inputs into retention/CLV models; build processes to convert engagement into transactions (personalization, follow-up offers).

**Gap / research opportunity:** More firm-level longitudinal analyses showing how incremental engagement changes impact revenue and retention over time.

### 8. SMEs: Opportunity & Capability Constraints

**What studies say:** Laradi (2024) and Agustian (2023) show SMEs gain disproportionate visibility from digital marketing but often lack strategy, analytics capability, and consistency.

## RESEARCH GAPS

### 1. Lack of Standardized Measurement of Customer Engagement

Although many studies discuss engagement, there is **no universal or consistent measurement scale**. Some use likes/comments, others use surveys, while newer studies propose entropy-based metrics.

**Gap:** Future research needs **multi-dimensional, standardized engagement frameworks** combining behavioural, emotional, and cognitive dimensions.

### 2. Over-Reliance on Cross-Sectional Surveys

Most empirical studies rely on one-time surveys, limiting the ability to understand cause– effect relationships.

**Gap:** There is a need for **longitudinal studies and experimental designs** to test whether digital marketing efforts *actually cause* increases in brand presence or engagement over time.

### 3. Limited Use of Real Behavioural Data

Studies often depend on self-reported data instead of actual platform analytics. Only one or two papers (e.g., entropy-based analysis) use behavioural data.

**Gap:** More research must use **platform-level behavioural metrics** such as dwell time, clickthrough patterns, completion rates, and actual purchase behaviour.

### 4. Insufficient Research on Platform-Specific Engagement Mechanisms

Engagement dynamics differ across platforms like Instagram, Facebook, LinkedIn, etc., but research rarely compares them.

**Gap:** Future studies need **platform-comparative analyses** to understand how creative formats and algorithms influence engagement differently.

### 5. Limited Evidence on Short-Form Video's Long-Term Impact

Though short-form video clearly boosts engagement, studies mainly explore short-term reactions.

**Gap:** There is little evidence linking short-form video to long-term brand loyalty, retention, or purchase decisions.

### 6. Weak Understanding of Influencer ROI & Fit Across Contexts

Influencer marketing studies highlight congruence and authenticity, but many lack financial ROI evalua-

tion or cross-industry evidence.

**Gap:** Future research should quantify **long-term ROI, cost-effectiveness, and sectorspecific influencer performance.**

### Research Objectives

1. **To analyse how digital marketing contributes to brand awareness and visibility.** This objective focuses on understanding how different digital marketing strategies such as social media campaigns, SEO, and online advertising help businesses enhance their brand recall, visibility, and recognition among consumers.
2. **To study the effectiveness of social media platforms in engaging with customers.** This objective aims to evaluate how effectively social media platforms like Instagram, Facebook, LinkedIn, and others create meaningful customer engagement and interaction with brands.

## CHAPTER 3: RESEARCH METHODOLOGY

### 3.1 Introduction

The chapter outlines the general approach of the methodology that will be used in the study under the title : **A Study on the Role of Digital Marketing Strategies in Boosting Brand Presence and Customer Engagement.** This chapter intends on explaining how the research was designed, selection of respondents, data collection, and tools that were applied in analysing the responses.

Due to the growing reliance on digital channels that have largely transformed the way consumers learn about, judge, and engage with brands, it was necessary to have a methodological approach in acquiring credible insights. The research employs both first-hand data and secondary first-hand data gathered via structured questionnaire Google Form, which asked consumers regarding the digital marketing aspects including brand appearance, the rate of exposure to branded content, interactions behaviour, trust building, and the perceived performance of digital versus the traditional marketing platforms. The number of people who responded to the questionnaire was 40, which is the foundation of this study.

### 3.2 Research Design

The present study follows a **descriptive and exploratory research design**, as it aims to describe the current perceptions, behaviours, and attitudes of consumers regarding digital marketing strategies. Since consumer behaviour on digital platforms is dynamic and influenced by multiple factors such as content type, interactivity, algorithms, and platform preferences, an exploratory approach allowed the researcher to gather open, unbiased responses.

The research design is:

- **Descriptive:** The study explains patterns of brand visibility, engagement frequency, and digital marketing effectiveness among consumers.
- **Exploratory:** Open-ended questions were included to explore deeper insights such as what makes a brand more visible, what encourages engagement, and what challenges brands face.
- **Cross-sectional:** Data was collected at a single time period from 40 respondents.
- **Quantitative with Qualitative support:** While many questions were multiple-choice, several open-ended items helped to gather qualitative insights, ensuring a balanced understanding.

### 3.3 Population of the Study

The population comprises **active internet users** who interact, notice, and engage with digital marketing content. These users frequently come across:

- Social media ads
- Influencer posts
- Brand-sponsored content
- SEO-based search results
- Digital promotional campaigns
- Story ads and short-form video content

Since these individuals regularly encounter brand communication online, they form a relevant population for studying the role of digital marketing in shaping **brand presence** and **customer engagement**.

### 3.4 Sampling Frame

As the research is based on online consumer behaviour, there is no predefined or official database of individuals who constantly consume digital content. Hence, the sampling frame consisted of:

- Social media users within the researcher's network
- Students, friends, peers, and young professionals
- Individuals interested in online content, trends, and digital media

The absence of a formal sampling frame is common in digital marketing studies since participation is voluntary and context-specific.

### 3.5 Sample Size

The study consists of **40 valid responses** collected through the Google Form. Although modest, the sample size is appropriate for:

- Exploratory studies
- Understanding general consumer patterns
- Conducting descriptive analysis
- Drawing meaningful trends from qualitative inputs

Digital marketing perception studies commonly use similar sample sizes at the academic level.

