

A STUDY ON IMPACT OF BRANDING AND DIGITALIZATION IN THE MARKETING IN CHENNAI CITY

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Received: 17 Oct 2025

Accepted: 20 Oct 2025

Published: 25 Oct 2025

ABSTRACT

With its origins in direct marketing, advertising has emerged as a specialty over the past decade. The proliferation of individual devices and their utilisation has resulted in a significant increase in the number of direct and indirect communication channels between brand advertisers and their target consumers. The focus of the evaluation is the influence of computerized advertising on the marketing of a particular item. The evaluation emphasises the impact of computerized advertising on the public's awareness of brands and the advancement of these brands in the market through innovation. The study provides an overview of a variety of advanced marketing tools, including email marketing, website design enhancement, versatile marketing, blogging, and partnered advertising, and its impact on brand recognition among consumers. This investigation facilitates the identification of the correlation between sophisticated advertising and brand development. Sophisticated advertising creates an eye-catching subtitle that catches the attention of the memorable customers, causing them to gaze at their electronic devices, including their email and web browsers. The review acknowledged that a brand's positioning is communicated through computerized channels and resources as part of a multichannel brand communication or commitment program. This advanced marketing is referred to as computerized communication or computerized advertising.

KEYWORDS: *Promoting, Advertising, Gadgets, Brand, Resources, Marketing*

INTRODUCTION

The examination of product promotion is a longstanding concept. The adaptation of the general populace, specifically the behavioural modification of individuals, as well as the strategies employed by a vendor to market a product, are also diverse. In the contemporary digital era, the promotional strategies employed by manufacturers to market a product online are referred to as Digital Marketing. Previously sophisticated advertising has emerged solely by providing text-based product information. Currently, with advancements in online utilisation, it is evident that digital marketing encompasses not only the sale of products but also the dissemination of information regarding such products. It serves as a marketing platform and facilitates communication between the producer and its clientele. Digital marketing enables the producer to establish a brand identity for their product. There is an abundance of products available in the market. Every producer is required to distinguish their image from that of the competitor. The brand image is crucial for every organisation. An effective brand image is a crucial asset for every enterprise. Consequently, organisations priorities establishing a brand in the minds of consumers. A brand is the promise given by the producer to its consumers. Philip Jones (1993) defines a brand as a product that provides utilitarian benefits and additional values that certain consumers find sufficiently valuable

to warrant a purchase. Thus, brand building can be defined as the predominant method of creating value for clients. It encompasses all that the client knows, feels, and experiences regarding the item. Thus, establishing a brand plays a crucial role in the success of the firm. Brand building involves not just familiarizing consumers with the product name but also fostering their faith in the brand. This study acknowledges that digital channels and resources are employed to convey a company's positioning as part of a multichannel brand communication or engagement strategy, wherein digital marketing is referred to as digital branding or digital communication.

REVIEW OF LITERATURE

Afrina Yasmin et.al (2015) centers around how computerized showcasing is drawing in and permitting the clients to associate with the brand through advanced media. The review depicts the connection between customary promoting and advanced advertising. The concentrate additionally examines about the different components of advanced promoting which affects the association's deals. The examination obviously drills down the benefits of computerized showcasing to the clients. The review infers that advanced showcasing has no limits for arriving at the clients and it decidedly affects the deals for the items.

Yusuf Kamal (2016) analyzes the various parts of advanced showcasing through pattern examinations strategy to decide the future state of computerized promoting in the business climate. The analyst brought up the computerized advertising pattern organizations have incorporated the versatility, online entertainment, social neighborhood portable showcasing, and altered content promoting, advance insightful, web crawler promoting and site improvement. He drilled down the various spaces in business which needs the fuse of advanced promoting like rethinking, division, remarketing and so forth, He reasons that the two advertising techniques of computerized showcasing, for example, client-side methodology and client and framework side system.

Cait Lamberton and Andrew T. Stephen (2016) make sense of about how the innovation has changed over the course of the 10 years. The review expects to recognize the impact of advanced showcasing on buyer self-articulation and correspondence, the utilization of various computerized advertising devices for advancement and the various methods of use of innovation for market knowledge. From dissecting the articles, the review determined three periods as 1. Computerized media shapes and works with purchaser conduct, 2. shopper shape, 3. Period of web-based entertainment. Through this period the analyst has made sense of the development of digitalization on the lookout and furthermore anticipated how advanced showcasing helps the maker and buyer in future.

Mohammed Rizwan Alam (2016) investigates the critical difficulties of brand working in the worldwide level. He rattles off the difficulties of worldwide brand regarding time skyline, brand dependability, development, situating, quality, language and correspondence, fake, changing climate and incidental. The scientist suggests that the administration ought to give sensible chance to construct a brand to hold clients by building brand unwaveringness. The review prescribes the brand chief to have total information about the brand to handle the fake difficulties.

