

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

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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