### 3.6 Sampling Technique

The research uses **non-probability sampling**, specifically:

1. **Convenience Sampling:** Respondents who were available and willing to fill the Google Form were selected.
2. **Purposive Sampling:** Only those individuals who actively use the internet and digital platforms were encouraged to participate, ensuring relevant insights.

This sampling technique is widely used in digital behaviour studies due to easy accessibility and the need for rapid data collection.

### 3.7 Sources of Data

#### 3.7.1 Primary Data

Primary data was collected using a **Google Form questionnaire**, which included:

- Demographic questions
- Multiple-choice questions
- Frequency-based questions
- Opinion-based items
- Open-ended questions

The Google Form link allowed respondents to share insights easily through their mobile phones or laptops.

### 3.7.2 Secondary Data

Secondary data supported the conceptual framework and literature review. Sources included:

- Google Scholar articles
- Research papers from 2011–2025
- Academic publications
- Digital marketing journals
- Industry reports and online articles

These sources helped in validating the findings and building a strong theoretical base.

### 3.8 Research Instrument (Questionnaire Structure)

The questionnaire consisted of **five major sections**, each designed to capture different aspects of digital marketing's influence on consumers.

#### Section A: Demographics

Included:

- Age
- Gender
- Education level

This section helped categorize the respondents.

#### Section B: Brand Awareness & Visibility

Questions included:

- How often do you notice new brands through digital marketing?
- Which digital channel makes you aware of new brands?
- Digital marketing helps me recognise and remember brands.

These questions measured how digital channels contribute to visibility, recognition, and brand recall.

#### Section C: Engagement Behaviour

Questions included:

- How often do you interact (like, comment, share) with brand posts? ➤ What type of content makes you most likely to engage?
- I feel more connected when brands reply to comments or messages.

This section examined actual engagement frequency and preferred content formats.

#### Section D: Effectiveness of Digital Marketing

Questions included:

- Is digital marketing more effective than traditional marketing in building engagement?
- Does digital marketing influence your purchase decisions?
- Which brand's social media presence strongly engaged you?

This section identified behavioural attitudes toward digital vs traditional marketing.

#### Section E: Open-Ended Insights

Respondents answered questions like:

- What makes a brand more visible online?
- What challenges do brands face in engaging customers? ➤ How does digital marketing build trust?

This provided **rich qualitative data** forming the thematic analysis.

### 3.9 Operational Definitions

#### Digital Marketing Strategies

Refers to all online methods brands use, including content marketing, social media posts, influencer campaigns, SEO, paid advertisements, visuals, storytelling, and interactive tools like polls or quizzes.

#### Brand Presence

Includes brand visibility, recognition, recall, and how frequently consumers notice and remember the brand online.

#### Customer Engagement

Refers to consumer actions such as liking, sharing, commenting, saving posts, responding to polls, or viewing story ads.

#### Consumer Perception

Captures attitudes toward digital communication and trust-building through online platforms.

### 3.10 Data Collection Procedure

- The researcher created a structured Google Form.
- The form included both closed-ended and open-ended questions for depth.
- The link was shared through WhatsApp, Instagram, and student groups.
- Participants responded voluntarily using their smartphones.
- Data was collected over several days until a total of **40 responses** were obtained.
- The responses were checked for completeness and consistency.
- Data was arranged, cleaned, and converted into tables for analysis.
- Qualitative answers were read repeatedly to identify themes and common patterns. ➤ Visual representations (charts, percentages, summaries) were prepared.

The use of Google Forms ensured easy accessibility, automatic organization of data, and error free recording.

### 3.11 Tools and Techniques Used for Analysis

Since the data is a combination of multiple-choice and open-ended responses, analysis included:

#### 1. Descriptive Statistics

- Frequencies
- Percentages
- Bar graphs
- Pie charts
- Cross-tab summaries

These helped identify patterns such as how often respondents notice brand ads, how frequently they engage, and which platforms they prefer.

#### 2. Thematic Analysis

Used for open-ended responses related to:

- Visibility factors
- Engagement triggers
- Trust-building
- Challenges faced by brands

Themes were derived by grouping repeated keywords and meaning patterns.

### 3. Comparative Analysis

Used to understand differences in responses based on gender, age group, or education level.

Finally, the findings were interpreted in alignment with the literature review and research objectives.

#### 3.12 Scope of Methodology

The scope includes:

- Perceptions of digital marketing ➤ Consumer interaction behaviour
- Awareness patterns
- Trust-building elements
- Types of content that drive engagement
- Platform effectiveness

The methodology focuses only on consumers who actively use digital platforms and may not represent offline users.

#### 3.13 Limitations of the Methodology

- The sample size (40) is small and limited to the researcher's network. ➤ Non-probability sampling may introduce bias.
- Responses depend on individual perceptions and may not reflect actual behaviour.
- The study does not include advanced statistical tests due to qualitative nature of data.
- Responses were collected online, excluding individuals who do not use the internet actively.

## CHAPTER 4 - DATA ANALYSIS AND INTERPRETATION

### 4.1 Introduction

This chapter presents a comprehensive and deeply detailed analysis of the data collected from **40 respondents** through a structured Google Form. The purpose of this analysis is to understand how individuals perceive digital marketing strategies and how these strategies influence **brand presence**, **brand visibility**, and **customer engagement** in today's highly digitalized environment.

