

Impact of Digital Marketing on Brand Building with Reference to Rayat Bahra University

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Abstract:

In present contemporary world, there has been a revolutionary change in the domain of Direct Marketing. The emergence of Digital Marketing (which has originated from Direct Marketing) has expanded by leaps and bounds. The scope and scale of multiple Digital Marketing strategies has surged bearing a strong impact on all the customers in various sectors. The research paper, here, highlights the influence of Digital Marketing in education sector, specifically with reference to Raayat Bahara University in the state of Punjab. The research further augments itself towards exploring the dimension of Brand Building, considering it as a positive outcome of Digital marketing. The research therefore, aimed to study the impact of Digital Marketing strategies in context to University Brand enhancement amongst the students. The research methodology comprises of application of statistical tools like, T-Test, Chi Square Test and Regression with a sample of 300 students (Higher education) to explore the research objectives. The analysis identified the substantial impact of digital marketing techniques on the students aspiring for university admissions. Results also inferred that these techniques lead to the building of strong perceived Brand value of Raayat Bahara University in the student's mindset in education sector.

Keywords: Digital Marketing Strategies, Brand Value, University/Higher Education Students and Rayat Bahara University.

I. INTRODUCTION:

The term "digital marketing" refers to a wide range of marketing strategies that use digital knowledge to promote goods and services, primarily online but also through mobile devices, display ads, and various other digital media. [9] The advertisement of goods or brands through various electronic media platforms is known as digital marketing. It is distinct from traditional-marketing as it uses channels and techniques that enable a company to more quickly and authentically assess advertising initiatives and determine what is and is not working. The producer can establish a brand identity for their product with the use of digital marketing. The market has a huge number of products. [6] It is the duty of each manufacturer to set their brand apart from that of their rivals. For any organization, its reputation is crucial. Any firm can benefit greatly from having a

powerful brand identity. As a result, companies place greater emphasis on creating a brand in the eyes of their clients. [1] Therefore, brand building is the act of establishing worth and significance for customers by shaping their perceptions, feelings and experiences related to a product. It plays a crucial role in the success of a business by not only making the product name memorable but also fostering customer faith in the brand. Effective branding ensures a strong connection between the brand and its audience, ultimately driving loyalty and long-term success.

II. SIGNIFICANCE OF DIGITAL MARKETING STRATEGIES:

Digital Marketing Strategies have become crucial for businesses to effectively reach and connect with the target audiences. [4] As online platforms continue to grow, a solid digital marketing approach helps boost brand visibility, increase awareness and attract potential customers. Techniques like social media marketing, search engine optimization, influencer marketing, mobile marketing, email campaigns, Google Ads marketing, game marketing and content creation provide affordable and measurable ways to engage audience. Moreover, digital marketing allows businesses to gather real-time insights into consumer behaviour, enabling them to adjust and personalize their efforts for better results. [11] In a technology-driven era, adopting effective digital marketing strategies is vital for staying ahead and achieving sustainable growth. [5]

Fig 1 Techniques of Digital Marketing



III. BRAND BUILDING – AN OUTCOME OF DIGITAL MARKETING:

Brand building is one of the most significant outcomes of digital marketing. Through consistent and strategic online efforts, businesses can create a strong brand identity that resonates with their target audience. [3] Digital Marketing channels such as social media, content creation, email marketing and

search engine optimization allow companies to showcase their values, connect with customers and build trust. These interactions not only enhance brand awareness but also foster loyalty and credibility over time. [12] By effectively leveraging digital platforms, businesses can establish a unique brand presence that stands out in a competitive marketplace and drives long-term success. [8]

