# ANALYSIS OF THE EFFECTIVENESS OF ONLINE DIGITAL MEDIA ADVERTISING AS A STRATEGIC TOOL FOR BUILDING A BRAND SUSTAINABILITY

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## ABSTRACT

**Purpose:** The reason for this examination is to assess the viability of online computerized media promoting as an essential device for developing brand value with regards to quick purchaser products (FMCGs) and administrations areas.

**Aim:** This study means to distinguish the effect of different advanced publicizing procedures on brand mindfulness, brand faithfulness, and generally speaking brand manageability inside the competitive market landscape.

**Methodology:** The examination takes on a quantitative methodology, using an organized poll to gather information from members. The review utilizes measurable investigation procedures, including relapse examination and ANOVA, to decide the connection between computerized media promoting endeavors and brand results.

**Limitation:** The review is restricted to a particular geological locale, Pakistan, and spotlights on the FMCGs and administrations areas, which might influence the generalizability of the discoveries to different enterprises and districts.

**Research Technique:** A survey based research procedure was utilized, disseminating polls by means of online stages to contact a wide crowd. The information were broke down utilizing SPSS programming to guarantee dependability and legitimacy of the outcomes

**Sample Size and Population:** The example size comprises of 123 respondents drawn from a populace of promoting experts, publicizing specialists, and shoppers in Pakistan who are effectively taken part in computerized media stages.

**Key Words:** Online computerized media, brand building, brand value, FMCGs, administrations area, promoting viability, Pakistan, advanced showcasing.

## 1.INTRODUCTION
### 1.1-Introduction:

While customary media correspondence was viewed as vital a couple of years prior, as of late computerized media has grown quickly and has turned into a vital type of correspondence in promoting and publicizing in building brand supportability. Advanced advertisers endlessly impart really and economically with clients through the system of computerized media channels. Because of the ascent and prevalence of this new media, over the course of the past 10 years, advertisers have given data and publicizing efforts to buyers utilizing advanced development, and building brand supportability through computerized media promoting is currently extremely simple. New media have offered

advertisers the chance to publicize their offers and new items and convey them to buyers. Is significantly seriously fascinating that they never again need their PCs, however innovative cell phones, workstations, and through the entryway, constant data trade can be brought to clients anyplace and whenever, and in this manner buyer conduct has become significant component (Ahmed et al., 2019).

Numerous cutting edge little and medium-sized undertakings (SMEs) in the European Association are moving towards development and long haul supportability, with one of the fundamental objectives being to construct a more grounded brand. To accomplish this, an incorporated system is made to deal with the constant improvement of your image value by taking on Advanced Advertising Apparatuses and Methods (DMTT) (Dimitriu et al, 2011).

As per Mathwick et al 2020, the presentation of new intelligent media has likewise set out new business open doors and new business and promoting skylines for advertisers. With client produced content on new intuitive media, for example, Twitter, YouTube and Facebook, clients have shown their excitement by sharing and discussing their number one brands. These assets likewise lessen the sensational expense of promoting and increment the effect of many folds. Business associations reach and cooperate with clients perusing or purchasing this new media, and organizations can start or animate their purchasing conduct through various practices and measure various ways of behaving. In advertising, these valuable open doors are by and large appreciated, yet individual clients are especially significant in the improvement of individual promoting exercises of representatives, in client the executives. Making the most of the open doors presented by new media, new media try to completely comprehend how and why they impact client mentalities and ways of behaving to make brand manageability. Another methodology and proactive advertising approach and new media highlights are predictable with their effect on buyers to be created.

In the ongoing period of globalization, organizations are required not exclusively to create gains, yet additionally to advance the manageability of the climate and society.

This peculiarity is making associations reevaluate their systems and spotlight on creating brand supportability procedures. Brand supportability incorporates financial, social and natural viewpoints, all of which altogether affect brand picture and shopper inclinations. The significance of brand maintainability can't be overlooked, particularly as customer consciousness of natural and social issues develops (Obermayer et al., 2022). The present purchasers are bound to pick items and brands that are focused on dependable strategic policies. Subsequently, organizations are supposed not exclusively to offer great items or administrations, yet additionally to deal with their exercises considering the ecological and social effect (Pop et al., 2020).

In the computerized age, with the constant advancement of data innovation and online data innovation, different web-based entertainment stages, for example, Weibo, WeChat and TikTok have arisen. Today, the virtual entertainment addressed by Sina Weibo isn't just a stage for clients to have some good times, share and convey, yet in addition the main device for organizations and brands to do promoting and showcasing . Weibo began to send off business promoting in 2012, and presently an ever increasing number of organizations and brands in different enterprises have begun publicizing and advertising on Weibo. Online promotions can instinctively show item data to numerous Weibo clients and spread rapidly. Notwithstanding, some Weibo promotions are costly, for example, moving subjects, and that implies that organizations should pick a fitting procedure for publicizing to accomplish better showcasing results (Jiahui Gao, 2022)

