



## The Effect of Digital Marketing on Brand Communication: The Case of Commercial Bank of Ethiopia Dire Dawa District

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### Abstract

The major objective of the paper was to evaluate the effectiveness of digital marketing techniques employed by commercial bank of Ethiopia in communicating its brand message to customers. This study adopts a descriptive research method, utilizing a five-point Likert scale questionnaire distributed to 400 customers through random sampling. Multiple linear regression analysis, highlighting the significant positive relationship between search engine optimization, social media marketing, content marketing, pay-per-click marketing, and brand communication within CBE. The finding also have limitation acknowledging the limitations and their implications can guide researchers to refine methodologies, expand analyses, and contribute to a more nuanced understanding of the relationship between digital marketing and brand communication.

**Keywords:** *Brand communication, Search Engine optimization, social media marketing, content marketing, and Pay-per-click marketing*

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## **1. Background of the Study**

Digital marketing began to take shape in the 1990s and rapidly evolved in the 21st century. In its earlier stages, the objective was to deliver the right message to the right audience. More people use the digital devices first, instead of making visits to the stores physically, before making a decision to buy. An effective use of digital marketing especially social media can significantly lower the cost over traditional marketing. Furthermore, a digital platform makes it easier for customers and brands to communicate (Hudson et al., 2016; Gati et al., 2018; Gillpatrick, 2019). The use of social media and the internet has increased as a means for creating and sharing information, thoughts, ideas and relationships online (Podgorica and Ukaj, 2019).

Digital marketing has taken longer to get started and spread throughout developing nations, even though IT and the internet have expanded there more quickly. The primary reasons for this are multi factorial and include lower overall levels of education, less experience in traditional marketing practices, etc. Specifically, breaking free from the constraints of conventional marketing allows companies to concentrate on social media or digital marketing (Smith and Zook, 2016; Andaç et al., 2016; Kaur and Sandhu, 2017; Finne and Gronroos, 2017; Dahiya and Gayatri, 2018). Communication in traditional marketing is more static while that in digital marketing is more dynamic due to the use of social media platforms, in particular Facebook. Also, communication through social media reduces the direct personal impact because here communication is done through the internet and not in a physical place.

The advent of digital technology has made it possible for a new social environment to arise, which both helps and necessitates a significant change in marketing tactics (Alshurideh et al., 2021; Alzoubi et al., 2021). Currently, one of these marketing tactics that many businesses are investing more in is digital marketing (Lee et al., 2022; Tariq et al., 2022). This new marketing paradigm has put a special emphasis on managing the relationship between the client and the business carefully in order to gather data about the client's attributes, requirements, and preferences (Edelman, 2010; Alkitbi et al., Alkitbi et al., 2020; Alsharari & Alshurideh, 2020). A basic collection of techniques, tactics, and resources for advertising goods and services online—through emails, blogs, social media, websites, mobile, SEO, and other channels—is known as digital marketing (Almaazmi et al., 2020; Nuseir et al., 2021). Digital marketing success begins with the continuous process of turning leads into devoted clients who have a

satisfying experience (Cook, 2014). It provides a collection of methods, instruments, approaches, and procedures arranged via the Internet to boost a good or service's sales (Aljumah et al., 2021; Sweiss et al., 2021). According to Parise et al. (2016), the channels and methods used in digital marketing are different from those in traditional marketing. It can be argued that digital marketing aids in tracking metrics such as conversions, effective and ineffective content, the number of people that visit a company's website, interact with it on social media, search for it online, etc., and can provide an overall evaluation of the customer experience.

## **2. Theoretical frame work of the study**

### **2.1 Digital marketing**

Digital marketing is any marketing method through electronic devices, this is an ever-changing, and dynamic process. Unlike the traditional way where communication is only one way, but digital marketing required two-way communication, where the prospective customers can interact with the business. (D. Chaffey and F.E Chadwick 2016). Using digital technologies and media to achieve marketing goals, digital marketing also includes managing a company's online presence on platforms like social media and its website. (APJII 2020). Digital marketing is an approach, terms, or strategy of branding used by digital platforms to achieve marketing objectives.

Why do you need a digital marketing strategy? The short answer is that you will lose business and miss opportunities if you don't have one. Creating a digital marketing strategy will enable you to concentrate your efforts on the aspects of digital marketing that are most pertinent to your company and will assist you in making well-informed decisions on your entry into the field. It is an essential first step in realizing how you react to the dynamic digital marketplace and how it impacts the relationship between your brand and business. And your customers and prospects. It doesn't matter what business you're in, it's a fairly safe bet that an increasing number of your target market rely on digital technology every day to research, evaluate and purchase the products and services they consume. In the worst-case scenario, your company may be left behind as rivals gain ground on you across the growing digital divide. At best, you could be losing out on a great opportunity to engage and retain customers through digital channels.