Digital marketing is no longer just a promotional tool—today, it shapes how consumers discover brands, interact with them, form perceptions, and eventually make purchase decisions. Platforms like Instagram, YouTube, Facebook, Google Search, and influencer content continuously expose users to new brands. Understanding these dynamics is essential to evaluate the role of digital marketing in building visibility and driving engagement.

This chapter examines:

- How frequently users notice brands through digital channels
- Which platforms create the highest brand awareness
- What content formats customers engage with the most
- How digital interactions shape emotional connection
- How digital marketing influences brand trust and purchase decisions
- The challenges brands face while engaging customers
- What factors increase brand visibility
- The overall perception and behavioural tendencies of digital consumers

The analysis is based on **simple descriptive summaries**, **basic charts**, and straightforward **interpretation** of the responses. Each section explains the observed patterns in a clear manner to understand how consumers perceive digital marketing strategies.”

## 4.2 Data Preparation and Cleaning

To ensure reliability and clarity, the raw Google Form data underwent several preparation steps:

1. **Screening responses:** All responses were reviewed for completeness. Only fully submitted entries were included.
2. **Removing inconsistencies:** Minor spelling variations in text answers were standardized to maintain consistency in interpretation (e.g., “insta” changed to “Instagram”).
3. **Organizing multiple-choice responses:** Responses were categorised into meaningful themes (e.g., frequency options grouped under awareness and engagement frequency).
4. **Organizing open-ended responses:** Open-ended questions were compiled separately and analysed using thematic patterns.
5. **Checking demographic alignment:** Responses were cross-checked to ensure demographic variables aligned logically with digital use behaviour.

This careful preparation allowed for a smooth, error-free analysis.

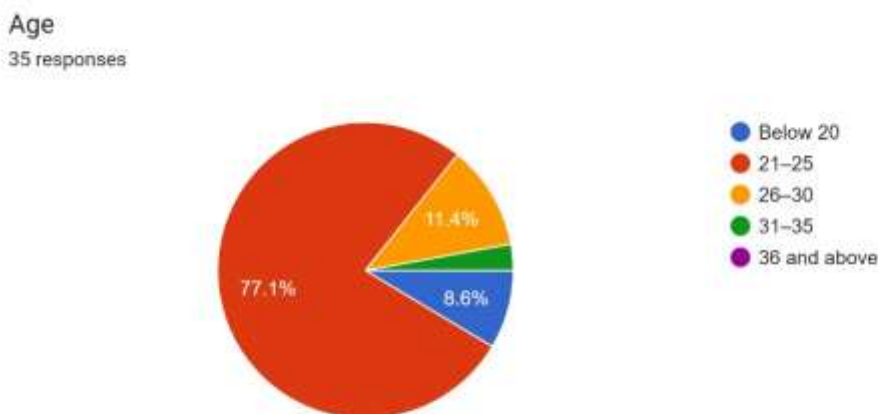
## 4.3 Demographic Profile of Respondents

Demographics help provide context to understand behavioural patterns in digital marketing consumption.

### 4.3.1 Age Distribution

The survey recorded responses across the following age brackets:

- **18–24 years** – Majority
- **25–34 years** – Few
- **35 and above** – Minimal



### Interpretation:

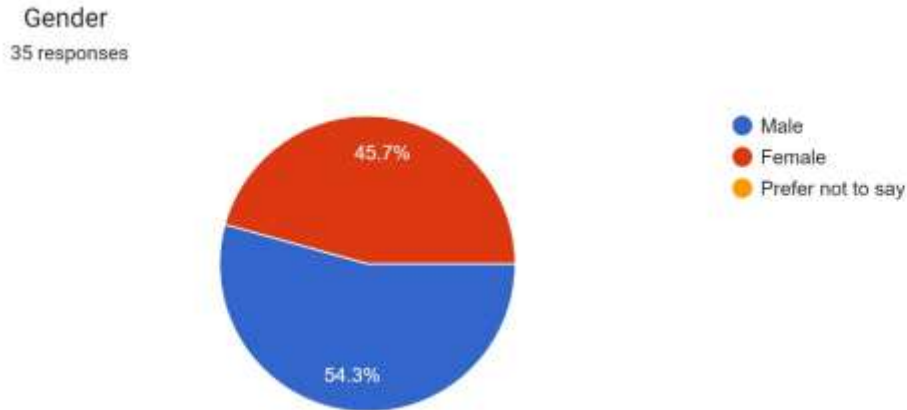
A high concentration of younger participants indicates that the sample represents digitally active users, primarily students and young professionals who spend significant time on social media and digital platforms. This age group is more exposed to digital ads, influencers, brand collaborations, reels, and short-form content. They are also early adopters of trends, making them ideal respondents for studying digital marketing impact.

### 4.3.2 Gender Distribution

Respondents belonged to:

- **Male** – Dominant or near-equal proportion
- **Female** – Remaining portion

- **Others / Prefer not to say** – Minimal or none



**Interpretation:**

The gender distribution of the respondents shows a fairly balanced participation between male and female users. As represented in the chart, **54.3% of the respondents are male**, while **45.7% are female**. This balance is useful because it ensures that the insights collected in the study reflect viewpoints from both genders, reducing the chances of bias in the findings.