The significance of long haul arranging is a higher priority than at any other time, so supportable practices are vital. Like the remainder of society, organizations need cutoff points to constantly develop (Aksoy et al., 2022). Market the board comprehends the need to resolve the social and moral issues of its clients and consequently arrange exercises like catastrophe alleviation, social advancement and ecological assurance. A problem emerges regarding how best to deal with the monetary, social and natural obligations of an organization that comprises of maintainable turn of events (Jung et al., 2020). As an early way to deal with

ecologically sound techniques, green showcasing prepared for later advancements. Studies and overviews led by scientists and organizations have shown that singular endeavors and absence of methodology no affect maintainability and carry unassuming advantages to the organization. The principal objective of this study was to make a system to recognize the exercises of market pioneers in maintainable showcasing and to assess the viability of web-based entertainment in planning economical techniques. As indicated by (Ozigbo et al, 2021), advanced innovation permits little, medium and enormous organizations to acquire significant data, for example, the age, orientation and pay of clients and how they respond to various parts of items and contenders. . Conventional promotions were context oriented, or at least, they were set in unambiguous spots or settings where publicists anticipated that individuals should be during the promotions on TV, boards, and radio, in places with many eyeballs and individuals. Promoters needed to utilize a wide range of enticing strategies and coherent misrepresentations into costly advertisements and trust that the perfect individuals would see. In any case, that was before the web, cell phones, virtual entertainment and geo-location.

For online organizations, advancement, advertising and wild contest generally rule out mistake. Numerous successful and cheap web showcasing research techniques have been created. Utilizing these devices, any business can get point by point client data rapidly and for a portion of the expense of customary disconnected strategies. The Web can rapidly screen numerous shoppers and get data at any value that was already out of reach. Exact focusing on is one of the highlights of computerized promoting that empowers a designated crusade where clients see promotions in view of their client inclinations. Here clients get just what they request since online entertainment stages have calculations that record client inclinations. This helps increment deal a potential open door and diminish showcasing cost (Htuchinsin et al, 2019)

Many organizations have experienced issues changing into an undeniable business. Indeed, even in 2017, a few organizations actually don't view their web-based entertainment presence in a serious way, which can truly hurt deals. Over 80% of shoppers anticipate that brands should be on Facebook (Clark-Ginsberg, 2017). Therefore, youthful business people jumping all over this chance and began web-based entertainment advertising offices. These are promoting offices that find neighborhood organizations via virtual entertainment that they know are performing inadequately, and afterward the organization utilizes the business' online entertainment record to increment adherent commitment or produce leads for the business.

The new advanced media are really assembling crowds everywhere; new intuitive computerized media have deciphered the real essence of globalization. With the assistance of intelligent computerized media, the client can give ideas and remarks about the items and administrations and examine the great and terrible highlights of the organization's items. Accordingly, organizations can get quick criticism on their items and change procedures so as to guarantee the drawn out maintainability of their brands

Utilizing this new media has become required and fundamental for Pakistani organizations; Advertisers likewise figure out the significance of this media as an essential device in building brand manageability. Many examinations have been finished all over the planet, however this large number of studies are either broad or according to a worldwide point of view, considering their nearby culture and business environment.

Therefore,it is extremely important to direct a study according to a Pakistani point of view, however couple of studies have been led in Pakistan, yet the extent of these examinations has been exceptionally tight and restricted. Moreover, there is an absence of down to earth execution and impacts, so there is an extraordinary requirement for nitty gritty and inside and out examinations covering all parts of computerized media. In this review, we took ten unique monetary areas and furthermore incorporated a shopper and expert overview (Streimikiene et al, 2022).

## 1.2-Background

In this foundation n in this quick and evolving time, when individuals live in the advanced age and are associated with one another and to organizations effectively working in the business climate through the Web, present day associations, everything being equal.

Environmental change, a violently developing total populace, expanded contest, the rise of new innovations and solid tension on regular assets require a more maintainable business. In this way, a sound business technique ought to be progressively connected to supportable turn of events. Since supportability has become one of the main difficulties within recent memory. From both customary promoting and computerized showcasing points of view, constructing areas of strength for and expanding brand value becomes key to business and secure development.

For instance, practical advertising can (and ought to) make genuine worth according to the shopper's point of view. A portion of these subjects have been tended to in the writing, however the connection between computerized onlinemedia, the utilization of advertising as a vital device, and brand maintainability while utilizing computerized showcasing instruments and methods has not been adequately investigated. (DMTTs) (Militaru et al, 2019).

Building major areas of strength for a will be an essential need for some organizations, as it is broadly accepted areas of strength for that can be a strength and upper hand for organizations in their objective business sectors. Accordingly, the brand separates the item from comparative items and enters the insight and mental method of purchasers. Assuming that the brand components are ideal in the psyche of the buyer, the brand esteem is viewed as certain and negative in the event that it isn't ideal as they would like to think (Amini, 2010).

This upper hand is reflected in the best cost. an item that increments efficiency in showcasing systems, expanding overall revenue and income, expanding request and consumer loyalty, working with brand expansion, exchange power, lower risk contrasted with contenders (Bekhradi, 2009), boundaries to passage and client maintenance, decreasing client procurement. expenses, and return worth to investors (Laboy, 2005).

Brand value is a significant immaterial resource for some organizations that prevail in market rivalry (Voleti, 2008). Brand value makes a specific added incentive for items that add to the drawn out interests and chances of firms (Chen, 2008).

Private venture pioneers have been expanding perceivability through online entertainment showcasing for north of 10 years, bringing about superior feasibility and maintainability of their organizations (Taneja and Toombs, 2004). Proof shows that when private companies jump into web-based entertainment promoting, they become more grounded market contenders by acquiring market information (Atanassova and Clark, 2015). Notwithstanding, reception of online entertainment best practices in private ventures is as yet deficient with regards to (Shang, 2014).