The internet, in contrast to traditional mass-media marketing methods, has the unique ability to expand your marketing reach while also focusing it more narrowly. Using digital channels, you can transcend traditional constraints such as geography and time zones to connect with a

much wider audience. Digital technology also enables you to target extremely narrow niche segments within that larger market by honing your marketing message with laser-like precision. When used properly, it can be a very potent combo.

It's common knowledge that customers have more control than ever thanks to the internet. But it is important to remember that the internet also delivers an unprecedented suite of tools, techniques and tactics that allow marketers to reach out and engage with those same consumers. There has never been a more dynamic, diverse, and demanding marketing environment. This is the main reason we need a unified approach to digital marketing. You need to have a deep understanding of your market, how your customers use digital technology, and how your company can use that same technology to create long-lasting and mutually beneficial relationships with them if you want to use digital marketing to propel your online business to dizzying new heights. Any digital marketing campaign may get more complex as digital channels continue to increase the range of options accessible to us as marketers. Having a clearly defined strategy will help to keep you focused, ensure that your marketing activities are always aligned with your business goals and, crucially, that you're targeting the right people. Damian Ryan," understanding digital marketing 2014".

## **2.2 Brand communication**

Brand communication refers to tactics, such as advertising and social media, that companies use to communicate to existing and potential customer. The goal of brand communication is to influence customers' thoughts on the brand and its importance. <https://brandfolder.com/resource/brand-communications/>. To communicate with your client on a more meaningful level, it's essential to determine what set your business apart rest of the crowd. Your customers will be more eager to interact with your brand if you find way for them excited by setting up an effective ad campaign, designing an attractive logo or spreading the world about your company via social media.

## **2.3 Brand Awareness**

The first-dimension distinguishing brand knowledge is brand awareness. It is associated with the degree to which customers can recognize the brand in various contexts, indicating the strength of the brand node or trace in memory (Rossiter and Percy, 1987). Stated differently, to what extent do brand identities fulfill their intended purpose? Specifically, the probability and ease with which a brand name will be remembered are related to brand name awareness.

## 2.4 Brand knowledge

Brand knowledge is recognizing and understanding and the feature, benefits, and value of brand's products or service. Branding helps customers form expectation about what they can expect from a product or service, allowing them to make informed decisions.

## 2.5 Brand image

Brand image refers to the collective perception that consumers build about a brand across all mediums. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perception of association's bundle that the consumers have about the brand. Volvo is associated with safety. Toyota is associated with reliability.

## 2.6 Brand experience

Brand experience refers to the impressions of all consumers who have already interacted with your brand. These might be folks who are just learning about your business, prospective customers, or current ones. Source of brand experience can vary from communication with your sales team to interacting with your promotion usually, marketers develop long-term strategies to engage consumers, build strong relations and create a consistent image of the company.

## 2.7 Brand loyalty

Brand loyalty is when customers continue to purchase from the same brand over and again, despite competitors offering similar products or service. Not only do customers continue engaging and purchasing from the same brand, but they also associate positive feelings toward that brand. Brand Loyalty has a lot to do with how customers perceive your brand, its actions, and its values. And it's an important way to help retain customer loyalty and increase repurchase rates.

## 2.8. Digital marketing in Banking Sector

As we know well, the development of digital technology has significantly transformed the banking sector, and even how they market it is no exception. Digital marketing has become a crucial aspect of the banking industry but how exactly does the digital marketing in the banking sector work? by leveraging various digital platforms and technology to connect with and engage target consumers easily and on a bigger scale with a global user base, digital marketing can help the banking sector's marketing strategy in building brand awareness, driving more customer acquisition and engagement and of course driving more business for the banks in a massive way. The banking sector has embraced digital marketing techniques repeatedly to

stay with the evolving market and customer behavior. This can be seen in APAC (Asian Pacific) where 70% of users of finance select digital apps as their preferred method of banking. (Agna Tya, 2013).