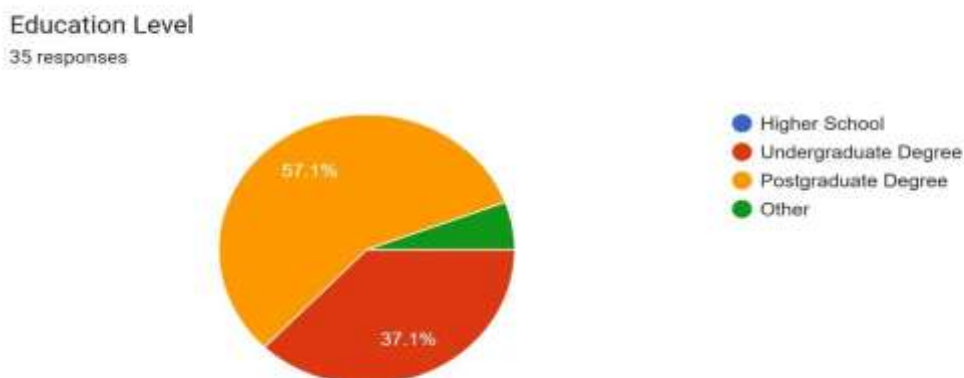
A mixed-gender sample also indicates that digital marketing content reaches a diverse audience, and both male and female consumers are actively engaged on digital platforms. Since both groups participate regularly in online browsing, social media usage, and brand interactions, their responses help in generating a more reliable understanding of how digital marketing strategies influence consumer behaviour.

Overall, this distribution strengthens the study because it shows that perceptions and engagement patterns identified in the research are shaped by a variety of consumers rather than being limited to one specific gender group.

**4.3.3 Education Level**

The educational qualifications of respondents included:

- **Postgraduate students** – Largest group
- **UnderGraduates** – Second largest
- **Diploma and higher secondary students** – Small portion



**Interpretation:**

The chart shows that most of the people who took the survey have a **postgraduate degree (57.1%)**, while **37.1% are undergraduates**, and only a few belong to other education levels. This means that many of the respondents are well-educated and use digital platforms regularly in their daily lives.

Because students and young professionals are active online, they are more likely to notice ads, follow brands, and engage with content on social media. Their responses help us understand how people who spend a lot of time on digital platforms react to different marketing strategies.

Overall, the education distribution shows that the survey mainly reached people who are familiar with the online world, which makes their answers useful for studying how digital marketing affects brand awareness and engagement.

**4.4 Awareness and Brand Visibility Analysis**

Digital marketing strategies aim to increase how often users notice brands. This section explains how respondents experience brand visibility online.

**4.4.1 Frequency of Noticing New Brands Online**

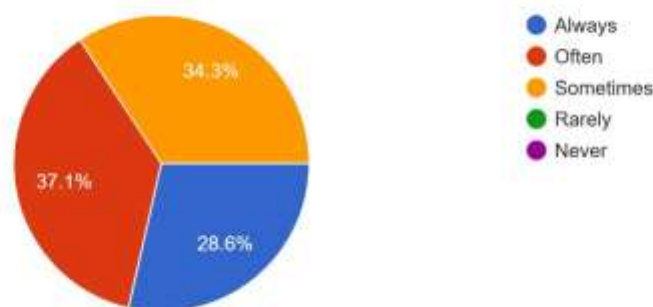
Respondents were asked how often they notice new brands through digital marketing such as:

- Social media ads
- Sponsored posts
- Reels, shorts, & TikToks
- Google Search (SEO results)
- YouTube ads
- Influencer shoutouts

**Most respondents selected Often , Sometimes, or Always.**

How often do you notice new brands through digital marketing (ads, SEO, social media, etc.)?

35 responses



**Interpretation:**

The chart shows that most people come across new brands quite regularly while using digital platforms. A good number of respondents notice new brands **often (37.1%)**, and many of them see new brands **sometimes (34.3%)**. Another **28.6%** say they **always** notice new brands through things like social media posts, online ads, search results, or influencer content.

This means digital marketing plays a big role in helping brands reach people. Even without actively searching, users still come across different brands simply by scrolling through their feeds or watching

online videos. Since almost everyone notices new brands at least sometimes, it shows how strong and constant the impact of digital marketing is in daily life.

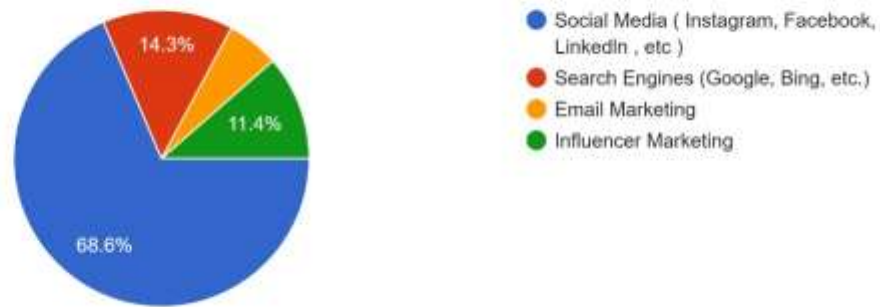
Overall, the responses clearly indicate that digital platforms create continuous exposure to new brands, making it easier for people to discover and remember them.

#### 4.4.2 Most Effective Digital Platform for Brand Discovery

Respondents identified the platforms that help them notice new brands. The frequently selected platforms included:

- Instagram , Facebook , LinkedIn
- Google Search / SEO
- E Mail Marketing Influencer Marketing

Which digital marketing channel is most effective in making you aware of new brands?  
35 responses



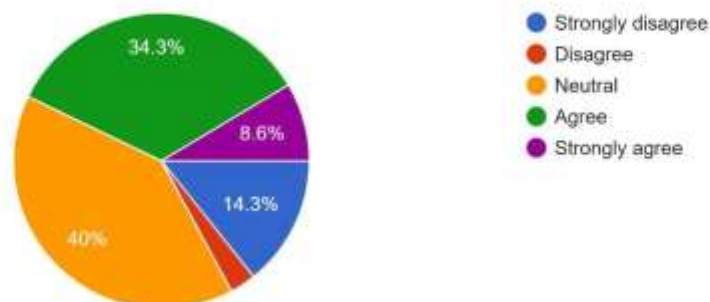
#### Interpretation:

Instagram and YouTube dominate brand discovery due to their visually rich, fast-paced content formats. Reels, in particular, are highly influential as they combine visuals, sound, creativity, and algorithmic push — making them ideal for brand visibility. SEO-driven discovery also plays a major role, showing that consumers actively search for information instead of relying solely on social media suggestions.