To expand the significance of the Web for the purpose of correspondence, notwithstanding the singular choices of customers in regards to the media, specialized progress in digitization is additionally important. The progress of online informal communities like Facebook, Twitter, Instagram or Chatbots is therefore a consequence of the innovatively directed correspondence union of society. What's more, the adjustment of correspondence processes in computerized conditions has additionally prompted the separating of correspondence limits and the structure of brand maintainability.

Concerning brand picture, since they are of basic significance in the decision of correspondence techniques and in this manner impact the correspondence conduct of online entertainment administrators, it tends to be accepted that brand pages are likewise significant in coordinating the exchange of the organization with customers. Brand pages have likewise been viewed as by different creators as a potential resource for additional examination that expects to figure out why associations can't completely use the potential outcomes of discourse direction. Theor et al., 2021)

Computerized showcasing is a promoting system that business needs for the present time. The organization needs an advertiser with modern information on computerized showcasing exercises and their applications, for example, site pages, email, portable and intelligent TV. As brand strength increments, modern purchasers are bound to repurchase and follow through on a greater expense (Bendixenetal., 2004; Roberts and Merrilees, 2007; Taylor et al., 2007). Higher brand notoriety would prompt better trust in the nature of modern items (Cretu and Brodie, 2007). The business sectors for home machines and

video and sound items are, in addition to other things, markets where brands and corporate picture are vital, and client choices are too delicate in this market, on the grounds that from one perspective, home apparatuses are viewed as sturdy products and buyers. needs . utilized for a long time and then again the customer would need to follow through on a somewhat significant expense. So he attempts to painstakingly assess the choices to accomplish the most noteworthy ideal.

Brand value is a device that helps the buyer in such circumstances (Amini, 2010). To direct this subject, we pay to test the viability of showcasing procedures straightforwardly inside the promoting blend to make a positive corporate picture areas of strength for and value, to accomplish a maintainable market position and upper hand, and to work on the efficiency of our tasks. .

Most past think-tanks can use the job of brand networks in building a purchaser brand relationship. Significance of long range informal communication locales. Truth be told, 74% of Fortune 100 organizations use brand pages on Facebook, and almost 94% update their pages week after week. There is no question that BSNs (or Online Brand People group) have become progressively famous lately as increasingly more physical retail marks have made their own web-based brand networks; For instance, in 2011, Walmart laid out a brand local area on Facebook that spearheaded cooperation among retail and the person to person communication local area (Wei Ho et al, 2020)

In past review is to examine the viability of computerized media web based promoting as an essential device in building brand manageability. For this reason, we analyze the effect of different internet based media channels, for example, email showcasing, versatile promoting, site improvement and the organization's site and virtual entertainment promoting on the viability of internet publicizing. Utilizing this new media has become compulsory and fundamental for Pakistani organizations; Advertisers likewise figure out the significance of this media as an essential device in building brand supportability. Many examinations have been finished all over the planet, yet this large number of studies are either broad or according to a worldwide point of view, considering their neighborhood culture and business environment. Hence, it is critical to lead a review according to a Pakistani viewpoint (Ahmed et al, 2019)

One more significant motivation to utilize intuitive computerized internet based media is the client relationship, that advertisers discuss straightforwardly with purchasers because of the range of online channels, so organizations have a superior relationship and correspondence with their clients through this media. Computerized web-based media isn't just savvy, yet additionally easy to use and offers numerous advanced channels to communicate with purchasers. The expression "globalization" applies to computerized web-based media, so organizations utilize advanced internet based media to showcase their items and administrations overall for a minimal price. The new computerized media are really assembling crowds everywhere; new intuitive advanced media have interpreted the real essence of globalization.

Consequently, it is critical to direct the review according to a Pakistani point of view, since few examinations have been led in Pakistan, yet the extent of these examinations has been extremely thin and restricted. Likewise, there is an absence of useful application and effect, so there is an extraordinary requirement for point by point and top to bottom exploration covering all parts of computerized media (Berchtold et al, 2019).

## 1.3-Problem Statement

The shift has made new issues, which have provoked the turn of events and use of computerized media systems to help with tending to them. Examining the stage's monetary exhibition as far as deals level is one significant way that media organizations have appraised the impacts of these strategies on the presentation of their computerized stage. This filled in as the establishment for the review, which took a gander at the computerized media area, otherwise called web-based news stages, to determine the effect of executing a computerized technique on hierarchical execution (Smith, 2020).

The accompanying specific objectives act as the review's rules: sorting out what online portion of the overall industry means for deals and how much creative computerized promotion

arrangements influence advanced media deals. The openness and apportionment of computerized advances have influenced the capabilities, arrangements, and exhibitions of new and joined media structures as well as customary ones (Johnson, 2019).

Computerized innovations essentially affect and reformed the modalities of media creation, scattering, and utilization. Media organizations' pioneering yet staggeringly fitting use of versatile innovation comes as they attempt to address crowd issues and business, market, and monetary requirements. As per Bolter and Grinin (1999), customary media are attempting to stay above water and lay out their situation in the wildly aggressive universe of advanced media. The market structures, esteem chains, corporate techniques, designs, and tasks have all been essentially influenced by advanced innovation (Doe, 2021).