## **2.9. Dimension of digital marketing**

### **1. Search Engine optimization (SEO)**

When consumers type a keyword in search engines, they trust organic links more, advertisers try to show their website by gaming with logarithmic rankings on search engines so-called Search Engine Optimization (M. Target 2020). A technique, tool, or strategy called search engine optimization is used to increase website traffic by securing a prominent position on search engine results pages. (AMA 2021). Search Engine Optimization increases the opportunity of customers to discover the website. (P. Mandal and N. Jashi 2017). Traditionally, SEO has entailed a variety of methods to make sure sites are indexed, content creation, and collaborating with site owners to get visitors to click through to a website using a specific keyword. SEO always focuses on optimizing for the user, not the search engine. (R. Berman and Katona pp,644-651 2013). Using digital marketing communications techniques like sponsored keywords and Search Engine Optimization (SEO), a company can take an active rather than passive part in building its brand. Awareness and the consumers become more interactive in the marketing process. (M.S. Kittur and K.M. Mane 2019), it also as marketing tools has a significant impact to the customers, enhance the brand equity which is consist of brand commitment, brand loyalty, brand image, and brand awareness , an effective tools to increase and improving brand awareness, because it helps to increase the ranking on the webpage.(S.N.Stivastava, Kshatriya and R.S.Rathore. 2017).

The technique of increasing a websites exposure in organic search engine results pages (SERPS) is known as search engine optimization (SEO). Leverage SEO strategy, the banking sector may boost their search engine ranks and exposure by optimizing their websites with pertinent keywords, Meta a tag, and high -quality content. This will increase website traffic and lead to generation. (Agna Tya 2023).

### **2. Social media marketing**

Social media marketing can reach many customers at a low cost. Influencers in social media can have a significant impact on the brand. Social media marketing has a direct and positive impact on brand awareness. Social media marketing is the second most powerful impact on brand awareness after the mobile channel. (S. Kingsnorth 2016). Social media marketing has a

positive and significant impact on brand awareness proven by there is a positive correlation and significant relationship (F. Cizmeci and T. Ercan 2015).

Social media marketing affects the consumer purchase intention, because it allows two ways of communication between the company and the customers, it is creating a positive impact (P. Laksa mana 2018). This is support by the studies from R. S. Bhandari and A. Bansal 2018, stated that social media marketing has a significant impact to purchase intention. Customers use information from social media to inform their purchasing decisions, and they also use these platforms to spread the word about the information. Business from many industries now use social media as a promising tool for connecting with customers and promoting their goods and services. The banking industry is no exception, you can interact with its consumer, exchange content and increase brand recognition via social media sites like face book, twitter, and LinkedIn. With this, the Banking sector may increase engagement and trust with their consumer by delivering fascinating, timely material on a regular basis. (Agna Tya 2013).

### **3. Content marketing**

It was suggested that businesses employ digital content to entice business-to-business (B2B) clients to their location (such as a website) and foster further communication and engagement with the brand. It also involves creating, distributing, and sharing relevant content to engage customers at the point of the potential customers buying consideration process. (Ahmed, R. Raheem, J. Vveinhardt and D. Streimikiene, 2017). Content marketing is the management of text, rich media, audio, and video content aimed to engage the customers to meet the business goals published through print and digital media including the website (APJII, 2020).

Content marketing is one of the best ways to interact with customer and increase website traffic. This means creating and sharing relevant, useful, and consistent information in order to draw in and maintain a targeted audience and ultimately encourage profitable consumer behavior. A range of material formats, including blogs, infographics, Videos, and e-books, can be used by banks to enlighten and educate their consumers about their goods and services as well as offer insightful commentary and guidance.

### **4. Pay-per-click (PPC) advertising**

Paid per click (PPC) advertising allows you to increase website traffic by paying a publisher each time an ad is clicked. Google Ad Words is one of the most popular PPC platforms; it lets you purchase premium positions on Google's search engine results pages a price "per click" of the links you place. Other channels where you can use PPC mainly include Paid ads on Face book, Promoted Tweets on Twitter, Sponsored Messages on LinkedIn.

## **2.10. The concept of brand Awareness Raising**

Brand awareness means being aware of brand existence and its relationship with a particular product. (A.J. Kim, 2012). Brand awareness is a capacity or given customer to recognize or recall the brand, belongs to a particular product. (G. Holliman and J. Rowley 2014), and as a fundamental and foremost limitation in any brand-related search and the ability of a customer to recognize and recall the brand in any kind of situations (D Chaffey, 2021). Brand awareness plays the main role in consumer decisions making. (C. Campbell, J. Cohen and J. Ma, 2014). Awareness of an offering in a market place holds the key to the company's success. Consumers are induced by what they see, feel and touch .Wikipedia (2018)refers to brand awareness as the extent to which consumers are able to recall or recognize a brand ,adding that it is a prime consideration in consumer behavior ,advertising management ,brand management and strategy development .It further contends that for a product or brand to succeed in a market place awareness level must be managed across the entire product life cycle ,adding that where it falls below a predetermined threshold ,promotion effort should be intensified until awareness returns to the desired level.