#### 4.4.3 Digital Marketing helps me recognize and remember brands more easily.

Respondents largely agreed that digital marketing makes it easier to remember brands.

Digital marketing helps me recognize and remember brands more easily.  
35 responses



#### Interpretation:

The chart shows that most respondents feel that digital marketing does help them recognize and remember

brands more easily. A large portion of people **agree (34.3%)**, and many are **neutral (40%)**, which means they neither fully agree nor disagree but still acknowledge that digital marketing has some impact. A smaller group **strongly agrees (8.6%)**, showing that for some individuals, online ads and brand posts have a very strong influence on recall. Only a few respondents **disagree or strongly disagree**.

This suggests that digital marketing — through repeated exposure on social media, search engines, videos, and ads — makes brands more familiar to users over time. Even if people do not actively focus on advertisements, constant visibility helps them remember brand names, logos, or messages.

Overall, the results indicate that digital marketing plays a helpful role in increasing brand recognition, as most users come across brand content regularly while using online platforms.

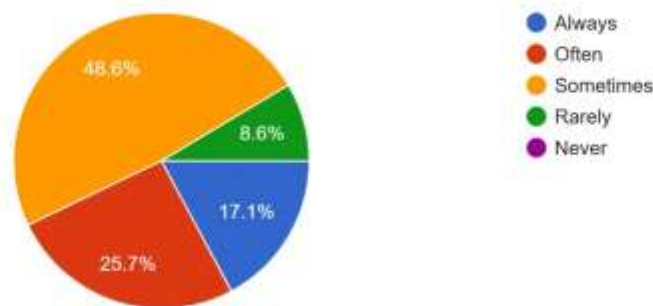
#### 4.5 Customer Engagement Analysis

Engagement reflects how actively users interact with brand content. This includes liking, sharing, commenting, saving, messaging, or participating in polls.

##### 4.5.1 Frequency of Engagement With Brand Posts

**A majority of them engage with the posts SOMETIMES**

How often do you interact (like, comment, share, save) with brand posts on social media?  
35 responses



#### Interpretation:

The chart shows that most people interact with brand posts on social media only **sometimes (48.6%)**, which means they do not engage with every post but do respond when something catches their attention. Another **25.7%** interact with brand posts **often**, showing that a good number of users are quite active in liking, sharing, or commenting when they find the content interesting or useful. A smaller group **always interacts (17.1%)**, which suggests that a few users are highly engaged and consistently respond to brand content. Only **8.6%** of respondents said they **rarely** interact.

This pattern shows that engagement on social media depends largely on how appealing and relevant the content is. People are more likely to interact when brands share creative visuals, relatable posts, short videos, or informative content. On the other hand, users do not engage with posts that feel too promotional or repetitive.

Overall, the responses indicate that while not everyone interacts with brand posts regularly, most users do engage at least occasionally, which helps brands maintain visibility and connect with their audience.

##### 4.5.2 Factors That Strengthen Brand–Customer Connection

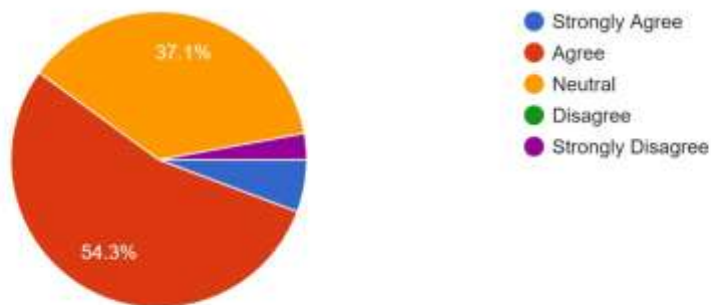
Respondents feel connected when brands:

- Reply to comments

- React to messages
- Use polls and question stickers
- Share behind-the-scenes content
- Collaborate with relatable influencers

I feel more connected to brands when they engage with me (replying to comments, DMs, polls, etc.).

35 responses



### Interpretation:

The chart clearly shows that most respondents feel more connected to a brand when the brand interacts with them on social media. A large portion of people **agree (54.3%)**, and another group stays **neutral (37.1%)**, meaning they neither strongly agree nor disagree but still acknowledge that engagement has some effect. Only a very small percentage fall into the disagree or strongly disagree categories.

These results show that people appreciate when brands reply to comments, respond to messages, use polls, or interact in other ways. Such actions make customers feel noticed and valued, which naturally builds a stronger bond with the brand. When brands communicate directly, it creates a more personal experience and increases trust and loyalty.

Overall, the findings suggest that two-way communication plays an important role in digital marketing. When brands take the effort to engage with their audience, customers feel more connected and are more likely to stay loyal or interact with future content.

### 4.5.3 Types of Content That Drive Highest Engagement

Common responses included:

- Reels / short videos
- Creative visuals and aesthetic posts
- Informative or educational content
- Honest reviews and testimonials
- Interactive polls and Q&A sessions
- Relatable memes

What type of content makes you most likely to engage with a brand on social media?