Consequently, the reason for this study was to research how embracing advanced strategies might influence the media area's monetary exhibition in Kenya. Business Today reports that various Kenyan media enterprises have begun trying their advanced media plans, which has prompted huge authoritative changes. Enormous scope gunfire has been noticed. For example, during the beyond two years, a few media organizations have laid off faculty with an end goal to change their customary media houses into contemporary substance organizations, for example, Illustrious Media Gathering, Radio Africa, and Country Media Gathering (Smith & Doe, 202).

Those workers who were adequately lucky to be held are in like manner affected by these changes. Their continuous concern that they could likewise lose their positions sooner or later could adversely affect their result. The utilization of computerized strategies has brought about an expansion in deals, since advanced stages have opened up new roads for deals. While looking at the monetary consequences of Kenya's top news sources, it's fascinating to see that, before 2014, computerized publicizing was basically nonexistent and, when it was, it was remembered for the distributers' part, where papers are distributed, as opposed to being recorded independently as a kind of revenue (Brown, 2018 White).

Any association that utilizes execution viewpoint estimation plans to meet its objectives and increment worker inspiration to perform, which thus assists the association with arriving at its goals. Representatives are additionally ensured that they will get awards after gathering targets. Since they are satisfied with their singular commitments to increasing authoritative expectations, this makes the association and its representatives display self-restraint (2017 Green).

Since these advanced media destinations utilize online entertainment to spread content, they are developing increasingly well known. Since computerized media stages are so generally utilized for speedy and proficient correspondence, media partnerships are presently putting more in them. Unmistakable Kenyan organizations like Standard Gathering and Country have seen a drop in their piece of the pie because of these changes. This is a consequence of most of their clients presently utilizing on the web stages. Indeed, even while the previous media behemoths sent off their own advanced stages, similar to Standard Computerized, their market has basically contracted. The new advertising sites are growing new methodologies that weren't utilized previously. Decisively situated, they are more affordable than print media (Bolter 2020).

We investigate the impact of virtual entertainment showcasing on the supportability of organizations utilizing a firm-level study led in 244 Pakistani undertakings. The discoveries show that web-based entertainment promoting impacts the manageability and adequacy of organizations; yet, virtual entertainment in Pakistan is still in its early stages and there is space for improvement.

Because of the expanded competition in showcasing, especially in the space of promoting, because of globalization, organizations are presently putting a greater amount of an accentuation on building their brands. The approach of new news sources, like online entertainment and the web, has caused the change. Thus, the cycle has modified how organizations do their marking and showcasing as correspondence currently adopts a multidirectional strategy (Bolter & Grinin, 2020). Our examination has additionally shown another

significant finding: computerized media might help organizations in conquering social impediments while venturing into new regions. Organizations might make profound associations with forthcoming clients across public limits by utilizing advanced media to create messages that are interesting to every country's way of life. Also, organizations may all the more promptly target purchasers in different commodity delivering locales by using computerized promoting systems like compensation per-click (PPC) publicizing and website improvement (Web optimization). As per our discoveries, utilizing various advanced media stages might assist organizations with fortifying their image's picture abroad and acquire shrewd information about the purchasing propensities for customers in different locales (Smith 2021).

Presently this exploration, this issue explanation features the hole in information about the viability of online computerized media publicizing in building brand supportability and gives a reasonable bearing to the examination to research the connection between the two factors and distinguish methodologies for advertisers to use computerized media for building feasible brands. Albeit online computerized media publicizing has turned into a typical strategy for arriving at clients, it is at this point unclear how effective it is at making feasible brands. Indeed, even while advanced media can further develop shopper unwaveringness and brand notoriety, many firms find it hard to check what their internet promoting endeavors mean for their drawn out suitability.

To give advertisers an essential structure for using computerized media to use brands into durable ventures, this study investigates the association between online advanced media publicizing and brand maintainability.

## 1.4-Objective

- The goals of the review are to evaluate the imagination and adequacy of advanced media in building brand manageability of Pakistani organizations and to survey its value and viability according to the point of view of customers, experts, and advertisers.
- The aftereffects of the review assist

current and likely web-based purchasers with picking the mode of their buy choice, and simultaneously, the consequences of the review are likewise helpful for advertisers in the assistance and assembling areas while planning on the web media correspondence.

- Missions to draw in whatever number of buyers as would be prudent to their items and administrations. Given the examination of the consequences of this review, advertisers can audit the viability of intelligent advanced specialized apparatuses and integrate computerized media specialized devices into their IMC plans.
- Promoting offices can more readily comprehend advanced media correspondence diverts and take part in their missions to more readily serve the associations' clients.
- The typical customer can assess the viability of various internet-based advanced media and pick the best one for their web-based buying choice.
- The public authority and different administrative offices can make different standards and guidelines utilizing this internet-based asset to safeguard the customer.

## 1.5-Research Question

1. What are the key factors that influence the effectiveness of online digital media advertising in building brand sustainability?
2. How does online digital media advertising impact consumer perceptions of brand reputation and loyalty?

## 1.6-Scope of Study

- Assess how online digital media advertising affects brand sustainability.
- Study consumer preferences and behaviors online.
- See how digital ads influence consumer engagement and loyalty.
- Examine how online advertising

- shapes brand perception and image
- Compare the cost-effectiveness of online digital advertising with traditional methods.