Banks can also use digital marketing to raise their profile and strength their brand awareness. Banks have strong online presence and position themselves as authorities in the finical sector by producing high quality, captivating content and interacting with clients on social media. This may result in better customer trust and greater brand recognition.

Increasing brand awareness boosts the possibility that a consumer will purchase the brand, which is crucial when making selections. When customers are exposed to a brand, they are more likely to recognize it, making it simpler for them to identify and recall it in particular circumstances. Furthermore, brand awareness is an important phenomenon since it has a big impact on consumers' intents and buying decisions (Shahid et al., 2017). Customers frequently choose to buy products and services from companies that are more well-known and comfortable for them. The ability and probability to buy and consider the brand tend to increase along with brand awareness (Sharma et al., 2021). Similar to this, consumers are constantly exposed to a variety of brands, but they are more likely to recall and remember those that are well-known, well-liked, and renowned in the market. The consumer's understanding of a certain brand affects their intention to acquire that brand (Kim & Kim, 2016). Dabbous and Barakat (2020) attempt to explain how social media brand engagement and content quality effect customers' brand awareness and buy intentions in the era of digital communication in light of this expanding technological trend. Brand awareness affects the development and effectiveness of the brand associations that comprise a brand's image. The existence of the

brand in consumers' perceptions is a prerequisite for them to build relationships with it. Owing to this reason, customers always think about buying from well-known brands because they are familiar with them.

The buyer's capacity to recognize a brand well enough to form an opinion about a purchase is known as brand awareness. Companies must target consumers in a way that makes it easy for them to recall and remember the product in their minds based on the awareness they are providing to the customers (Saydan & Dulek, 2019). Additionally, people must be persuaded by the advertising effort to buy the products. The goal of launching many campaigns at various times is to raise brand awareness, which may aid in influencing consumer attitudes. Retaining and gaining customers is a brand's main objective.

## Conceptual Framework

### Digital Marketing strategy

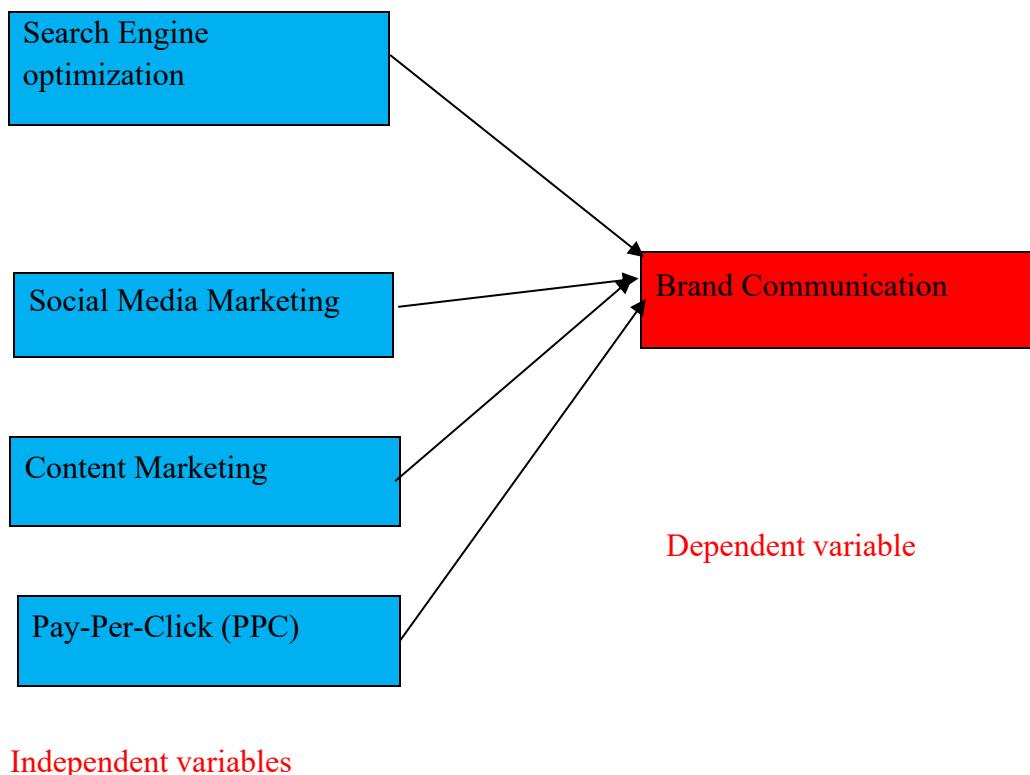


Fig 1. Conceptual frame work of the study.