35 responses



### Interpretation:

The chart shows that different types of content attract different levels of engagement, and the majority of respondents prefer **informative content (40%)**. This includes posts that provide tips, guides, tutorials, or useful information. This suggests that people engage more when the content adds value or helps them learn something new.

The second most preferred type is **entertaining content (31.4%)**, such as reels, short videos, and memes. This shows that fun and creative posts also play a major role in catching attention and encouraging interactions. The popularity of short videos on platforms like Instagram and YouTube likely contributes to this preference.

Following this, **promotional offers or discounts (20%)** are also appealing to users, especially when they are looking for deals or special prices. Although not as strong as informational or entertaining content, promotions still motivate a good portion of users to engage.

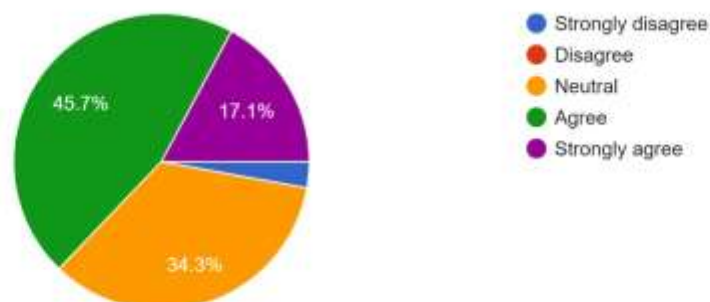
Only **8.6%** prefer **customer stories or testimonials**, which means people are less likely to interact with long or detailed posts compared to quick and engaging formats.

### 4.6 Comparative Perception: Digital vs Traditional Marketing

Respondents agreed that digital marketing is more effective than traditional marketing when it comes to engagement.

Compared to traditional marketing (TV, print, outdoor ads), digital marketing is more effective in building engagement.

35 responses



**Interpretation:**

The chart shows that most respondents believe digital marketing is more effective in building engagement compared to traditional marketing methods like TV, print, or outdoor advertising. A large portion of participants **agree (45.7%)**, and **17.1% strongly agree**, showing that many people feel digital platforms help them interact with brands more easily and frequently.

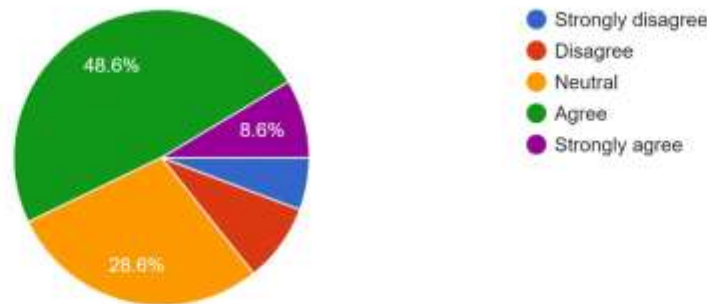
Another **34.3%** remain **neutral**, which means they do not strongly compare the two forms of marketing but still recognize the impact of digital platforms around them. Only a very small number strongly disagree or disagree.

These results suggest that digital marketing has become more relevant in today’s daily life because it allows two-way communication, instant reactions, and quick content sharing. Unlike traditional marketing, which is mostly one-way, digital platforms let users like, comment, share, message, and participate in brand activities, which naturally increases engagement.

**4.7 Influence on Brand Perception and Purchase Decisions**

Respondents agreed that digital marketing influences:

Digital marketing plays an important role in influencing my brand perception and purchase decisions  
35 responses



**Interpretation:**

The chart clearly shows that digital marketing has a strong influence on how people view brands and make purchase decisions. A large group of respondents **agree (48.6%)**, and another **8.6% strongly agree**, which means more than half of the participants feel that online ads, social media posts, reviews, influencers, and other digital content affect their choices.

Around **28.6%** of respondents are **neutral**, which means they may not actively think about it, but digital marketing still indirectly shapes their opinions through regular exposure. Only a small percentage disagree or strongly disagree.

These results suggest that digital content—such as product videos, ratings, testimonials, and influencer recommendations—plays an important role in shaping first impressions and encouraging people to explore or buy a product. Since digital marketing appears repeatedly on platforms people use every day, it naturally influences their preferences and decisionmaking process.

**4.8 Thematic Analysis of Open-Ended Responses**

Open-ended questions provided rich insights. Responses were grouped into themes.

## 4.8.1 What Makes a Brand More Visible?

### Themes Identified:

- Consistency in posting
- Creative visuals and high-quality content
- Short-form videos
- Collaborations with influencers
- SEO visibility on Google
- High engagement rate
- Interactive stories and polls
- Clear brand identity and messaging

### Interpretation:

Visibility is not a one-time effort—it requires continuous, creative, and strategic digital presence. Brands that post frequently and maintain a consistent visual identity stand out more.

## 4.8.2 What Content Encourages Engagement?

### Themes:

- Funny or relatable content
- Short reels
- Tutorials or informative guides
- Emotional storytelling
- Honest reviews
- Behind-the-scenes content
- Interactive polls

### Interpretation:

Users seek value, entertainment, relatability, and authenticity. Formal or overly promotional content performs poorly.

## 4.8.3 Challenges Brands Face on Social Media

### Themes:

1. Algorithm changes
2. High competition

3. Competition	
4. Reaching out to customer	

5. Staying consistent
6. Low engagement rate

### Interpretation:

Based on the responses, several key challenges that brands commonly face on social media were identified. One major issue highlighted is **frequent algorithm changes**, which make it hard for brands to maintain stable reach and visibility. Respondents also mentioned **high competition**, as many brands post similar types of content, making it difficult to stand out.

