

QUANTITATIVE INVESTIGATION OF THE IMPACT OF ELECTRONIC MEDIA MARKETING ON BRAND BUILDING

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ABSTRACT

Over the years, Electronic Media Marketing become the best mode for communication as Digital Media prosper a lot. Today's challenges of Brand Building are increasing and growing due the competition forces of Marketers. Electronic Media Marketing is the one which facilitates the marketers to think positively with both cost effective and new mode of interaction with consumers. This article aim to investigate the impact of Electronic Media Marketing on Brand Building thru a survey and quantitative analyses. Results shows that there is an importance relationship between Electronic Media Marketing and Brand Building, and ensure that Through Electronic Media, Brands constantly can improve themselves and create positive image.

Keywords: Electronic Media, Brand Building, Marketing, Digital Marketing.

INTRODUCTION

Building a Brand awareness in a competitive marketplace plays an active and important role in the Marketing (Pelkonen, 2014). It is widely acknowledged by Brand Building that strong a wareness will create a competitive advantage in the Marketplace that will surely enhance their credibility and reputation (Miao, Yu, Shen, & Leung, 2016). Indeed, the importance of Electronic Media Marketing becoming popular to keep pace with this change. The investigation in this article seeks to examine the impact that the use of Electronic Media for Marketing will have on Brand Building. To achieve this, a survey was conducted to generate data for analysis in a quantitative based research. A questionnaire designed to address various issues on Digital Marketing and Brand Building was used as the primary data collection tool for the study.

In a previous study of (Hall & Peszko, 2016) a similar investigation was presented. In the current exploration, the questionnaire had three sections: The first which gathered demographical information of the sample. The second section bears questions concerning Electronic Media Marketing whereas, the third addressed issues that pertained to brand building.

A 5-point Likert scale where: 1-strongly disagree, 2 – agree, 3 - neutral, 4 – agreed and 5 - Strongly agree was utilised to reveal the respondents' levels of agreement with the statements provided in the survey. As well, data obtained from the survey was analysed using the IBM SPSS version 23 software.

The research developed the following equation and hypothesis for the analysis:

Hypothesis H1: There is a positive relationship between electronic media marketing and brand building

| |
|--|
| Equation: $Y = \beta_0 + \beta_1 X_1 + \varepsilon$ |
|--|

Where Y = Brand Building and X = Electronic Media Marketing

Demographical Information

The sample is 120 participants out of the targeted population of 150. Eventually, the research collected a total of 90 questionnaires from the survey which signified a response rate of 75 percent. However, only 85 questionnaires were submitted for further analysis after 5 were rendered ineligible due to some irregularities such as illegibility. The subsequent section will present and discuss various aspects of the demographics of the sample as recorded throughout the survey.

Age of participants

The respondents were asked to reveal their ages. According to figure 1 below, 60% of the sample was aged between 25 and 35 years, 27% were aged between 35 and 45 years, whereas, 13% were 45 years and above.

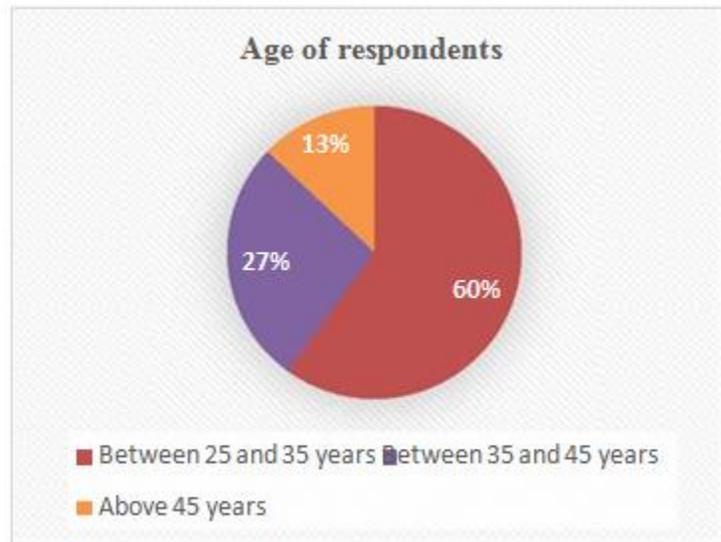


Figure 1: Age of participants

Gender of participants

The survey required the participants to indicate their gender. The results from the analysis reveal that 42% were female, thereby making women the most populous group in the entire sample. Again, the male population represented 33% of the sample. The remaining portion, 25% preferred not to reveal their gender in this particular survey. Figure 2 below shows the findings.