### **3. Materials and Methods**

#### **3.1. Research Design**

This researcher used quantitative approach to collect objective and numerical data to practices statistical tools that used to establish relationships between the variables of the study. As (Ghauri and Grønhaug, 2005) stated the research method is chosen according to the type of study and convenience of administering it. In view of that, this study will adopt a quantitative research design.

There are specific questions that the researcher wants to address which include predictions about possible effect of Digital Marketing on Brand communication of Commercial Bank of Ethiopia, Dire Dawa district. Independent variable being Digital marketing dimension and the dependent variable which is Brand communication.

Deductive approach will be used for analysis or reasoning with first exploring the theories, development of theoretical framework and the effect of the independent variables on dependent variable brand communication and draw a specific conclusion logically from premises (Soiferman, 2010).

Data was collected by various means following a strict procedure and will be prepared for statistical analysis. A quantitative approach is a means for testing objective theories by examining the relationship among variables. These variables can then be measured, usually with tools, allowing numbered data to be subjected to statistical techniques for analysis (Creswell, 2008). Collecting and analyzing of data using quantitative approach requires an understanding of the relationships among effect of Digital marketing on the Brand communication. the presumptions drawn from a chosen sample that apply to the entire population. (Trochim, 2006)

#### **3.2. Sampling Technique**

This study applies a simplified formula provided by Yamane (1967) to determine the required sample size for the study. The sample population for this study from which the sample was selected is:

- Active card banking (VISA CARD) holder.....139,794
- Active Mobile Banking users (MB).....160, 787
- Active Internet Banking users (IB).....948
- Active CBE BIRR Agent banking .....989

- Active CBE BIRR Merchant banking.....1,032
- Active CBE BIRR banking users.....261,109

The total population for this study summed up to 564,659 active digital banking customers from CBE Dire Dawa district. The above data obtained from digital banking department. To calculate the required sample size. Yamane's formula is specified as shown below.

$$n = \frac{N}{1+N(e)^2}$$

Where: n = is the sample size

e = level of precision (*i.e.*, the desired precision, *e.g.*, 0.05 for 95% confidence level)

N = the total study population.

$$n = \frac{564659}{1+564659(0.05)^2}$$

$$= 399.72$$

Therefore, out of the sample frame of 564,659 Active digital banking customers in CBE, Dire Dawa district the above formula required the study to be carried out on sample size a minimum of 400 respondents.

### 3.3. Method of data Analysis

After the required data collection, the data was filled, cleared and prepared for data analysis using Statistical Package for Social Science (SPSS) version 26. The data analysis was used a three-tiered data analysis basis. In the first tier of analysis, descriptive statistics such as frequency and percentage table were used to summarize categorical variables, mostly the demographical data. Then on the second tier of analysis, the relationship between each independent variable. Eventually, when every independent variable showed excessively strong identification. Associate with retention using the above method, their collective impact on retention has analyzed using multiple regression. All exposure variables (independent variables) have associated with the dependent variable (retention) to determine which ones had significant association. Odds Ratio (OR) and 95% Confidence Interval (CI) was used to estimate the strength of association between independent variables and the dependent variable. The threshold for statistical significance was set at p = 0.05.

## 4. Result and discussion

### 4.1. Descriptive statistics analysis

Series of eight questions were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of brand communication of the customers in CBE. The below table displays the respondent's level of agreement against their digital marketing based on brand communication.

Table1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Brand COMM	385	2.00	5.00	4.072	.35042	-1.40	.124	8.147	.248
Search Eng	385	2.00	5.00	3.743	.53303	-0.917	.124	2.015	.248
Social Mk	385	1.33	5.00	4.084	.50247	-1.31	.124	5.174	.248
Content Mk	385	2.00	5.00	3.812	.53161	-0.807	.124	1.987	.248
PayPerCk	385	2.00	5.00	3.701	.52480	-0.985	.124	2.181	.248

Source: survey 2023

Brand communication mean has the highest mean score 4.07 followed closely by social media marketing mean score of 4.08. Search Engine optimization mean has a slightly mean score 3.74 followed by Content marketing mean score 3.81 and pay- per- click has mean 3.70. Brand communication mean has the smallest standard deviation 0.35 indicating less variability around its mean. Search Engine optimization mean has the largest standard deviation 0.53, indicating relatively more variability in its score. All variables show negative skewness, suggesting a tendency toward lower score or left skewed distribution. Brand Communication mean has the highest Kurtosis 8.14 including a distribution with heavier tails and potentially more extreme scores compared to a normal distribution. Other variable also shows kurtosis values suggesting outliers or extreme values but less pounced than brand communication.