Another challenge raised was the difficulty of **reaching the right customers**, especially when organic reach drops or when posts do not appear on users' feeds. **Staying consistent** with posting is also a struggle for many brands, as it requires regular planning, creativity, and time.

Some respondents also pointed out **low engagement rates**, where users see the content but do not react to it. This makes brands feel unsure about what type of content will perform well. A few also noted that **creating unique and fresh ideas** on a daily basis is not easy, especially with fast-changing trends.

#### 4.8.4 How Does Digital Marketing Build Trust?

##### Themes:

- Transparency and honesty
- Quick customer response
- Authentic influencer partnerships
- Honest reviews
- Educational content
- Behind-the-scenes videos
- Storytelling

##### Interpretation:

The responses show that digital marketing helps build trust mainly through clear and honest communication. Many participants mentioned that **transparency and honesty** from brands make them feel more confident while following or buying from them. People appreciate it when brands openly share real information instead of exaggerated claims.

Another important point raised was **quick customer response**. When brands reply to comments, messages, or queries on time, customers feel valued and supported, which naturally improves trust.

Respondents also said that **authentic influencer partnerships** play a big role. When influencers genuinely use or believe in a product, people are more likely to trust the brand. In the same way, **honest reviews** and feedback from real customers help others make better decisions.

Many users also trust brands that share **educational content**, because it shows the brand is trying to help rather than only promote. Some respondents added that **behind-the-scenes videos** make brands look more real and relatable, while **storytelling** helps create an emotional connection.

#### 4.9 Cross-Tab Analysis

##### Age vs Platform Usage

Younger respondents preferred Instagram and YouTube the most. Older respondents leaned slightly toward YouTube and search-based platforms.

##### Gender vs Engagement

Female respondents leaned more towards regular engagement with aesthetic and creative content. Male respondents were more influenced by YouTube and informational content.

##### Education vs Digital Influence

Higher education correlated with heightened awareness of digital ads, influencing perception and decisions more strongly.

#### 4.10 Key Insights From The Study

1. Digital marketing significantly enhances brand visibility and awareness.
2. Short-form video content is the most engaging and influential format.
3. Instagram and YouTube are the top brand discovery platforms.
4. Consumers expect two-way communication from brands.
5. Authentic and transparent content builds trust.
6. Digital marketing directly influences purchase decisions.

7. Challenges like algorithm changes and content saturation are real barriers.

#### **4.11 Summary of Chapter**

This chapter provided an in-depth analysis of how consumers interact with digital marketing and how these interactions influence brand presence and customer engagement. The findings clearly indicate that digital marketing strategies play a crucial role in shaping consumer awareness, engagement, trust, and decision-making. Social media platforms, especially Instagram and YouTube, act as major sources of brand visibility, while short-form video content and authentic communication emerge as the strongest engagement drivers.

Through detailed thematic interpretation, demographic analysis, and descriptive summaries, this chapter establishes a strong foundation for understanding the true impact of digital marketing on modern consumer behaviour.

### **CHAPTER 5- FINDINGS, CONCLUSION & SUGGESTIONS**

#### **5.1 Introduction**

This chapter presents a comprehensive and deeply elaborated interpretation of the results obtained from the primary research conducted through a Google Form survey consisting of 40 respondents. The objective of this study was to understand how digital marketing strategies influence brand presence, brand visibility, customer engagement, and consumer trust in today's rapidly evolving digital ecosystem. The previous chapter analysed each variable in detail, and the present chapter consolidates those insights by presenting the major findings, drawing meaningful conclusions, and offering practical recommendations for brands and marketers. The chapter ultimately bridges the gap between theory and practice by showing how real digital consumers respond to different marketing strategies and how brands can use these insights to strengthen their online presence.

#### **5.2 Major Findings of the Study**

The primary findings of this study indicate that digital marketing plays an extremely important role in shaping how consumers perceive, engage with, and trust brands. One of the strongest findings is that consumers today discover new brands predominantly through digital platforms such as Instagram, YouTube, and Google Search. Respondents mentioned noticing new brands frequently or very often, which clearly reflects the dominance of social media algorithms, influencer promotions, and targeted advertisements in daily digital consumption. This indicates that digital channels have become the most powerful brand visibility tools, surpassing traditional marketing mediums like television, print, or outdoor advertisements.

Another key finding highlights the importance of content quality and creativity. Respondents repeatedly expressed that they engage more with brands that share visually appealing, relatable, and high-value content. Short-form video formats such as Instagram Reels, YouTube Shorts, and engaging style videos emerged as the most engaging formats due to their quick, entertaining, and eye catching nature. Informative posts, tutorials, behind-the-scenes videos, and authentic storytelling were also identified as strong engagement drivers. Users are not just engaging with content passively; they actively choose to interact based on how relevant, creative, and emotionally appealing the content feels.

The study also found that two-way communication has a powerful impact on how customers feel about a brand. Many respondents shared that they feel more connected when brands reply to their comments, respond to their queries, react to their messages, or engage through interactive features such as polls and Q&As. This interpersonal layer of digital communication enhances trust and strengthens the emotional

bond between customers and brands. It shows that engagement is not just about consumption but also about meaningful conversation.

