



UTILIZING DIGITAL MARKETING BRAND AWARENESS ON CONSUMER BEHAVIOR

LANSBARREY E. CABADEN

Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc.

ABSTRACT

Digital marketing leverages various online channels to increase brand awareness, which in turn influences consumer behavior by fostering trust, creating emotional connections, and improving brand image, leading to increased purchasing intentions and customer loyalty.

This study examined the utilization of digital marketing in building brand awareness and its influence on consumer behavior. Specifically, it sought to determine the profile of the respondents in terms of age and sex, their perceptions of digital marketing in relation to increased reach and visibility, engaging interactions, and targeted messaging, as well as the significant differences when profile variables are considered. A descriptive research design was employed with 35 respondents, and data were analyzed using weighted mean and significance testing. Findings revealed that respondents strongly agreed that digital marketing enhances brand visibility, fosters engaging interactions, and creates positive responses through personalized messaging. Results also showed that age and sex did not significantly affect the utilization of digital marketing in brand awareness and consumer behavior. Based on the findings, a marketing plan was proposed to maximize digital platforms, improve engagement, and ensure consistent messaging. The study provides valuable insights for businesses, marketing students, consumers, and future researchers in understanding the role of digital marketing in shaping consumer decisions.

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