### 2.1 - Literature Review:
**Online digital media advertising strategies**

A few powerful measurements have been produced for internet promoting to evaluate the convincingness of such correspondences. Past logical investigations have utilized the Web and the Internet to scatter promoting interchanges pointed toward drawing in purchasers. Wikipedia records context oriented promotions on web search tool results pages, pennants, sites, media promotions, interstitials, devoted internet based promotions, characterized web-based promotions, promotion organizations, and email showcasing (counting spam) as instances of web based publicizing. Promotion servers are utilized to convey a significant number of these kinds of advertisements. The assessment that "the quick development of Web promoting income shows that Web publicizing is a sensible option in contrast to customary media publicizing" Taking into account the development of Web publicizing, it can't be rejected that the Web is powerful and viable.( Wuisan et al ,2023)

Advertising incorporates exercises connected with valuing, advancement, deals advancement and deals. Showcasing done utilizing the web or "www" to advance an item or administration is called web promoting, frequently alluded to as electronic advertising or web based showcasing. Web Correspondence action that utilizes the Web and different media is showcasing. For this business, web showcasing has a great deal of potential. Be that as it may, as the organization advances, it should keep on developing its methodology. As indicated by Kotler and Armstrong (2011), internet showcasing is characterized as drives to advance items and administrations and construct client connections on the web. This definition can likewise be communicated as drives to advertise items and administrations and construct buyer connections on the web.

As per Schiffman and Kanuk (2020), grasping a need, distinguishing an item, assessing choices and outer triggers can make a client's advantage in buying. This outside impact comprises of information showcasing, social and social elements. With regards to promoting, the issue is the showcasing correspondence blend. The eight unique kinds of showcasing interchanges are publicizing, deals advancement, occasions and encounters, advertising and local area relations, direct promoting, intuitive showcasing, informal promoting and individual selling. For individuals to be keen on shopping, the organization should have an alluring picture.

With the assistance of computerized media, the possibilities of web advertising develop bit by bit and further develop correspondence, criticism and commitment. As indicated by Saleh et al. (2012), computerized media empowers "shrewd promoting", a course of material improvement in light of mission reaction and criticism. This can increment client dependability and permit advertisers to spend a greater amount of their financing. Advertisers can offer more benefit to clients when they utilize computerized media. For instance, as per Cader and Al Tenaij (2013), they permit clients to get customized messages and select offers in view of their exceptional advantages. This is particularly significant in complex business-to-business showcasing with numerous chiefs and broadened deals cycles..

The way that the digitization or ascent of the Web is basically another idea or an idea that has as of late been created and as of late acknowledged by most finance managers and clients is a troublesome issue in examining the effect and viability of intelligent media. In this way, the utilization of intelligent media in this day and age will in general consolidate the drawn out impacts of connection with the impacts of the presentation of new advancements. Leonard-Barton contends that the reception of new advanced innovation doesn't follow the ongoing worldview of collaboration with shoppers and advertisers. (Ahmed et al., 2019).

Computerized publicizing on the Web and cell phones outperformed conventional media promoting and without precedent for 2013 got more promotion spend than TV promoting. Advanced publicizing is accepted to be a successful method for bettering objective expected clients in the worldwide market. Proof shows that organizations have progressively moved promoting from conventional media to

advanced media. The viability of advanced publicizing contrasted with customary media promoting in a few elements of mass showcasing. The outcomes show that while customary media promoting still exists, computerized publicizing works on organizations' items. The outcomes show that advertisers need to utilize more advanced publicizing to all the more likely objective their clients, particularly youthful purchasers. (Fuzman et al., 2014).

Notwithstanding, as indicated by Dr. Purel Deshwal (2016), web based promoting is a lot less expensive and contacts a lot more extensive crowd and is probably going to create more benefit than customary publicizing. It enjoys many benefits that customary promoting has not even longed for. This new type of publicizing offers a confounding exhibit of choices: video promoting, online entertainment promoting, versatile publicizing, email publicizing, flag promoting, Google search publicizing from there, the sky is the limit.

With the proceeded with development of advanced media innovations and cell phones, web based publicizing has become more customized and locking in. The pattern of computerized showcasing framework has driven promoting organizations to foster a framework that supports publicizing robotization. In the computerized promoting contest, mechanical advances have grown more compelling techniques and systems that many publicizing organizations can use to create exact returns and income through web-based missions and partner procedures. (Kiran et al., 2020).

Online advanced promoting instruments are viewed as the most ideal way to speak with clients and keep up with the validity of the association since it meets the unique necessities of clients (Wymbs, 2011). Computerized advertising is an umbrella term that envelops all advanced advances that are powerful in client securing, relationship building, brand advancement and maintenance, and really increment deals. The advantages of web based advertising are not restricted to private companies but rather are utilized by Louis Vitton, Amazon, among others. These organizations utilize web based advertising stages to convey their image history, workers and impending occasions. The main job is to make clients part of the account venture (Greenhill,

2011).

As per Saura et al (2020), online computerized showcasing has impacted the manner in which organizations speak with their clients all over the planet. The expansion in the utilization of interpersonal organizations and the connection of clients with organizations on the Web has prompted new plans of action in light of two-way correspondence among organizations and Web clients. Advanced showcasing, new plans of action, internet publicizing efforts and other computerized methodologies accumulated client suppositions and remarks through this new web-based channel. This is the means by which organizations started to see the advanced environment for the present as well as for what's to come. From this drawn out viewpoint, organizations are worried about the manageability and development of their plans of action.