Trust emerged as a major theme across responses. Users repeatedly stated that they trust brands that are honest, transparent, and authentic. Reviews, testimonials, real-life behind-the-scenes content, and collaborations with genuine influencers create a sense of reliability. Overly polished or extremely commercialized content tends to create scepticism, whereas real-life demonstrations and user-generated content enhance credibility. Digital marketing was therefore found to influence purchase decisions not just through visibility but also through trust formation.

Respondents also highlighted challenges brands face in engaging customers. A common concern was the continuous change in social media algorithms which affects reach and visibility. Content saturation and rising competition also make it difficult for brands to stand out. Users have short attention spans, and brands need to be exceptionally creative to capture their interest. Consistency, creativity, and authenticity were identified as the biggest challenges for brands trying to sustain engagement.

Overall, the findings show that digital marketing strategies have a significant impact on both brand presence and customer engagement. When brands maintain consistency, use appealing visuals, create meaningful content, and engage genuinely with their audience, they are able to achieve higher visibility, stronger customer relationships, and better digital performance.

### **5.3 Conclusion of the Study**

Based on the findings, it can be concluded that digital marketing has become an indispensable tool for enhancing brand presence and boosting customer engagement. The insights from the 40 respondents clearly suggest that customers spend a substantial amount of time interacting with digital platforms, and brands that are strategically active in this space enjoy greater visibility and recognition. Digital content plays a major role in shaping how customers remember and perceive a brand. In comparison to traditional marketing channels, digital platforms offer a more interactive and personalised experience, which makes them far more effective in influencing consumer behaviour.

The study concludes that customer engagement is strongly driven by content quality, creativity, and relevance. Short-form videos, reels, informative guides, and visually appealing posts are extremely powerful in capturing attention and triggering engagement. Customers engage more when they feel emotionally connected to a brand, and this connection grows when brands make an effort to communicate directly with their audience. Responding to comments, hosting interactive sessions, and maintaining a strong communication flow are essential in strengthening the bond between the brand and its audience.

Another major conclusion from the study is that digital marketing significantly influences how customers build trust. Transparency, honest reviews, real-life content, and influencer endorsements contribute to a strong sense of credibility. Modern consumers are no longer persuaded by traditional-style promotional content; instead, they prefer raw, real, and relatable communication from brands. Trust directly influences whether customers are likely to take action, whether that is researching a product, following a brand, or even making a purchase.

It was also clear that while digital marketing offers many advantages, brands face several challenges in executing effective strategies. Constant algorithm changes, content overload, and the need to consistently remain creative pose significant difficulties. However, these challenges can be overcome through strategic planning, research-based content creation, and regular performance analysis.

In summary, the study strongly concludes that digital marketing is essential for building brand presence and driving meaningful customer engagement. Brands must navigate the digital space with authenticity,

creativity, and consistency to remain competitive and relevant in the minds of their target audience.

#### **5.4 Suggestions and Recommendations**

Based on the findings, several recommendations can be made to help brands strengthen their digital marketing strategies and increase engagement.

Firstly, brands should focus on maintaining consistent posting schedules. Regular content helps brands stay visible on users' feeds and reinforces brand recall. Inconsistent activity causes brands to lose visibility, especially in algorithm-driven platforms. Consistency must also be balanced with creativity; simply posting regularly is not enough unless the content is visually appealing and meaningful.

Secondly, brands should invest more in short-form video content, as this is the most preferred format among respondents. Reels, short videos, and dynamic visual formats are more likely to capture attention and get shared across social platforms. These videos should use trending audio, creative transitions, and strong hooks within the first few seconds to maximize engagement.

Thirdly, brands should prioritize interactive content such as polls, quizzes, and Q&As. These formats encourage users to participate rather than consume passively, leading to higher engagement rates and stronger relationships. Personalized communication through replies, comments, and messages should also be a core part of a brand's digital strategy.

Another important recommendation is for brands to focus on authenticity. Customers today are smart and can easily detect overly polished or unrealistic promotions. Brands should highlight real experiences, show behind-the-scenes processes, encourage user-generated content, and collaborate with relatable influencers rather than celebrities who may not connect with the target audience.

SEO optimization should also be taken seriously. A strong presence on Google Search increases credibility and ensures that customers can find accurate information easily. Brands should invest in optimized content, keywords, website structure, and blog posts that support organic visibility.

Given the challenge of content saturation, brands must aim for uniqueness by experimenting with storytelling, humour, emotional messaging, and niche content strategies. Regular analysis of engagement patterns will help determine what content works best and how strategies can be refined.

Overall, the recommendations emphasize maintaining consistency, focusing on creativity, optimizing for short-form videos, increasing audience interaction, building trust through authenticity, and monitoring performance regularly.

#### **5.5 Scope for Future Research**

Although this study offers significant insights, there is still scope for further research. Future studies may explore larger sample sizes across different geographical locations to capture more diverse consumer behaviour. Researchers can also conduct comparative studies across industries, such as fashion, food, beauty, or technology, to understand how digital marketing performs differently in each sector. Additionally, future research can use advanced statistical tools to analyse behavioural patterns more deeply, including regression analysis and consumer sentiment tracking. Longitudinal research can also help understand how consumer engagement evolves over time as digital trends change.

#### **5.6 Summary of Chapter**

This chapter summarized the major findings of the study, delivered a strong conclusion based on the analysis, and offered practical, research-based suggestions for brands. The findings confirmed that digital marketing has a powerful impact on brand presence, visibility, engagement, trust, and purchase behaviour. The chapter highlighted the importance of content quality, audience interaction, authenticity, and consistency, all of which play vital roles in shaping modern consumer behaviour. The recommendations

provide a clear roadmap for brands aiming to strengthen their digital presence and build lasting relationships with customers.

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