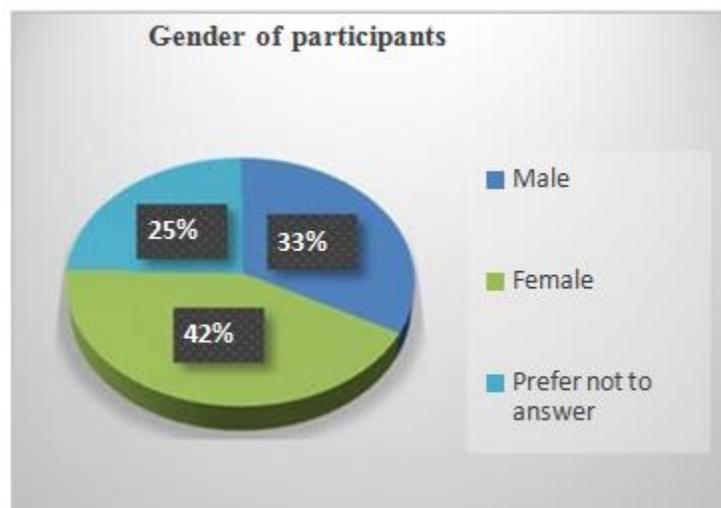


Figure 2: Gender of participant

Approaches to Marketing

In another question, the participants were asked to reveal their preferred approach to marketing in their various departments. According to figure 3 below, 61 respondents indicated that they use electronic media for their marketing endeavours. 12 participants showed that their used traditional channels. Similarly, the remaining 12 respondents revealed that they used incorporated aspects of both in their promotional undertakings.

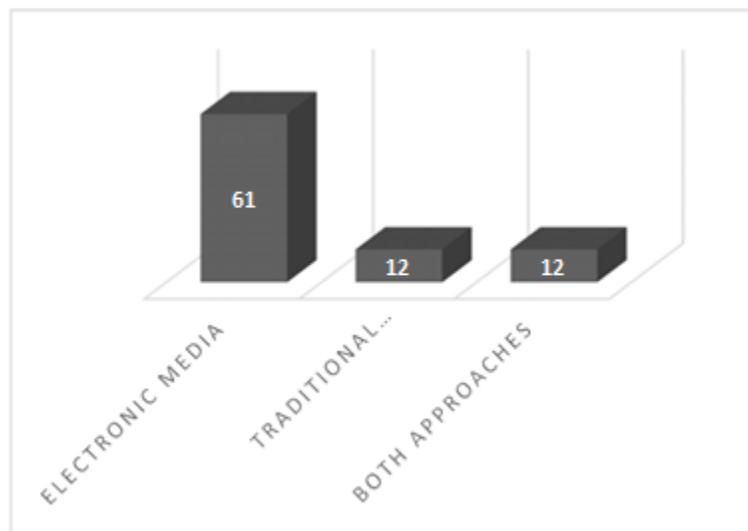


Figure 3: Approach to Marketing

DESCRIPTIVE ANALYSIS

Electronic Media Marketing

Digital marketing mostly conducted online has become a major influence among most promoters(Xu & Ye, 2018). The survey questions were formulated to assess the participants' opinions regarding the same. The highest mean value of 3.7882 was recorded for the statement that indicated that promoters were comfortable with using new age digital technologies in the company's promotional programs. Second, the respondents showed that the easiness of using electronic media motivated them to use it more than traditional media in their marketing endeavours by a mean value of 3.7765. Third, the participants revealed that they could take informed decisions because of availability of information over electronic media as compared to traditional media with a mean of 3.6941. Fourth, they revealed they had started using electronic media more than the traditional channels for getting promotional information out to our customer base with a mean of 3.6706.

