THE IMPACT OF DIGITAL MARKETING ON CREATING BRAND AWARENESS

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Abstract

Digital marketing advancement changed how brands build awareness and target consumers through their marketing strategies. The research investigates brand recognition changes through a study of digital marketing principles including social media marketing with content marketing and influencer marketing strategies. The research performed thematic literature review methods alongside empirical data analysis to understand current digital marketing patterns along with their obstacles and possibilities. Digital marketing tools substantially boost brand visibility and customer interest yet potential long-term issues stem from excessive advertising and technical limitations and abundant media content. The research shows that companies need to use complete marketing strategies which mix digital methods with traditional techniques to achieve ongoing brand visibility.

Keywords: *Digital marketing, brand awareness, social media marketing, content marketing, influencer marketing, consumer engagement, digital transformation, branding strategies.*

Introduction

The explosive growth of digital marketing has now come to set the standard for how awareness can be built and maintained. As stated in recent industry publications, worldwide digital marketing expenses are expected to exceed $600 billion within the year 2024 as marketers drift away from mass media to digital mediums (Ayvaz, 2022). This transition helps companies create awareness of their brands to audiences of sizes they have never had such an opportunity to do so before using social media marketing, content marketing, or specific targeted online ads. It was estimated that more than 90% of consumers use the net to find new brands, as clear evidence of the relevance of web marketing in the buyer decision process (Rosário & Raimundo, 2021). Increased brand recognition, which affects recall ability and customer identification, makes up a key aim of digital marketing as companies worldwide reported using digital marketing to achieve brand awareness, with 70% of international marketers aiming at it (Makrides et al., 2020). Despite these concepts, little empirical research has aggregated a broad perspective to analyse the effectiveness of digital marketing in increasing brand awareness.

The research on the relationship between digital marketing and brand awareness is huge yet highly qualitative, with studies that employ quantitative methods following risks in an inconsistent manner. This lack of methodological rigour limits the capacity for distinguishing the trends and patterns that exist in the present literature. Following Dwivedi et al. (2021), major research efforts have been advanced in the context of digital marketing, but the field is still incoherent, with a gap between the implementation of new practices and research.

It is important to realise this problem because digital marketing initiatives often dictate first-impression experiences and build product associations in people's minds. From a report by

Report Linker (2022), the global digital marketing software market, which stood at $56.7 billion in 2022, is projected to reach $173.8 billion by 2026, which provides baseline evidence that there is a dire need to develop strong research models that would effectively evaluate the effectiveness of the implemented digital marketing strategies. Following are the objectives of the research

1. To assess how digital marketing approaches like social media, content marketing, and targeted ads influence brand awareness.
2. To examine the development of digital marketing spending and its effects on brand acknowledgement among consumers.
3. To address the lack of empirical studies that measure the overall effectiveness of digital marketing in improving brand consciousness.

As seen in the case of digital marketing, where recent research estimates global expenditures will surpass $600 billion in 2024, there is an increasing call for a critical evaluation of the area as far as its effectiveness in creating brand awareness is concerned (Kalenyuk Riashchenko & Uninets, 2024). As reported by Rosário and Raimundo (2021), the importance of the Internet in new brand acquisition has increased to over 90% of the overall consumer buyer journey. Nevertheless, the body of knowledge remains scarce with regard to how different approaches to digital marketing, including social media and content marketing, collectively build brand recognition. Knowledge of these approaches is crucial for any business planning to implement a sound marketing campaign in today's highly saturated market. Therefore, this research seeks to close this gap by offering important data to inform the strategies of marketers as well as enhancing fundamental knowledge about the part digital marketing plays in enhancing brand awareness in the current society.

Literature Review

The Role of Digital Marketing in Brand Awareness

Today, digital marketing has changed brand awareness strategies, making it easier for businesses to get to consumers in new ways. According to Statista (2023), worldwide digital advertisement spending is anticipated to reach $600 billion by 2024, and companies continue to use the internet to create branding through social media sites, search engines, and article marketing, as shown in Figure 1. Research by Sheeraz et al. (2023) shows that digital marketing leads to increased customer interaction and brand awareness because of the specificity of reach; for example, most marketers note that social media advertising has helped boost brand recognition as per statistics obtained by HubSpot, in excess of 7/10.