## 2.2

As indicated by Winiti and Kantabutra, a feasible brand is characterized as a bunch of different mental and practical advantages that an organization's partners accept they have gotten from the organization through maintainable items and results. As per the hypothesis of feasible improvement of organizations, the results of reasonable advancement are social, ecological and monetary results, while the results of supportable advancement are maintainable prosperity, which is shown by freedom, resistance and versatility. Organizations produce supportable results and results by following corporate manageability rehearses.

As indicated by Putri (2019), brand manageability implies consciousness of the presence of the brand and its association with supportable practices and items. Brand manageability is the client's capacity to perceive or recall a brand when it is related with maintainable items, and is a principal and essential thought for all brand-related look. This incorporates the client's capacity to perceive and recall the brand in various circumstances, particularly in regards to its reasonable practices. Brand supportability assumes a key part in shopper navigation.

Web-based entertainment endlessly promoting the board assume a key part in fostering a brand's

maintainable improvement procedure. Online entertainment has turned into a powerful device for spreading supportability messages and making buyers mindful of capable strategic policies. Then again, the showcasing administrator should guarantee that the procedure for practical advancement of the brand fits impeccably with the brand values and objectives of the association. In this unique circumstance, the greatest test for associations is the thorough consideration of brand manageability in promoting procedures. This interaction incorporates recognizing values steady with the standards of practical turn of events, creating successful online entertainment crusades and executing advertising strategies that help manageable development (Dumitriu et al., 2019). In the undeniably computerized age, online entertainment advertising has become one of the super main impetuses in creating brand manageability techniques. As society turns out to be progressively associated and mindful of ecological and social issues, web-based entertainment fills in as a correspondence channel, yet additionally an amazing asset to convey brand maintainability messages to buyers. In this unique circumstance, the job of web-based entertainment promoting isn't just a way to increment brand perceivability, yet in addition a significant key in the plan and mix of brand maintainability techniques (Nekmahmad and Fekete-Farkas, 2020).

Brand manageability isn't just about delivering harmless to the ecosystem items or administrations; It was additionally about teaching customers about capable strategic policies. Worldwide, web-based entertainment showcasing assumes a key part in assisting brands with conveying supportability messages and illuminate shoppers about the positive effect they can have by supporting brands focused on manageability. Virtual entertainment missions can portray explicit brand exercises, show their effect and give extra data on how purchasers can take an interest (Jerry et al, 2021).

Virtual entertainment promoting plays an unquestionable part in fostering a methodology for economical brand improvement. From conveying manageability messages to expanding shopper mindfulness and understanding, online entertainment opens entryways for brands to draw in with their crowds straightforwardly and profoundly. Notwithstanding the difficulties, the open doors presented by web-based entertainment advertising to change shopper conduct and advance maintainability issues are tremendous. Consequently, virtual entertainment showcasing has become a promoting device, however an apparatus that can shape a positive change in the manner we experience and collaborate with practical brands in this computerized age. (Yulianti G, 2022).

As per Mallia and Windels (2021), computerized promoting adds to mark maintainability on the lookout. What's more, advanced promoting influences organizations in alternate ways that have been assessed. A portion of the significant advantages of computerized showcasing for business include: Apply online reach - A few specialists have perceived late developments that make new ways for organizations to draw in with their objective purchasers on the lookout. Moreover, the Web is esteemed as a valuable stage through which target buyers arrive at their image makers, which is conceivable because of its capacity to impact a brand.

The viability of green showcasing drives in light of brand manageability can be estimated by an organization's capacity to take advantage of chances by making separation to work on future execution (Bose and Luo, 2011). The fundamental job of advertising in business is to comprehend and satisfy client needs (Kohli and Jaworski, 1990). Today, clients comprehend the jobs, obligations and activities of organizations for the soundness of the biological climate where organizations cooperate and work (Rondinelli and Berry, 2000).

According to the viewpoint of brand maintainability, overseeing separation in unique economic situations expects firms to proceed to teach and persuade their clients about the drives they embrace for the government assistance of society (Scaffolds and Wilhelm, 2008). Brands as the immaterial resources of an organization go about as a device for chiefs to execute promoting procedures that help illuminate and instruct clients (Day, 2011).

Although the comprehension of practical marking has not yet developed into a scholastic point, it has turned into a prevailing idea in the present business talk (Forudi and Palazzo 2021). There

are a few hypothetical ways to deal with the investigation of brand maintainability and one that has seldom been utilized to concentrate on supportability systems according to a promoting viewpoint (Voola et al. 2022), however which appears to be very suitable, is the (dynamic)

ability approach. This assists with grasping the social job of the brand and its significance to the advertising association (Brodie et al. 2017). The ability approach can be lined up with maintainability standards to advance brand supportability learning (Kitchin 2005).