### 4.2 Mediating regression analysis

The model summary table shows the results of a multiple linear regression analysis that used four predictor variables (Pay Per Click mean, Social Media Mk mean, Search Engine Opt mean, Content Marketing Mean) to predict the response variable (Brand communication mean). Here is how to interpret the key statistics in the table. : This is the multiple correlation coefficient. It measures the strength of the linear relationship between the predictor variables and the response variable. A value of R close to 1 indicates a strong linear relationship, while a value close to 0 indicates a weak or no linear relationship. In this case, R is 0.600, which indicates a moderate linear relationship.

R Square: This is the coefficient of determination. It measures the proportion of the variance in the response variable that can be explained by the predictor variables. A value of R Square close to 1 indicates that the predictor variables account for most of the variation in the response variable, while a value close to 0 indicates that they account for little or none of the variation. In this case, R Square is 0.360, which means that 36% of the variation in Brand communication mean can be explained by the four predictor variables.

Adjusted R Square: This is a modified version of R Square that adjusts for the number of predictor variables in the model. It is always lower than or equal to R Square. The adjusted R Square can be useful for comparing the fit of different regression models that have different numbers of predictor variables. In this case, the adjusted R Square is 0.354, which is slightly lower than R Square. This means that adding more predictor variables to the model would not significantly improve the fit of the model.

According to Falk and Miller (1992), the coefficient of determination (R<sup>2</sup>) measures the proportion of variance in the dependent variable that is explained by the independent variables. A higher R<sup>2</sup> indicates a better fit of the model to the data. In this case, the R<sup>2</sup> is 0.36, which means that the four predictor variables can explain about 36% of the variation in Brand communication mean. This is a moderate fit, but not a very high one. There may be other variables that affect Brand communication mean that are not included in the model.

The R Square value is the coefficient of determination, which measures the proportion of variance in the dependent variable that is explained by the model. In this case, the R Square value is 0.360, which means that the model explains about 36% of the variation in Brand communication mean. Cohen (1988) suggested R<sup>2</sup> values for endogenous latent variables are assessed as follows: 0.26 (substantial), 0.13 (moderate), 0.02 (weak). According to Cohen (1988), this is a substantial effect size for endogenous latent variables<sup>1</sup>. Because Cohen (1988) suggested that If the R-squared value is 0.26 or higher, it means that the effect size is substantial, and the exogenous variables have a strong influence on the endogenous variable.

The R square value is 0.360, which means that 36% of the variation in brand communication can be explained by the four independent variables. According to Chin (1998), this is a moderate level of explanatory power. The Durbin-Watson value is 1.952, which indicates that there is no autocorrelation problem in the model.

According to Hair et al. (2011) & Hair et al. (2013), the model has a moderate explanatory power, as it explains 36% of the variation in Brand communication mean. However, there may be other factors that influence Brand communication mean that are not included in the model. The model has a moderate predictive accuracy, as the average error of prediction is about 0.286. However, there may be some outliers or influential observations that affect the model's performance. The model does not suffer from serious autocorrelation problems, as the Durbin-Watson statistic is close to 2. According to Chin, W. W. (1998), The R square value of 0.360 indicates that 36% of the variation in the dependent variable can be explained by the variation in the independent variables. This means that the model has a moderate explanatory power and there may be other factors that influence the dependent variable.

**Std. Error of the Estimate:** This is the standard deviation of the residuals. It measures how much the observed values of the response variable deviate from the predicted values based on the regression model. A low value of the standard error indicates that the regression model fits the data well, while a high value indicates that the model does not fit the data well. In this case, the standard error of the estimate is 0.28594, which means that on average, the observed values of Brand communication mean are about 0.286 units away from the predicted values based on the model.

**Durbin-Watson:** This is a test statistic that measures the presence of autocorrelation in the residuals. Autocorrelation means that the residuals are not independent of each other, and that there is a pattern or trend in the residuals. This can violate one of the assumptions of linear regression and affect the validity of the model. The Durbin-Watson statistic ranges from 0 to 4, where values close to 2 indicate no autocorrelation, values below 2 indicate positive autocorrelation, and values above 2 indicate negative autocorrelation. In this case, the Durbin-Watson statistic is 1.952, which is close to 2 and suggests that there is no significant autocorrelation in the residuals.