Lastly, the respondent recorded the lowest mean value of 3.6353 by indicating that their departments often recommend that they should use Electronic Media before making a product marketing decision.

Table 1: Electronic Media Marketing

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--|----|---------|---------|--------|----------------|
| My department often recommend that I should use electronic media before making a product marketing decision | 85 | 1.00 | 5.00 | 3.6353 | 1.39597 |
| The easiness of using electronic media motivates me to use it more than traditional media in our marketing endeavors. | 85 | 1.00 | 5.00 | 3.7765 | 1.34851 |
| I have started using electronic media more than the traditional channels for getting promotional information out to our customer base. | 85 | 1.00 | 5.00 | 3.6706 | 1.34862 |
| I can take informed decisions because of availability of information over electronic media as compared to traditional media. | 85 | 1.00 | 5.00 | 3.6941 | 1.30952 |
| I think I am comfortable with using new age digital technologies in the company's promotional programs. | 85 | 1.00 | 5.00 | 3.7882 | 1.33714 |
| Valid N (listwise) | 85 | | | | |

Brand Building

Essentially, brand power and loyalty hinges on a company's efforts towards creating brand awareness through marketing.(Godey et al., 2016) In this section, the respondent revealed that easy access to products using electronic media is a key requirement in brand building

with a mean of 3.8118 (highest score). Next, they showed that they may change the brand considered for purchase after searching online with a mean of 3.8000. The participants indicated that brand loyalty and power is achieved through creating brand awareness using electronic media marketing with a mean value of 3.7412. Again, they showed that customers' reviews available over digital channels helped them in evaluating the brand with a mean of 3.7294. Finally, they revealed that they felt positive towards product brands that have maximum positive reviews with a mean value of 3.7059.

Table 2: Brand Building

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--|----|---------|---------|--------|----------------|
| Customers' reviews available over digital channels help me in evaluating the brand. | 85 | 1.00 | 5.00 | 3.7294 | 1.30373 |
| I feel positive towards that product brand that has maximum positive reviews. | 85 | 1.00 | 5.00 | 3.7059 | 1.30770 |
| I may change the brand considered for purchase after searching online. | 85 | 1.00 | 5.00 | 3.8000 | 1.34341 |
| Brand loyalty and power is achieved through creating brand awareness using electronic media marketing. | 85 | 1.00 | 5.00 | 3.7412 | 1.26447 |
| Easy access to products using electronic media is a key requirement in brand building. | 85 | 1.00 | 5.00 | 3.8118 | 1.40148 |
| Valid N (listwise) | 85 | | | | |

INFERENCE ANALYSIS

Correlation

Table 3: Correlation

| | | IV | DV |
|----|---------------------|----|--------|
| IV | Pearson Correlation | 1 | .998** |
| | Sig. (2-tailed) | | .000 |
| | N | 85 | 85 |

| | | | |
|----|---------------------|--------|----|
| DV | Pearson Correlation | .998** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 85 | 85 |

** . Correlation is significant at the 0.01 level (2-tailed).

In research correlation refers to the determination of the relationship between two or more factors. Particularly, it reveals the nature of association between variables in a study. In this case, it aims to show the relationship between the Independent Variable (Electronic Media marketing) and the Dependent Variable (brand building). According to Hall (2015) the values for correlation range from + to -1. The result analysis reveals a positive correlation coefficient of 0.998 with a p-value of 0.000. Essentially, a positive coefficient signifies a positive relationship between the dependent and independent variable. In this case, the findings show that there exist a positive relationship between Electronic Media Marketing and Brand Building, which essentially validates the hypothesis. Table 3 above reveals the correlation results.

CONCLUSION

In today's world Electronic Media Marketing is important because it is cost effective, develop more awareness for Brand Building and also the queries put forward by the consumers are answered by the Brands quickly (Alami et al., 2015). Through Electronic Media Marketing Brands constantly improve themselves and try to create a good image about the product. Electronic Media Marketing is growing as the number of people using Internet is on the rise. Keeping this in view Brand Building can increase their customer base and build upon the loyalty that is there among their existing customers. Moreover, the findings show that there exist a positive relationship between Electronic Media Marketing and Brand Building, which essentially validates the hypothesis of the study.

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