## 2.3-Hypothesis Development



Online digital media advertising strategy → Brand sustainability
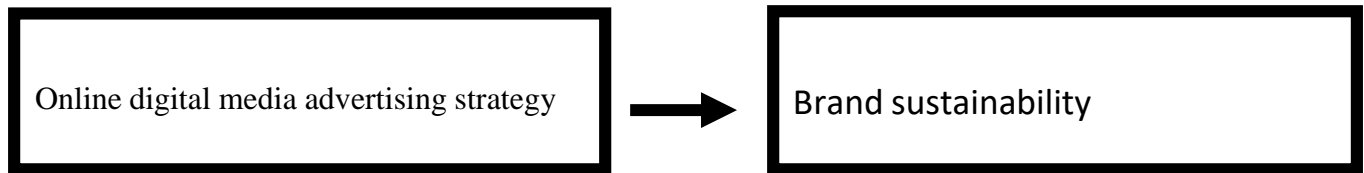
Independent variable= online digital media advertising strategy
Dependent variable=Brand sustainability

**Hypothesis:**
H1: Utilizing online digital media advertising strategically will positively impact the development of brand sustainability efforts.

**Identification:**
In a two -tailed hypothesis test, the direction of the effect is specified positive impact.
Given the hypothesis states a positive impact, it is a one-tailed hypothesis. The focus is on whetherthe online digital media advertising strategy leads to an improvement in brand sustainability.

## 3.1-Research Approach
The deductive approach in research begins with a theory and tests it through observations and experiments. It uses hypotheses to make specific predictions, then collects data to confirm or challenge these predictions. This method helps validate theories and refine our understanding ofa topic, but it may struggle with unexpected findings that don't fit existing theories.
The causal-effect method explores the ways in which these digital media tactics have a direct impact on the sustainability of brands. It is clear from looking at case studies and actual data that companies who invest in strong digital media campaigns see increases

in customer retention, brandrecognition, and favorable brand impression. These marketing initiatives build a relationship withcustomers that lasts, promoting loyalty and a feeling of community. Furthermore, businesses mayquickly adjust to changes in the market thanks to the agility of digital media, which guarantees their long-term relevance and durability.

## 3.2-Research Method
We use quantitative method examination of online digital media advertising's efficacy as a strategic tool for creating brand sustainability. We can objectively evaluate the effectiveness of digital media campaigns by looking at key performance indicators (KPIs) including click-throughrates (CTR), conversion rates, customer acquisition costs (CAC), and return on advertising spend (ROAS). This empirical data emphasizes how crucial it is to spend money on digital media advertising in order to maintain a brand's viability and competitive edge.

## 3.3-Sample Size
A sample size of 123 indicates that data was collected from 123 individual for the study. This sample size was likely determined to provide the researchers with sufficient statistical power to detect significant effects or differences in the data. By including 123

participants in the study, the goal is to achieve high accuracy and reliability of the results, minimize the effect of random fluctuations and increase the generalizability of the findings to a wider group.

### 3.4-Sample Techniques

Through the use of convenience sampling, a non-random sampling technique, we investigated the success of online digital media advertising as a tactical instrument for establishing brand sustainability. This technique expedited and reduced the expense of the process by choosing volunteers who were willing and able to take part. Convenience sampling made data collection more efficient, but it also runs the risk of introducing bias because the sample may not correctly reflect the larger population. Notwithstanding this drawback, the learnings offer a useful first grasp of how digital media advertising might promote long-term brand sustainability.

### 3.5-Data Collection

Data was gathered using an online survey form in order to evaluate the efficacy of online digital media advertising as a strategic instrument for creating brand sustainability. In order to learn more about consumers' attitudes and actions, a survey was conducted with consumers who were acquainted with digital media advertising. According to the findings, a sizable majority of participants think that online digital advertising raises brand awareness and engagement. Many also mentioned the role that interactive campaigns and regular, high-quality material play in fostering enduring brand loyalty. The information emphasizes how crucial it is to use digital media strategically in order to build long-term brand growth and preserve customer trust.

### 3.6-Data Analyze

We are systematically analyzing the data the important processes involved in utilizing SPSS to analyze the efficacy of online digital media advertising as a strategic instrument for developing brand sustainability. favorable correlations between brand awareness indicators and digital media engagement were found through correlation analysis. Higher investment in online digital media was further shown by regression analysis to positively predict long-term customer retention and brand loyalty. These results bolster the strategic significance of online digital media advertising for long-term brand sustainability by indicating that it plays a major role in creating and maintaining brand equity.

### 4.1-Data Analysis
#### 1- Gender

## Frequency Table

### Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 58 | 47.2 | 47.2 | 47.2 |
| | 2 | 65 | 52.8 | 52.8 | 100.0 |
| | Total | 123 | 100.0 | 100.0 | |

**Interpretation:**

The frequency table for gender shows that out of a total of 123 respondents, 58 are male, representing 47.2% of the total, and 65 are female, representing 52.8% of the total. This means that females constitute a slightly larger proportion of the respondents compared to males. The cumulative percentage confirms that when combined, all respondents are accounted for, with males making up 47.2% and females making up the remaining 52.8%, totaling 100%.

**2- Age**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 104 | 84.6 | 84.6 | 84.6 |
| | 2 | 13 | 10.6 | 10.6 | 95.1 |
| | 3 | 6 | 4.9 | 4.9 | 100.0 |
| | Total | 123 | 100.0 | 100.0 | |

Age (years)

**Interpretation**

The table you sent shows the distribution of valid by age. Here's a breakdown of the table:
Valid 1: This category likely refers to people between 18 and 25 years old. There are 104 people in this category, and they make up 84.6% of the total number of people with valid. Valid 2: This category likely refers to people between 26 and 30 years old. There are 13 people in this category, and they make up 10.6% of the total number of people with valid. Valid 3: This category likely refers to people between 31 and 45 years old. There are 6 people in this category, and they make up 4.9% of the total number of people with valid.