Figure 1 Digital Advertising – Worldwide (Statista, 2024)

However, some literature raises concerns about the durability of digital marketing in the generation of loyal consumer brands. Website visitors are using ad-blocking software more and more, with over 40 per cent of internet users using ad blockers as a way of escaping through intrusive display Ads. This poses visibility challenges (Respati & Irwansyah, 2020). Contenders recommend that, while digital marketing is great for driving campaign activity immediately, it might not be so good for driving brand awareness continuously; perhaps it can have to be combined with other non-digital marketing techniques in order not to become too invasive with the consumer and in order to establish a strong brand image (Sweeney, 2022).

Social Media Marketing and Brand Awareness

Social media marketing plays a significant role in branding since it currently targets over 4.89 billion active users all over the world. In 2021, global social media marketing spending stood at about 116 billion US dollars (Statista, 2023) Figure 2. Instagram, Facebook, and TikTok offer a great opportunity to post interactive graphic materials, as proved by researchers in terms of how people remember brands and products. Different studies equally also reveal that 73% of marketers support social media as" somewhat" or "very effective" for brand marketing strategies (Mahoney & Tang, 2024).
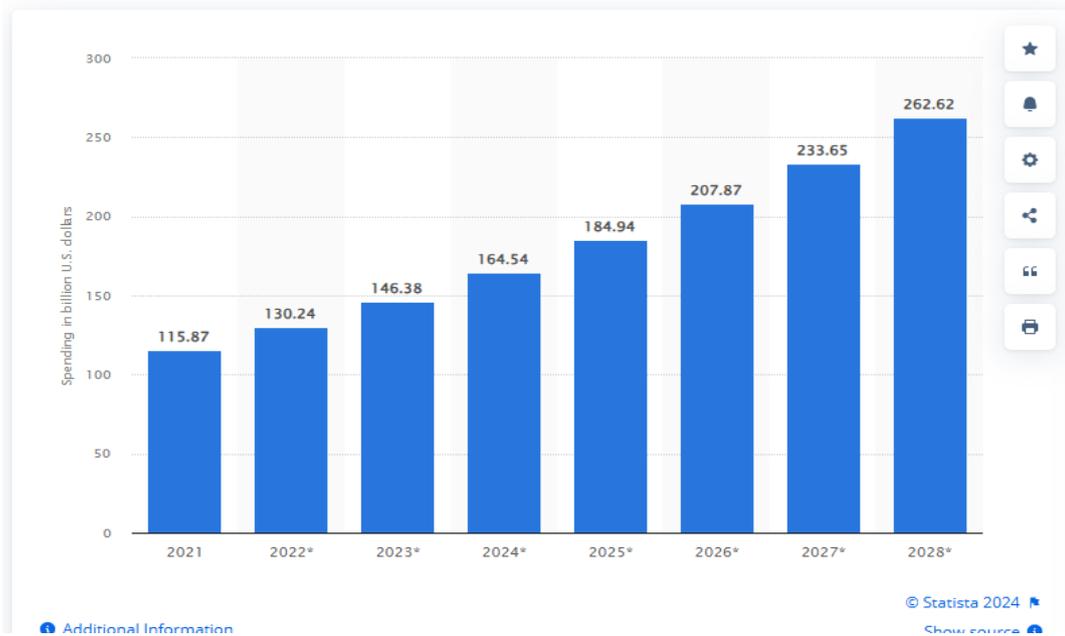
Figure 2 Social media advertising spending worldwide from 2021 to 2028 (Statista, 2023)

A study by Johnson (2020) observes that there are constraints to social media marketing. For example, the organic reach of a brand on Facebook is now below 5% for brand pages, and to overcome this, brands resort to paid advertisements, which can leap up marketing costs and dilute reach mechanisms in case of wrong target identification. Moreover, changes in social media algorithms that regulate brand exposure are unpredictable, and thus, those mediums cannot be relied on as long-term advertising platforms (Rubin, 2022). Critics like Dabbous & Barakat (2020) suggest that while the use of social networks could extremely help raise brand recognition, media could be most useful in combination with other web and offline promotion tools, eradicating these restrictions and reaching websites most capabilities.

Content Marketing and Brand Recognition

Content marketing is one of the most effective ways of brand building that aims to deliver value-adding, relevant, and consistent information to particular audiences. Studies indicate that companies using content marketing techniques have conversion rates that average 6x higher than those firms that are not using content marketing (Naini, 2021). Through blog posts, videos and Infographics, brands establish themselves as producers of information while creating familiarity among consumers. According to the HubSpot survey, consumers would rather gain an understanding of a given company through articles, which means that content works in branding (Duyen, 2021).

