Digital Ads: Role of Brand Awareness Through Digital Media and Ads

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ABSTRACT

From this paper we can understand the role of digital platform ads towards the brand awareness. Brand awareness was initial step to connect the customer to the brand. In technology world the digital platforms involve in this process and influence the customer to recognize and recall the brand in their mind. Most of the organization use social media platforms to build to brand awareness because it builds the familiarity and attract the greater level of customer with cost-effective. The review paper included that the list of literature related to digital ads and brand awareness and concluded with role of brand awareness through digital advertising and media.

Keywords: Digital Media, Digital Ads, social media, Brand Awareness

INTRODUCTION

Businesses are transforming into digital form through technology development. The shift of power changed to the new wave of technologies. According to Gartner digitalization defined (Parida, V 2018) as the process of moving into a digital technology, which is use the technologies in business models to improve the revenue and value-producing opportunities (Arumugam, T. et.al. 2021). Digitalization helps to continue the business in trendy in market environment. So, many of the promotion activities are converted into digital platforms. digital Advertisements are one the best promotion strategies which is covered wide range of customers. According to IBIS world, Digital advertising refers to promotional massages delivered to consumers through online outlets (Lee, H., & Cho, C. H. 2020).

"Digital advertising internet-based advertising, e-mail advertising, Mobile- phone- based SMS and MMS-type advertising". These advertising receive more attention from their customers whether its positive or negative. (Cheng, 2009)The audience aptitudes towards digital ads which is informative, entertaining or irritating. At present, most of the young people influenced

by digital platforms like social media, e-mails, SMS, eWOM, search engines, content ads, and etc., which are made the consumers to more loyal to the brand and services by exploring the new trends in business. Automation ads system involves different applications, which was helps to understanding the consumer tastes, habit, routine purchase and preference which are stored as data cookies (Kiran, K. U., & Arumugam, T. 2020).

 According to eMarketer (2019) Global digital ads spending estimation was more than 17.6%. Digital era, directly influence the young people, because they attracted by different visual effects and they are addicted to social media. The younger people are the next generation of mass consumer, most of them using internet more than 20.5 hours per weeks and more than 2 million people using social media (Stephen, A. T. 2016). The research paper (Sleeba, C. L., & Nayak, M. S 2018) figure out that approximately more than 70% of the youngster agrees to digital ads create positive impacts themselves. Digital media helps to create brand awareness for new products and services in the market.

Digital ads have become the gamechanger of many brands. The study shows ("Ahmed, R. R., Vveinhardt, J., & Streimikiene, D. 2017") that Digital marketing tools such as mobile ads, email marketing, and social media ads have direct and positive significant impact on brand awareness. This review paper is focusing on the how the digital ads create brand awareness towards the customer. The paper included with literature review and conclusion about the role of brand awareness through digital ads with conceptual model.

LITERATURE REVIEW

Digital media

Digital media refers it is form of media which is used with the help of electronic devices its direct influence our behavior, and culture and it modified our lifestyle like education, entrainment, and interact with one another. In business, Digital platforms are more powerful weapon in the emerging global market. Because if the company have the power of digital platform, they are biggest giant in the market world. (Bala, M., & Verma, D. 2018) Ex: The world's biggest bank with no cash is bitcoin, and the world number one retailer with no inventory is amazon.

The research paper shows that more than 70% of the youngsters stay updated with the products and services. Many of the company (Troise, C., & Camilleri, M. A. 2021) communicated

commercial information and promote their business through social media platforms like Facebook, LinkedIn and YouTube.

Digital advertising

Digital ads introduced n 1994 n the form of banner ads. According to Vangie Beal (2013), "digital advertising is promotional material to delivered to target audience through digital flatforms including social media, email, search engine, mobile apps, affiliate programs, and website's". (Arumugama, T et.al., 2020) Digital ads improving the consumer perception towards the brand. Specifically, personalized advertisement on digital platforms leads to more favorable consumer attitude and responses in green industry retailers also adopt the digital advertising methods to explore themselves. 32.3 % of them used internet sources to promote their products "(Barton, S. S., & Behe, B. K. 2017)".

Digital advertisements encourage the eWOM, it affects the consumers thoughts, emotions, and feelings. Banking sectors also involved in digital ads to create awareness towards their digital services. The article (Stephen, A. T. 2016) shows that there are five themes to the young people setting to adopt the digital marketing. The themes are digital culture of consumer, digital advertising responses , digital environmental on consumer behavior effect , mobile environment, and word of mouth through online. According to (Chen, T. C. 2021) the study the digital advertising has a great impact pre-purchase and post-purchase behavior that affect the youngsters. Digital media empower audience and promote the brand engagement and brand association.

Principles of ads

The study (Taylor, C. R. 2009) explains that there six principles are here in digital advertising. these are follows as:

- Marketers should be sensitive to customers to protect their privacy

- "Consumers are more likely to be receptive to digital ads from marketers they trust"

- Information about the product should relevant

- Digital approaches should be more interactive.

- When Advertising massage are entertaining the audience it will higher change of success.

- New media massage needs to build the effective brand.

Cost effective

The digital ads (Harvey, K. E. 2021) are cost effective, the survey research shows that the cost of digitals ads less than1/8 cost of "print advertising per audience member". 'Mobile is cheapest of all the advertising media'.