IV. IMPLICATIONS OF DIGITAL MARKETING STRATEGIES ON BRAND BUILDING OF UNIVERSITIES/EDUCATION SECTOR:

Digital Marketing strategies have profound implications for brand building in the education sector, particularly for universities. [14] By leveraging targeted campaigns, institutes can connect with potential students worldwide, promoting their programs, campus life and unique features. Platforms like social media allow for meaningful engagement with students, alumni and faculty, fostering trust and a sense of belonging. [9] Though there are certain tools such as blogs, webinars and virtual campus tours, universities can showcase their academic strength and career opportunities, enhancing their appeal. Furthermore, effective use of SEO ensures visibility in a competitive market. Overall, digital marketing helps universities establish a strong reputation, attract diverse students and position themselves as leaders in education [2]

V. LITERATURE REVIEW:

Despite being a relatively new word, digital marketing has a huge, daunting, and intricate impact. Institutions are searching for a clear approach to begin digital marketing as this is among the key elements in the overall marketing strategy, but they lack the knowledge and skills to do it.

Afzal Basha (2019) found that in order to improve the education sector's understanding of the latest developments in digital marketing, the study attempts to emphasize the expansion of extensive strategy to digital marketing. AI and technology advancements offer students and educational organizations abundant choices to meet demand, but they also present issues for marketers. Digital marketing is more adaptable, appraised in line with trends, cheaper to execute, has a great rate of conversion, and has a good return on investment.

P. Sathya (2017) stated that digital marketing has become an essential component of many businesses' strategies. At the moment, small company owners still have a very affordable and effective way to advertise their goods and services in the community: internet marketing. It is unrestricted. Any gadget, including mobile phones, tablets, monitors, computers, social networking platforms, emails, and many more, can be used by the business to support its goods and services. If digital marketing prioritizes customer preferences, it could do greater.

Yusuf Kamal (2016) investigates the various facets of digital marketing using the trend analysis method to ascertain how the field will develop in the corporate ecosystem going forward. Access, social platforms, marketing via smart-phones, personalized content advertising, advanced analytics, and optimized search engines are some of the digital marketing trends that the researcher highlighted. He enumerated the several business domains—such as outsourced services, remarketing campaigns, segmentation etc.—that require the integration of digital marketing. He comes to the conclusion that there are two distinct kinds of digital marketing approaches: customer-side and customer-and-system-side.

Chaffey (2013) analysed that digital marketing is the application of contemporary technologies to support marketing initiatives that enhance customer knowledge by aligning with their requirements and preferences

VI. RESEARCH GAP:

The research conducted justifies its uniqueness by elaborating the relation of Digital Marketing and Brand Building in both qualitative and quantitative manner. The study further explains its exclusivity by validating the impact of digital marketing strategies on Brand awareness and promotion of selected University (Rayat Bahra University, Punjab) in India. Considering all the key research segments of the study, very few researches have been conducted, specifically in context to India. Therefore, it becomes quite relevant to analyse the research work in this domain.

VII. OBJECTIVES OF THE STUDY:

- ✚ To study the strategies of Digital Marketing and its significance in the present market scenario.
- ✚ To understand the implications of Digital Marketing strategies on Brand Building, specifically in the education sector.
- ✚ To analyse the impact of Digital Marketing strategies on the existing university students and new students/aspirants.
- ✚ To statistically examine the outcome of Digital Marketing techniques in context to Brand Building of Rayat Bahra University (amongst the students).

VIII. RESEARCH METHODOLOGY:

- ✚ **Research design** adopted for the study is Descriptive and Exploratory
- ✚ **Selected Sample Area** for the research is the state of Punjab, precisely Mohali.
- ✚ **Both Primary and Secondary Data** has been analysed. Data has been collected from secondary sources namely, recent research papers/journals, website & book articles, etc. Primary Data has been gathered from the existing, new students & students aspiring for admission at Rayat Bahra University.
- ✚ **Sampling Design** consists of sample size of 300 (calculates with Cochran formula) with a sampling unit comprising of existing students, new students or aspirants seeking university admissions. Data has been collected using convenient sampling.
- ✚ **Tool used for Data Collection** is the Questionnaire (online) & **analysis** of Primary data has been done through use of statistical tools (in SPSS) like T-Test, Regression and Chi Square method considering P-value of 0.05.
- ✚ **Reliability of the Questionnaire has been tested with the value of Total Cronbach Alpha, which is 0.711.**