Based on the model summary table, we can conclude that the regression model has a moderate fit to the data, and that the four predictor variables can explain about 36% of the variation in Brand communication. The model does not have any major problems with autocorrelation in the residuals, but it may have some other issues that need to be checked, such as normality, linearity, and homoscedasticity. To further evaluate the model, we need to look at the other tables that show the ANOVA results, the coefficients, and the diagnostic plots.

Table 2 Model summary

Model Summary <sup>b</sup>		R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.600 <sup>a</sup>	.360	.354	.28594	1.952

a. Predictors: (Constant), Pay Per Click mean, social media Mk\_mean, Search Engine opt mean, Content Marketing Mean

a. Dependent Variable: Brand communication mean

Source: survey 2023

The ANOVA table shows the results of a multiple linear regression analysis that used four predictor variables Pay Per Click mean, Social Media Mk mean, Search Engine Opt mean, Content Marketing Mean to predict the response variable (Brand communication mean). Sum of Squares: This measures the total variation in the response variable that can be attributed to the regression model (Regression) and the variation that is left unexplained by the model (Residual). The Total sum of squares is the sum of the Regression and Residual sum of squares. In this case, the Regression sum of squares is 17.497, which means that the regression model explains 17.497 units of variation in Brand communication mean. The Residual sum of squares is 31.069, which means that there is still 31.069 units of variation in Brand communication mean that the model does not account for. The Total sum of squares is 48.566, which is the total variation in Brand communication mean.

df: This stands for degrees of freedom. It is the number of independent pieces of information that are used to estimate a parameter. The df for Regression is the number of predictor variables in the model, which is 4 in this case. The df for Residual is the number of observations minus the number of parameters estimated, which is 380 in this case. The df for Total is the number of observations minus 1, which is 384 in this case. Mean Square: This is the sum of squares divided by the corresponding degrees of freedom. It measures the average variation explained by each source of variation. The Mean Square for Regression is 4.374, which means that each predictor variable explains on average 4.374 units of variation in Brand communication. The Mean Square for Residual is 0.082, which means that each observation deviates on average 0.082 units from the predicted value based on the model. F: This is the ratio of the Mean Square for Regression to the Mean Square for Residual. It measures how well the regression model fits the data compared to a model with no predictor variables.

F value is 53.499, which means that the regression model fits the data much better than a model with no predictor variables. Sig.: This is the p-value of the F test. It measures the probability of obtaining an F value as large or larger than the observed one, assuming that the null hypothesis is true. The null hypothesis is that all the regression coefficients are zero, which means that none of

the predictor variables have a significant linear relationship with the response variable. The alternative hypothesis is that at least one of the regression coefficients is not zero, which means that at least one of the predictor variables has a significant linear relationship with the response variable. The p-value is 0.000, which is less than the common significance level of 0.05. This means that we can reject the null hypothesis and conclude that the regression model is statistically significant.

Based on the ANOVA table, we can conclude that the regression model has a good fit to the data, and that the four-predictor variables can explain about 36% of the variation in Brand communication mean. The model is also statistically significant, which means that we can use it to make predictions and inferences about the relationship between the predictor variables and the response variable. To further evaluate the model, we need to look at the other tables that show the coefficients, the confidence intervals, and the diagnostic plots. The coefficients table shows the results of a multiple linear regression analysis that used four predictor variables Pay Per Click mean, Social Media Mk mean, Search Engine Opt mean, Content Marketing predict the response variable (Brand communication mean).

Table 3 ANOVA value Table

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.497	4	4.374	53.499	.000 <sup>b</sup>
	Residual	31.069	380	.082		
	Total	48.566	384			

a. Dependent Variable: Brand communication mean

Predictors: (Constant), Pay Per Click , Social Media Mk ; Search Engine Op , Content Marketing

## 5. Conclusion and implication

There, the conclusion was drawn based on the summary of findings in the analysis and as shown below: -

- ✓ The descriptive statistics analysis proved that most of the respondent in CBE were satisfied on the four dimensions such as brand communication, search engine optimization marketing, social media marketing and content marketing agreed. Therefore, the digital marketing dimension in CBE was successful to satisfy the existing customers and potential to attract new customer.
- ✓ The correlation analysis study result found that digital marketing tools, search engine optimization, social media marketing, content marketing are the most important factors

for digital marketing while pay-per-click marketing is the least and insignificant to digital marketing.