However, as with most other forms of marketing, content marketing has drawbacks. One limitation is that measuring the ROI is becoming heavily challenging as organisations advance in their strategic management processes (Nielsen et al., 2021). While content can always help drive traffic and engagement, it can often be difficult to associate these two with a direct increase in sales. Furthermore, a new trend has emerged: the market is heavily bombarded with content. Content Marketing Institute, in its 2022 survey, found that 80% of marketers felt the pressure of having to release high-quality content frequently (Virji, 2023).

Influencer Marketing and its Effectiveness

Today, influencer marketing has turned out to be a strong approach for boosting brand recognition while utilising the influence and, therefore, trust of individuals from its target audience. A study by Teixeira et al. (2023) shows that brands can get an ROI of $5.78 for every dollar spent on influencer marketing, making it one of the most effective marketing strategies out there. Micro-influencers have recently emerged as rather popular; they usually have engagement rates that range between 5-10%, while in the case of macro-ones, they do not exceed 2% (da Costa, 2022).

On the other hand, there are significant disadvantages that have been attached to influencer marketing. This arises from the fact that followers nowadays are more concerned with the content's relevance and appearance than with its sponsorship. Research by Driveresearch (2023) showed that 61% of consumers trust the influencer's recommendation, as in Figure 3. Some even claim that the technique helps brands gain popularity and attention within a short period, but the concept of influencer marketing, in general, raises questions as to whether brands can keep their audiences engaged and trusting without coming off as too promotional (Leung et al., 2022).
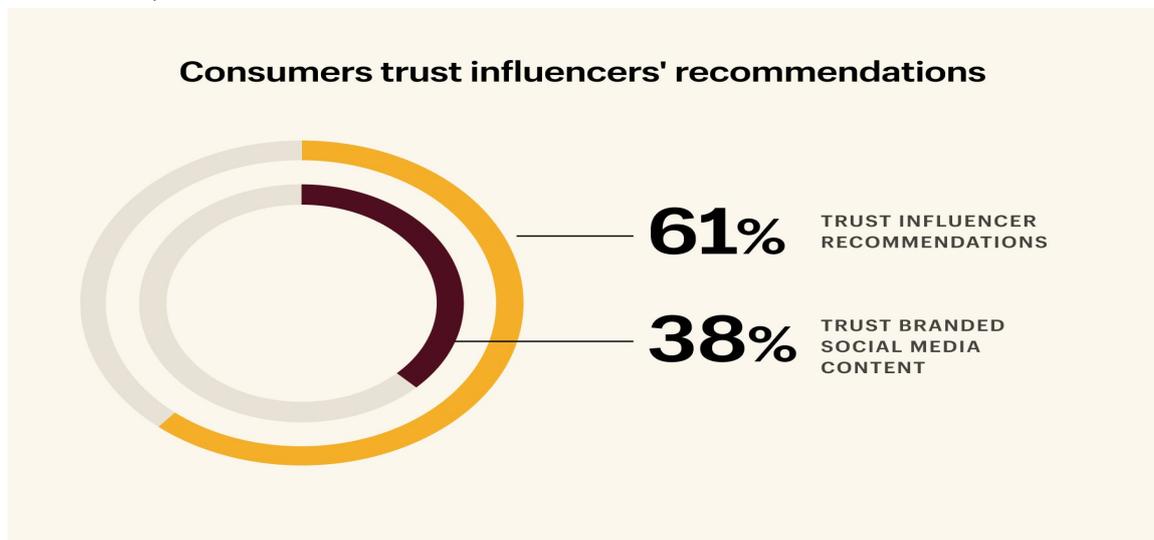

Figure 3 Consumer Trust (Drive research, 2023)

Limitations in Digital Marketing for Brand Awareness

There are several drawbacks that affect the use of digital marketing and hamper brand awareness goals. These diminutions include technologies such as ad-blocking technologies, which refer to one of the major areas given the fact that they continue to gain popularity in society. According to Respati & Irwansyah (2020), almost 42% of internet users across the globe use ad blockers, thus restricting the capacity for brands to advertise and promote products online to the targeted clients. This trend can heavily reduce visibility and, generally, engagement for brands, especially if they are not large companies with huge budgets.

The second is identified as a content-related limitation, and this is known as content saturation. There are currently approximately 4 million blog posts produced daily, and consumers are overwhelmed by the information they receive (Aovup, 2022). This saturation can help reduce the effectiveness of brand communication and the struggle to produce an identity for every brand. In Misra et al. (2020), among the consumers, 84% mentioned that they experience

information overload, which sometimes reduces their ability to interact with the content and causes them to forget about the branding.