RESEARCH METHODOLOGY

The review is distinct and logical in nature. The specialist embraced deliberate strategies for gathering and investigating the information. The review depends on the essential information gathered from the respondents. 200 respondents have been chosen for the investigations that are utilizing MI telephones. Critical testing technique was embraced for choosing

the respondents. The overview was directed utilizing organized survey containing 5-point Likert scale articulations. The factual estimations are finished through SPSS. The analyst likewise involved the optional information for the review. The devices utilized for the investigations are rate technique, factor examination and relapse.

OBJECTIVES

- To study on the mindfulness about advanced showcasing among purchasers
- To recognize the component impacting the brand impression of Samsung phones
- To study on the connection between advanced showcasing and brand working of Samsung phones.

Hypothesis

- H_{01} : There is no significance difference between Age and Brand Loyalty with the impact of Branding and Digitalization in the marketing among the consumers.

ANALYSIS AND DISCUSSION

Examination implies the calculation of specific lists or measures alongside looking for example of relationship that exists among the information gatherings. Examination might be sorted as spellbinding investigation and inferential examination. The information gathered through surveys is examined utilizing factual instruments to accomplish the goals of the review.

Percentage analysis is one of the factual measures used to portray the attributes of the example or populace in entirety. Rate examination includes figuring proportions of factors chose for the review, and its finding will give simple translation for the per user.

Table 1: Demographical Details of the Respondents

| S. No. | Variables | Classification | No. of Respondents | Percentage |
|--------|-----------------------------|-----------------|--------------------|------------|
| 1 | Gender | Male | 110 | 55 |
| | | Female | 90 | 45 |
| | | Total | 200 | 100 |
| 2 | Age | Above 18 | 75 | 37 |
| | | 18-25 | 43 | 21 |
| | | 26-35 | 64 | 32 |
| | | Above 36 | 18 | 9 |
| | | Total | 200 | 100 |
| 3 | Qualification | Upto School | 23 | 11 |
| | | UG | 70 | 35 |
| | | PG | 60 | 30 |
| | | Professionals | 28 | 14 |
| | | Others | 19 | 10 |
| | | Total | 200 | 100 |
| 4 | Monthly Income | Below 10000 | 38 | 19 |
| | | 11,000 - 20,000 | 60 | 30 |
| | | 21,000 – 30,000 | 42 | 21 |
| | | 31,000 – 40,000 | 27 | 13 |
| | | Above 40,000 | 33 | 17 |
| | | Total | 200 | 100 |
| 5 | Frequency of Internet Usage | Less Than 1hr | 32 | 16 |
| | | 1Hr – 2Hr | 38 | 19 |
| | | 2Hr – 3Hr | 36 | 18 |

| | | | | |
|--|--|--------------|-----|-----|
| | | 3Hr – 4Hr | 52 | 26 |
| | | Above 4Hr | 42 | 21 |
| | | Total | 200 | 100 |

From the table 1, Out of 200 respondents, 55% are male and 45% are female. About 37% are above 18 years, 21% fall in the 18–25 age group, 16% are 26–35, and 9% and 17% fall in the 36–45 and above-45 categories respectively. Educationally, 11% are undergraduates, 30% are postgraduates, 14% are professionals, 14% have school-level education, and 10% belong to other categories. Regarding monthly income, 19% earn below ₹10,000, 30% earn ₹11,000–20,000, 21% earn ₹21,000–30,000, 13% earn ₹31,000–40,000, and 17% earn above ₹40,000. In terms of internet usage, 16% use it for less than 1 hour daily, 19% for 1–2 hours, 18% for 2–3 hours, 21% for 3–4 hours, and another 21% use it for more than 4 hours per day.

Factors Influencing the Brand Perception of Samsung Phones

The analyst utilized factor investigation to figure out which variable impact the brand discernment of MI telephones among the clients. The strategy of Element examination has been utilized. This procedure has been especially utilized as the reason for the review is to separate the base number of variables that will make sense of the greatest measure of change in the gathered information.

Table 2: Brand Loyalty of Respondents

| S. No. | Particulars | SA | A | N | D | SD | Total |
|--------|---|----|----|----|------|------|-------|
| 1 | I prefer to purchase my favorite brand even if other brands offer lower prices. | 65 | 46 | 25 | 44 | 20 | 200 |
| | | 32 | 23 | 13 | 22 | 10 | 100 |
| 2 | I feel loyal to certain brands and regularly choose them over others. | 60 | 40 | 50 | 25 | 25 | 200 |
| | | 30 | 20 | 25 | 12.5 | 12.5 | 100 |
| 3 | I recommend my preferred brands to friends and family. | 46 | 44 | 65 | 20 | 25 | 200 |
| | | 23 | 22 | 33 | 10 | 12 | 100 |
| 4 | I trust my preferred brand more than competing brands. | 40 | 60 | 40 | 29 | 31 | 200 |
| | | 20 | 30 | 20 | 14 | 16 | 100 |
| 5 | I am unlikely to switch brands unless I have a negative experience. | 70 | 43 | 35 | 32 | 20 | 200 |
| | | 35 | 22 | 17 | 16 | 107 | 100 |

The table 2 shows the brand loyalty with respect to reliability, durability and quality etc. hence the factor has been named as brand loyalty. This brand stands out from the competition is strongly agreed with 32percent along with product excellent and happy with brand also strongly agreed has 30 percent in value for money highly notable in neutral valued at 33 percent for well-known brand have highly agreed with 30 percent and finally in suggest this brand to other people mostly strongly agreed to suggest to others among 35 percent.