- ✓ To utilize the internet and digital channels is important for most of the companies in the study it is ever seen as comparative advantage if its utilize correctly. It can be concluded that the higher competition that a company is exposed for a higher adoption of digital channels.

The data shows that the customers have a positive perception of the company's marketing strategies, which have been effective in delivering value and building trust. The mean ratings for each strategy are above 3, indicating that the customers are satisfied with the company's products and services. The company should keep up with these marketing strategies and look for ways to enhance them further.

However, the data also reveals some differences in how the customers rate the different strategies. The highest rated strategy is social media marketing, with a mean score of 4.08, followed by brand communication, with a mean score of 4.07. These two strategies are very similar in their effectiveness and appeal to the customers. The lowest rated strategy is pay-per-click advertising, with a mean score of 3.70, which is significantly lower than the other strategies. This suggests that the customers are less impressed by this strategy and that it may need some improvement.

The standard deviations of the ratings for the different strategies range from 0.350 to 0.533. This means that there is some variation in how the customers view the strategies and that they do not all agree on their effectiveness. The company should take into account the diversity of the customer feedback and preferences when designing and implementing its marketing strategies.

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similar in their effectiveness and appeal to the customers. The lowest rated strategy is pay-per-click advertising, with a mean score of 3.70, which is significantly lower than the other strategies. This suggests that the customers are less impressed by this strategy and that it may need some improvement.

One possible way to improve pay-per-click advertising is to optimize the keywords and landing pages to match the customer's search intent and expectations. Another possible way is to use remarketing and targeting features to reach the most relevant and interested customers. A third possible way is to test and analyze different ad formats, headlines, and descriptions to find out what works best for the company's goals and audience.

The standard deviations of the ratings for the different strategies range from 0.350 to 0.533. This means that there is some variation in how the customers view the strategies and that they do not all agree on their effectiveness. The company should take into account the diversity of the customer feedback and preferences when designing and implementing its marketing strategies. Based on this data, I suggest that you focus on social media marketing and brand communication as the most effective strategies for achieving positive outcomes. These strategies deserve more attention and investment to enhance their impact. Conversely, pay-per-click advertising has the worst performance rating and needs to be improved. Monitor its results and find ways to optimize its efficiency.

The regression analysis reveals that the four marketing strategies under study have a positive and significant effect on brand communication. The coefficients of the predictors indicate the magnitude and direction of their influence. Social media marketing has the highest coefficient of 0.228, implying that it is the most effective strategy to enhance brand communication (Brand Comm). For every one-unit increase in social media marketing an increase by about 0.228 units. Search Engine optimization has the second highest coefficient of 0.181, suggesting that it is also a powerful strategy to improve Brand Comm. A one-unit increase in Search Eng opt leads to an average increase of 0.181 units in Brand Comm. Content marketing (Content Mkt) has a moderate coefficient of 0.118, indicating that it has a positive but weaker impact on Brand Comm. Increasing Content Mkt by one-unit results in an average increase of 0.118 units in Brand Comm. Pay-per-click advertising (Pay Per Click) has the lowest coefficient of 0.034, meaning that it has a positive but negligible effect on Brand Comm. A one-unit increase in Pay Per Click causes a 0.034-unit average increase in Brand Comm. The low p-values of all

predictors (below 0.05) confirm their statistical significance and reject the null hypothesis of no effect.

**Social media marketing:** This is the most effective channel for reaching and engaging the target audience, as well as increasing brand awareness and loyalty. The social media strategy should focus on creating and sharing valuable content that showcases the benefits and features of the product, as well as encouraging user-generated content and feedback. The social media platforms should also be used to communicate with the customers and address their queries and concerns in a timely and friendly manner.

**Brand communication:** This is the second most impactful factor for enhancing the brand image and reputation. The brand communication should emphasize the unique value proposition and differentiation of the product, as well as the mission and vision of the company. The brand communication should also be consistent and coherent across all channels and touch points, and align with the expectations and preferences of the target market.

**Resource allocation:** To optimize the marketing performance, it is recommended to allocate more resources to the social media marketing and brand communication strategies, as they have the highest return on investment and potential for growth. The resource allocation should be based on the data-driven insights and best practices, as well as the feedback and suggestions from the customers and stakeholders.

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### **Conflict of Interest**

The author declares that there is no conflict of interest related to the publication of this article. The research was carried out independently, and no financial, institutional, or personal interests influenced the design, execution, or reporting of the study.

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