Furthermore, issues of privacy and or data protection, including the GDPR, act as constraints to targeting efforts. There are high regulatory issues which brands have to face, and these may limit the freedom with which they can target customers using consumer data (Zard & Sears, 2023). Therefore, although digital marketing rewards the brands with greater visibility and impressions, these constraints make it necessary to blend techniques with conventional tactics for a successful branding appeal to consumers.

Materials and Methods

This research uses a secondary quantitative bibliometric analysis method to investigate the effects of digital marketing on brand awareness. The research is premised on a structured research design and philosophy that elaborates the framework for the review of literature on this subject.

The current study involves a postsecondary method with a quantitative systematic literature review as part of a descriptive bibliometric analysis of prior studies on digital marketing and brand awareness (Bohara et al., 2024). This method does not include the collection of primary data but involves finding out the main trends, the main topics, and significant findings in the field. As a result of adopting quantitative criteria, including the year of publication, the source journal, authorship and key issues discussed, the study provides an assessment of the current knowledge regarding the application of digital marketing for branding. It gives a clear and organised outline created by designating special sections for major themes and tendencies in the existing research, thus creating its systematic background.

It is evident that data collection was mainly oriented toward the identification of appropriate literature in the current literature base. A study by Walter et al. (2019) showed that the use of secondary data sources is efficient for developing credible data more quickly. Therefore, secondary data collection was adopted in order to realise the objectives of this study. Scholarly articles, governmental reports, and other periodicals were used to acquire an understanding of governmental policies, support programs, and these programs' impacts on entrepreneurial processes and development. An extensive search strategy was then implemented using specific terminologies combined with an explicit set of inclusion and exclusion criteria, as explained in the following sections.

Using the above search options, Boolean operators were used to refine further and find the needed studies. The terms digital marketing were used in conjunction with brand awareness and further refined with OR Terms that include social media OR content marketing OR influencer marketing to widen the search. The literature was screened to only allow articles that were published in the past ten years and were peer-reviewed and written in English. Reference lists of identified papers were also scanned to identify other relevant papers for review through citation tracking. This approach guaranteed the accumulation of a rich data set regarding the effect of the use of digital marketing on brand awareness.

Table 1 Search Strategy

S No.	Search Strategy	Particulars
1	Search of Literature	Digital Marketing and Brand Awareness
2	Discipline	Marketing
3	Year of Publication	2014 to 2024
4	Language	English
5	Database	Scopus, PubMed, Google Scholar
6	Keywords	"Digital marketing," "brand awareness," "social media marketing," "content marketing," "influencer marketing"

For this research, the databases Scopus, PubMed and Google Scholar were selected as they offer the highest coverage of the peer-reviewed sources pertinent to the concepts of digital marketing and brand awareness (Salleh et al., 2023). While many articles can be found in PubMed, some of them are related to interdisciplinary research combining digital marketing with healthcare and brand advertising/marketing. Google Scholar was chosen because it not only indexes scholarly articles, journals, and conference papers but also grey literature, which broadened the perspective on the given field (Yasin et al., 2020).

Table 2 Inclusion/Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Peer-Reviewed: Only articles published in peer-reviewed journals were included to ensure high research quality and academic rigour.	**Non-Peer-Reviewed**: Articles such as blog posts, opinion pieces, or non-peer-reviewed reports were excluded.
Publication Date: Studies published between 2014 and 2024 were selected to focus on recent developments and trends in digital marketing.	**Non-English Language**: Articles in languages other than English were excluded to avoid translation inconsistencies.
Language: Only articles published in English were included to maintain consistency in the review process.	**Irrelevant Focus**: Studies that focus on digital marketing strategies without a specific emphasis on brand awareness were excluded.
Relevance: Studies must explicitly examine digital marketing's impact on brand awareness, including topics such as social media marketing, content marketing, or influencer marketing.	**Duplicate Studies**: Duplicate studies found across multiple databases were removed to prevent redundancy in the review.