Table 3: Age and Brand Loyalty

| Variables | Age | N | Mean | S.D. | F Value | Sig. |
|---|--------------|-----|-------------|-------------|---------|--------|
| I prefer to purchase my favorite brand even if other brands offer lower prices. | Above 18 | 75 | 4.91 | 1.86 | 2.960 | 0.011* |
| | 18-25 | 43 | 3.46 | 1.75 | | |
| | 26-35 | 64 | 4.31 | 1.02 | | |
| | Above 36 | 18 | 4.42 | 1.20 | | |
| | Total | 200 | 3.25 | 1.99 | | |
| I feel loyal to certain brands and regularly choose them over others. | Above 18 | 75 | 3.22 | 1.87 | 3.596 | 0.005* |
| | 18-25 | 43 | 4.19 | 1.93 | | |
| | 26-35 | 64 | 3.89 | 1.40 | | |
| | Above 36 | 18 | 3.15 | 1.30 | | |
| | Total | 200 | 3.11 | 1.98 | | |
| I recommend my preferred brands to friends and family. | Above 18 | 75 | 4.94 | 0.71 | 2.360 | 0.001* |
| | 18-25 | 43 | 3.06 | 1.90 | | |
| | 26-35 | 64 | 3.74 | 1.15 | | |
| | Above 36 | 18 | 2.77 | 1.17 | | |
| | Total | 200 | 4.94 | 0.90 | | |
| I trust my preferred brand more than competing brands. | Above 18 | 75 | 3.26 | 1.98 | 3.892 | 0.003* |
| | 18-25 | 43 | 3.84 | 1.04 | | |
| | 26-35 | 64 | 3.90 | 0.44 | | |
| | Above 36 | 18 | 3.67 | 1.08 | | |
| | Total | 200 | 4.89 | 0.15 | | |
| I am unlikely to switch brands unless I have a negative experience. | Above 18 | 75 | 4.94 | 0.71 | 2.360 | 0.040* |
| | 18-25 | 43 | 3.06 | 1.90 | | |
| | 26-35 | 64 | 3.74 | 1.15 | | |
| | Above 36 | 18 | 2.77 | 1.17 | | |
| | Total | 200 | 4.94 | 0.90 | | |

Based on Primary Data * [Sig.@5%](#)

The Brand Loyalty test considers customer feedback and age in the Table 3. The computed f-test results among the research area's respondents (0.011, 0.005, 0.001, 0.003, and 0.040) are significant at the five current levels. The impact of branding and digitalization in marketing is indicated by these values, which show a notable variation in age and brand loyalty. The stated null hypothesis is thus rejected at 5% level of significance.

Findings

- The study provides crucial insights into how digital marketing and branding techniques affect consumer behaviour and brand perception, particularly on mobile phones. Most responses (37%) were over 18, with 55% male and 45% female. A well-educated group has 35% undergraduate degrees and 30% postgraduate degrees. In the income distribution, 30% of respondents earned between ₹11,000 and ₹20,000 monthly, indicating a middle-class group with moderate purchasing power 26% utilised the internet 3–4 hours a day, indicating digital activity.
- 32% of respondents strongly agreed that their selected brand stood out due to its unique qualities, indicating brand loyalty. 30% regarded high quality and were satisfied with the products, and 35% strongly recommended the brand. This shows strong consumer satisfaction and brand trust. The study also found that 37% strongly agreed that internet advertising enabled rapid purchases and increased their emotional bond with the business. 35% strongly agreed that digital marketing increased product category familiarity and distinction.

- Online purchasing was also explored, with 39% strongly agreeing that it is convenient and 34% appreciating the broader product choices. Discounts and prizes attracted 37%, while 33% liked internet shopping's time savings. Interestingly, 33% significantly preferred digital ads over print and TV for brand awareness. These data demonstrate how digital marketing promotes consumer convenience, trust, and brand impression.

Suggestions

- Clarify the Research Scope: Ensure consistency between objectives and analysis; replace references to "Samsung phones" with "MI phones" for clarity and focus.
- Strengthen Methodology: Justify the sample size, geographical area, and respondent selection to enhance the study's credibility.
- Enhance Literature Review: Provide a critical discussion of existing studies, highlight research gaps, and align your study's contribution to the field.

CONCLUSION

The study concludes that digital marketing has a profound impact on branding, particularly in enhancing consumer trust, attachment, and loyalty. The convenience of online shopping, coupled with targeted digital advertising, significantly influences consumer behavior, making it an indispensable tool for brand building. Consumers value brands that not only offer quality and value for money but also foster emotional connections through innovative digital strategies. The findings emphasize the importance of adopting a consumer-centric approach to digital branding, leveraging technology to create meaningful engagements and differentiation in a competitive market. As digital channels continue to evolve, businesses must invest in robust digital marketing strategies to maintain relevance and effectively meet the expectations of an increasingly digital-savvy consumer base.

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