IX. ANALYSIS & FINDINGS:

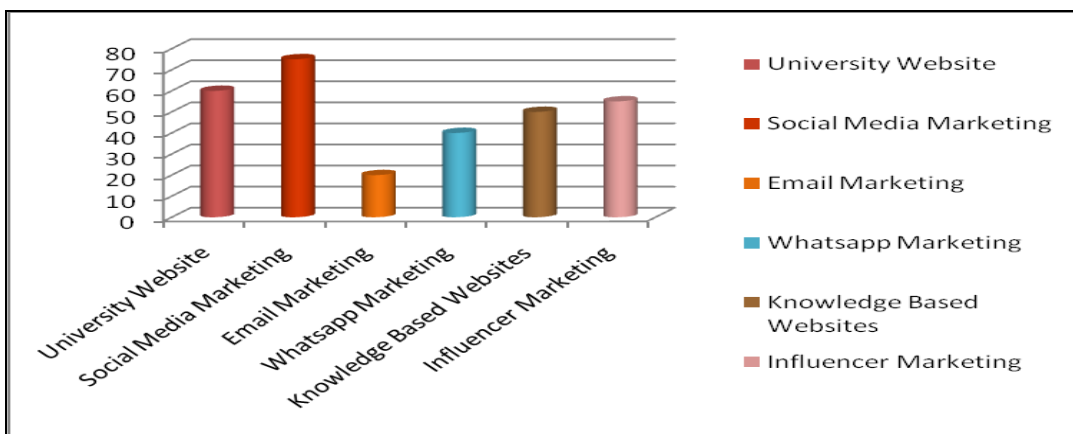
In this section, data analysis has been performed objective wise initiating it with the formulation of Hypothesis and implementation of various statistical tests for validating the objective of the research.

For Objective 3: To analyse the impact of Digital Marketing strategies on the existing university students and new students/aspirants. This objective is analysed by graphical analysis and application of paired sample t-test.

A.) Here, the Objective is statistically examined through Bar Graphs.

Graphical summarisation of digital platforms used by the students for university information:

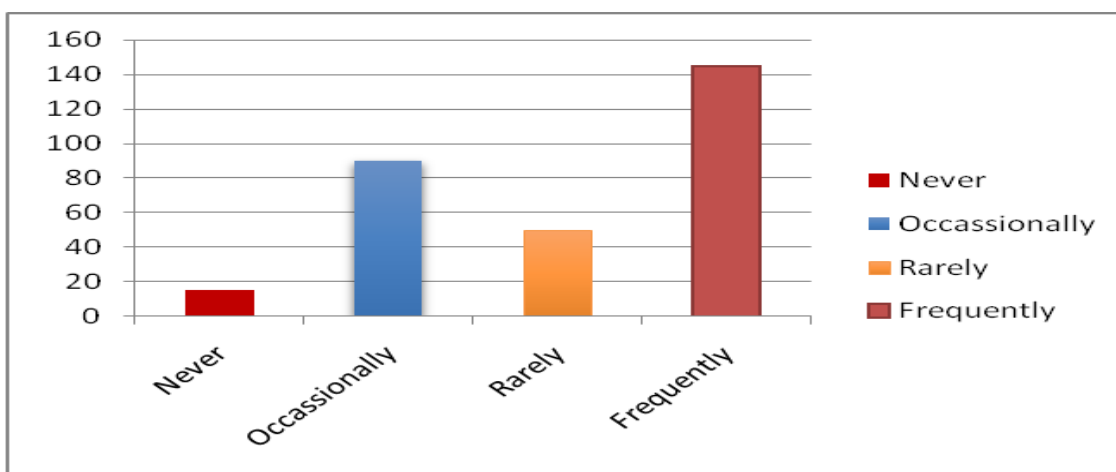
Fig 1: Digital Platforms Used for Accessing University Information