Brand awareness

> *"Top priority of social marketers is to increase the brand awareness"*
>
> *- Influencer Marketing Hub (2021).*

 Kotler and Keller (2016) defined that "Brand awareness as the ability of a customer to recognize and recall a particular brand at the point of purchase"**.** According to Amenda Walgrove (2020) there were many ways to create brand awareness in digital form which was:

- Company's own blogs
- 'Create shareable infographics'
- 'Improve the SEO with user-intent related keywords'
- 'Start a Referral program'
- 'Maximize the social media presence'
- 'Developing a voice of brand'
- 'Start a podcast'

The brand awareness most important to decision making for the customers. 'Brand awareness and brand images have significant effect on brand loyalty' (Bilgin, Y. (2018).

Role of Brand awareness through digital ads

Initiative

Brand awareness is the first step to engage the consumer to our organization because the familiarity towards the brand easily engages the customer and create them as a loyal customer. The study (Chen, T. C 2021) deals that online advertising helps to build their brand in effectively and which is flexible medium to promote their brand in different types and sources. Multiple channels (Arumugama, T., & Jayakrishnana, B. 2020) of digital media serve as many

roles that is provides content to the customers, and customers believe these ads are more attractive in nature, and plays as eWOM channel which indicates the customers attitudes towards the digital ads was more positive in India.

Motivate the customer

According to (Jain, P., Karamchandani, M., & Jain, A. 2016) the research more than 70% of them agree to online advertising is catchier and it indicate the buying motive towards the customer. Digital ads could be preferred by consumer through the support of consumer needs. So, the content of ads must be based on consumer expectation. These ads impact the brand awareness in positive way which is (Alamsyah, D. P 2021) conclude with "digital advertising preference has an impact of 41.7% to brand awareness."

Build a value

The digital ads build the brand awareness to the customers the study says that the brand awareness could add more value to a brand like Brand to be considered, anchoring, familiarity and commitment (Abdulrahman, A., & Hussien, C. 2019). According to Ducoffe (1995) Advertising create three persecution value towards the product or services by customer which is (Advertising Value Model) informative, entertainment, and irritation. These persecution values affect the attitudes of customers and build an awareness towards the brand.

Build the brand equity

 The brand awareness has significant effect on brand image and brand equity and the managers could create more digital ads to build awareness and equity towards the brand that was increase the capability of buyers to recognize and remember brand under different condition (Alhaddad, A. A. 2015). If the concern wants to improve consumers brand awareness, social media is the best choice of advertising media. Because, social media directly connect the marketer to consumers which is reach the existing and new customers.(Erkan, I., Gokerik, M., & Acikgoz, F. 2019).

The literature finds which was digital ads are more initiative, motivate the customers, build the brand equity, create more value to the brand, familiarity and its act as eWOM.
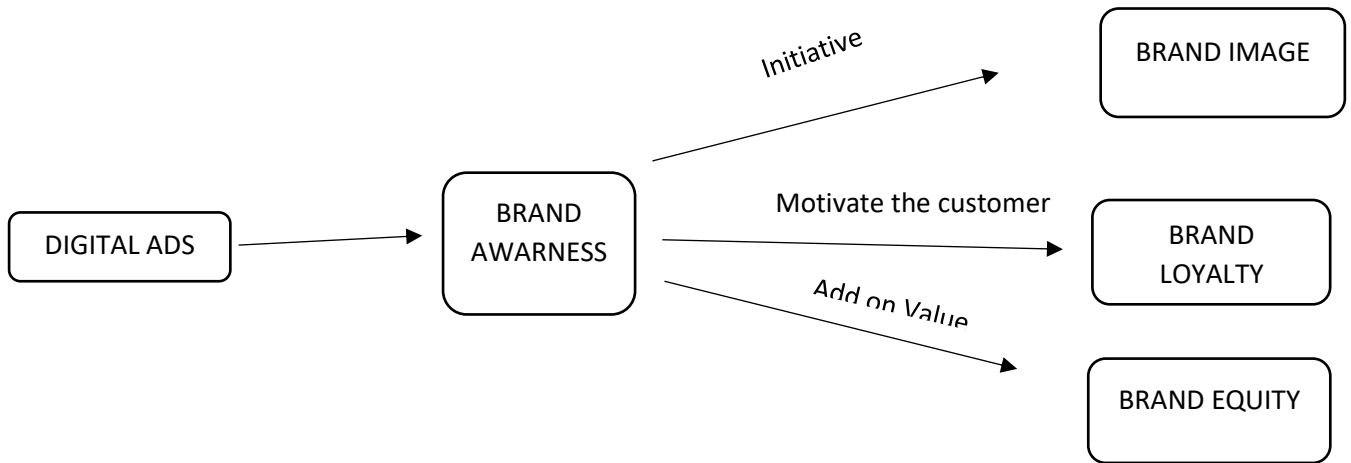
CONCEPTUAL FRAMEWORK

Figure 1 Conceptual Framework

Figure 1 reflect that the 'conceptual framework' related to the role of brand awareness through digital media and ads. Brand awareness is initial step to create brand image. When the customer hears brand name, the brand awareness helps to imagine the image of the brand like symbols, or brand name or logo. At the same time, brand awareness increases the brand loyalty for the customer and motivate the customer to became a loyal and long-lasting customer and brand awareness increase the brand equity through adding the value like familiarity, brand to be considered and commitment and helps to recognize the brand easily and immediately.

CONCLUSION

The key step of promotion is making the brand awareness. The high level of brand awareness towards the product or services generates the more turnover. The consumer choice must be the familiar products compared to unfamiliar one. Most of the companies "spending a great deal of energy promoting brand awareness on digital platforms". This review paper clearly figures out that cost effective was the main reason for choosing the digital platforms for advertising. And the role of brand awareness through digital platforms boosts up the company's value because it adds on the value for the products or services and help to obtain the loyal customers and increase the efficiency of the business. Brand awareness generate the brand images, brand loyalty and brand equity among the customers.

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