**3- Occupation**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 92 | 74.8 | 74.8 | 74.8 |
| | 2 | 28 | 22.8 | 22.8 | 97.6 |
| | 3 | 3 | 2.4 | 2.4 | 100.0 |
| | Total | 123 | 100.0 | 100.0 | |

Occupation

**Interpretation**

The table shows occupations: 92 students (74.8%), 28 employees (22.8%), and 3 business owners(2.4%). In total, there are 123 people in the survey.

**4- Reliability**

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .875 | .877 | 10 |

**Interpretation**

In the table, the Cronbach's Alpha coefficient is .877. This is a relatively high score, which indicates that the test has good internal consistency. **N of Items** This is the number of items on thetest.

### 5- KMO and Bartlett's Test

**KMO and Bartlett's Test**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .856 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 510.456 |
| | df | 45 |
| | Sig. | .000 |

**Interpretation**

The KMO measure of .856 means the data is good enough for factor analysis. Bartlett's Test, witha big chi-square value of 510.456 and 45 degrees of freedom, shows that the data's correlations between variables are strong enough for factor analysis. In simple terms, this means the data is ready for factor analysis.

### 6- Model Summary

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .621[a] | .386 | .380 | .47090 |

a. Predictors: (Constant), ODMAS

**Interpretation**

The table summarizes a linear regression model's performance. "R" shows indicating a moderate positive correlation. R Square" ($R^2$) is around 38.6%, which means about 38.6% of the changes in the dependent variable can be explained by changes in the independent variable. An adjusted $R^2$ of 0.380 means the model explains 38% of the variation, which is moderate. It's good but not very strong. A "Std. Error of the Estimate" of 0.47090 means predictions are, on average, 0.47 units off.This is fairly low.

### 7- Anova

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 16.837 | 1 | 16.837 | 75.931 | .000[b] |
| | Residual | 26.831 | 121 | .222 | | |
| | Total | 43.668 | 122 | | | |

a. Dependent Variable: BS

b. Predictors: (Constant), ODMAS

**Interpretation**
The ANOVA table tells us if our model is useful. Here, it says our model is helpful because the F- statistic is high and the significance level (Sig. = .000) is very low, meaning the model is good andexplains a significant portion of the variation in the dependent variable (BS).

### 8- Cofficient

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .596 | .144 | | 4.150 | .000 |
| | ODMAS | .696 | .080 | .621 | 8.714 | .000 |

a. Dependent Variable: BS

**Interpretation**
This table finds a strong, positive link between OMDAS and brand sustainability. A one-unit increase in OMDAS boosts sustainability scores by 0.696 units. The relationship is highlysignificant (t-statistic: 8.714, significance level: 0.000), indicating that investing in OMDAS enhances brand sustainability.

### 5.1-Conclusion
Based on the results of the linear regression model, which analyzed the relationship between a company's investment in online digital media advertising strategy (ODMAS) and its brand sustainability score, several key findings emerged. The analysis revealed a statistically significant and positive correlation between the two variables. This indicates that as companies increase theirinvestment in ODMAS, their brand sustainability scores tend to rise.

The positive relationship observed suggests that leveraging online digital media for advertising purposes positively influences brand sustainability. This could be attributed to several factors, including enhanced brand visibility, increased consumer engagement through digital platforms, and the ability to convey sustainability-related messages effectively to target audiences.

Moreover, the statistical significance of the relationship indicates that the observed findings are unlikely to have occurred by random chance. The rigorous analysis of the data supports the conclusion that higher levels of investment in ODMAS are associated with tangible improvements in brand sustainability scores across the sampled companies.

These findings have practical implications for business strategy and marketing decision-making. Companies looking to enhance their brand sustainability may consider allocating resources towards ODMAS initiatives as a viable strategy. By doing so, they can potentially strengthen theirbrand's reputation, improve customer perceptions, and align more closely with sustainability goals in the eyes of stakeholders.

In conclusion, the results underscore the importance of digital media investment as a means to foster brand sustainability. Future research could delve deeper into specific mechanisms through which ODMAS impacts sustainability metrics, as well as explore variations across different industries or regions to further enrich our understanding of this relationship.

### 5.2-Recommendation
Based on the findings of this study, it is recommended that companies aiming to bolster their brand sustainability consider investing in online digital media advertising strategies (ODMAS). These strategies offer powerful tools for increasing visibility and reach, crucial for broadening audience engagement beyond traditional marketing channels. By leveraging digital platforms such as social media and search engines, companies can enhance brand awareness

and promote positive associations with sustainability initiatives. ODMAS allows for tailored messaging that resonates with environmentally conscious consumers, showcasing a commitment to ethical practices and fostering brand loyalty. Moreover, the real-time analytics provided by digital media enable companies to continuously optimize their campaigns, ensuring effectiveness and responsiveness to consumer preferences. Integrating sustainability messaging authentically into these strategies not only enhances brand

reputation but also meets growing consumer expectations for transparency and accountability. Embracing innovation in digital advertising techniques further positions companies to lead in their industries by adapting to evolving consumer behaviors and technological advancements. Thus, by strategically investing in ODMAS, companies can effectively enhance their brand sustainability while driving meaningful engagement and growth.

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