On the basis of data collected, the Figure indicates the different digital platforms used by higher education students to access university information. Results from questionnaire responses shows that Social Media Marketing is highly prominent like the use of Facebook, Instagram, Youtube, LinkedIn, etc. Website of University (selected University here is Rayat Bhara) is also highly accessed by the students for its information followed by influencer marketing, whatsapp marketing, information from knowledge based websites(Quora, Collegedunia, Shiksha) and email marketing.

Viewership /Frequency of Rayat Bahra University Advertisement on Digital Platforms:

Fig 2: Viewership of Rayat Bahra University Ads on Digital Channels



Results from response sheet shows that Ads of Rayat Bahra on Digital Platforms is frequently viewed or accessed by students(140). Only few students(80) responded that Ads of university is rarely or occasionally viewed on digital channles. So, the presence of University on Digital Channels is positive among the students indicating an impact of Digital Marketing on students.

B.) Application of T-Tests: This section includes the formulation of hypothesis (University visits before & After Digital Ads) and applying **paired sample t-test** for validating the objectives of research.

H₀- There is no significant difference in the number of visitors at university website after implementing Digital Marketing strategies

H₁- There is a significant difference in the number of visitors at university website after implementing Digital Marketing strategies

Table I Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	No. of Website Visits after Digital Ads	1.60	300	.426	.025
	No. of Website Visits before Digital Ads	1.24	300	.491	.028

Table II Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	No. of Website Visits after Digital Ads & No. of Website Visits before Digital Ads	300	.394	.000

Table III Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Dev	Std. Error Mean	95% Confd Interv of the Diff				
					Lower	Upper			
Pair 1	No. of Website Visits after Digital Ads - No. of Website Visits before Digital Ads	-.363	.766	.044	-.450	-.276	8.217	299	.001

Output from SPSS in Table I (sample statistics) infer about the deviation and mean of selected elements/variables taken in t-test analysis, along with the Correlation has been shown between the variables considered in the research. The P-value indicated in Table III (paired sample t-test) is 0.001 which is on lower side in comparison to 0.05, thus implying that Null Hypothesis has been rejected.

Therefore, it can be concluded that there is a significant difference in the number of visits to university website before and after the implementation of Digital Marketing techniques.

For Objective 4: To statistically examine the outcome of Digital Marketing techniques in context to Brand Building of Rayat Bahra University. This objective is achieved through the application of **Regression Analysis & Chi Square Test.**

(A) Regression Analysis: Regression analysis will analyse the relationship of two variables, i.e., Digital Marketing Strategies and Brand Building of University where, former is independent and Brand Building is dependent variable. Hypothesis framed is:

H₀- There is no influence of Digital Marketing Strategies on Brand Perception of Rayat Bahra University

H₁- There is an influence of Digital Marketing strategies on Brand Perception of Rayat Bahra University

Table IV-Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.606	.103	.563
a. Predictors: (Constant), Influence of Digital Adv on Students				

In this table, by R- square value of 0.606, we can very clearly identify that there is strong positive relationship between the two selected variables, i.e., Digital Marketing strategies and Brand Perception of the University. Here R square value implies that 60.6% of variance of independent variable (Digital Adv) on dependent element which is Brand perception.

Table V- ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.193	1	11.193	35.277	.000 ^b
	Residual	94.238	297	.317		
	Total	105.431	298			
a. Dependent Variable: University Positive Brand Perception						
b. Predictors: (Constant), Influence of Digital Adv on Students						

In ANOVA table, we analyse if the model is significant or not. As R-Square value is on upper side and here also significant Value is .000, less than P value, 0.05. Hence it also implies the significance of the model.

Table VI- Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.697	.222		25.696	.000

Influence of Digital Adv on Students	.595	.050	.326	-5.939	.000
a. Dependent Variable: University Positive Brand Perception					

Regression Equation $Y = a + bx$, Here, on the basis of outcome, **University Brand Perception (Y) = 5.697(a-Intercept) + 0.595 (b) x Influence Digital Adv**. Intercept & beta indicates positive impact and 0.326, which is standard coefficient Beta highlights significance of Digital Adv (independent variable) in depicting Brand perception (dependent variable).

(B) Chi-Square Value: Chi Square test is applied to further justifying objective 4. The application of Chi Square is to examine if there is a role of Digital Campaigning & Brand Loyalty on Students Admission in University. Hypothesis for this test is:

H₀- No Role of Digital Campaigning & Brand Worthiness on Students Intake in University

H₁- Significant Role of Digital Campaigning & Brand Worthiness on Students Intake in University

Table VII- Chi Square Test- Role of Digital Campaigning & Brand Worthiness of University on Students-Admission

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.379 ^a	9	.000
Likelihood Ratio	28.198	9	.001
Linear-by-Linear Association	5.041	1	.025
N of Valid Cases	300		
a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .44.			

Table VIII- Cross-tabulation- Role of Digital Campaigning & Brand Worthiness of University on Students-Admission

Count		Influence on Students Admission in University				Total
		Disagree	Neutral	Agree	Strongly Agree	
Role of Digital Campaigning & Brand Worthiness of University	Disagree	3	3	1	5	12
	Neutral	3	3	8	2	16
	Agree	3	14	71	58	146
	Strongly Agree	2	21	56	47	126
Total		11	41	136	112	300

In the exhibited Table VII, after applying the Chi-Square test, the resultant significant value came out to be .000 which is on lower side as compared to P value (0.05). This leads to the rejection of Null Hypothesis and establishment of the fact that there is a considerable role of Digital campaigning done by university through multiple digital marketing channels & its Brand trustworthiness towards the admission of the admission of students in the university.

X. MANAGERIAL IMPLICATIONS & FUTURE SCOPE:

The research conducted to elaborate the theoretical and practical relationship between Digital marketing strategies and Brand Building of university, thus leading to perceived positive influence on the student's minds regarding the university. This research bears considerable relevance for the educators, academicians who are running universities/institutes or being a critical part of its operations. The outcomes of this research are from student's perspectives and therefore carry valuable inputs that academician/owners of the universities (in education sector) can imply for refining their marketing framework directed towards branding. This would henceforth facilitate the holistic marketing relationship between the students as well as the owners of the university (or other institutes in education sector). This study is also bounded with limitations, i.e., the research is context to Rayat Bahra University only in the state of Punjab, so the research can be conducted on national level, for education sector in general, considering both these approaches, digital Marketing & Brand Building.

XI. CONCLUSION

The research conducted here describes the implicit association between Digital Marketing techniques and Brand Building specifically in case of Rayat Bahra University in Mohali (Punjab). The paper elaborates and presents a descriptive study about the significance of various digital marketing channels like e-mail marketing, influencer marketing, website marketing, content writing, whats app marketing, etc. In the continuously evolving marketing scenario, digital marketing techniques become more significant through its contribution towards Branding. Brand building is the foremost requirement to attract & retain the customers in the market place. The research (in context to education sector) therefore, identifies and analyses the branding of university, which is considered very decisive from the students perspectives. Brand building further leads to brand loyalty and trustworthiness among the students. It is one of the influential factors for the students whilst considering university admissions. As a result, this research justifies it aims of establishing the strong relation between the valuable variables chosen in the study, i.e., Digital marketing techniques & brand building. The results from the application of statistical tools and data collected also implies that students do give importance to the digital campaigning efforts of the university and its brand value in the market, at the time of visiting the university's website and considering them for admissions in various courses.

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