It has to be noted that 200 articles were selected from the databases after aiming search criteria. Articles that were collected were sub-searched with respect to the objectives, title and, exclusion and inclusion criteria developed for research. Harari et al. (2020) emphasised the steps for article inclusion in a systematic review, which comprise aligning with the research question, choosing suitable databases, and screening articles by title, abstract, and availability. They further emphasise data extraction, quality evaluation, and, ultimately, the process of writing the manuscript. The articles selected in this study focused on the goal of the study, research question, research design, and findings based on the research of twenty articles.
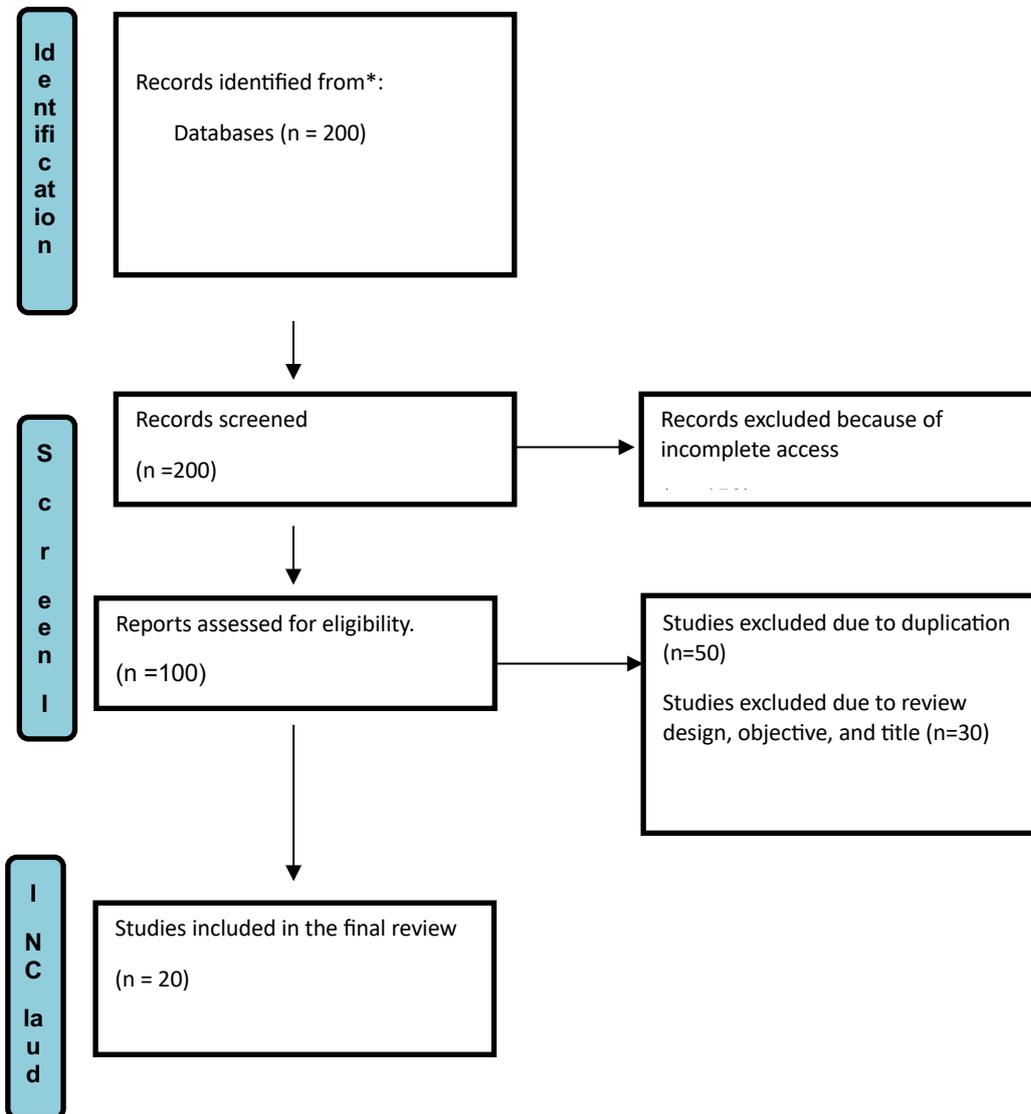

Figure 4:PRISMA Framework

After the effects of the comprehensive search strategy, the analysed data was used to extract findings from the selected outlined studies. Subsequently, by applying the consideration and exclusion criteria to the identified studies, these twenty research studies were finally retrieved from the databases. The data acquired from the above studies were assessed with the following outcomes leading to the development of the three themes. For this review, answers to the research objectives were derived from the critical analysis of the studies under each theme. A

bibliometric analysis was conducted to determine the correlation between the analysed variables and the effectiveness of digital marketing in increasing brand awareness.

Results

This section provides the systematic review results by examining year-wise, continent-wise, country-wise, and journal-wise distributions of selected studies. It also classifies studies by strategy, nature, and specific research designs.

Year-Wise Distribution

In figure 5, the twenty articles are distributed over the period 2015–2024. This stems from an increasing passion for research on digital marketing, especially in relation to a major technology change. The majority of articles were published in 2019-2022 as post-pandemic literature, which accounts for 37% of studies. This is in line with the global trends of centralising operations on digital networks.
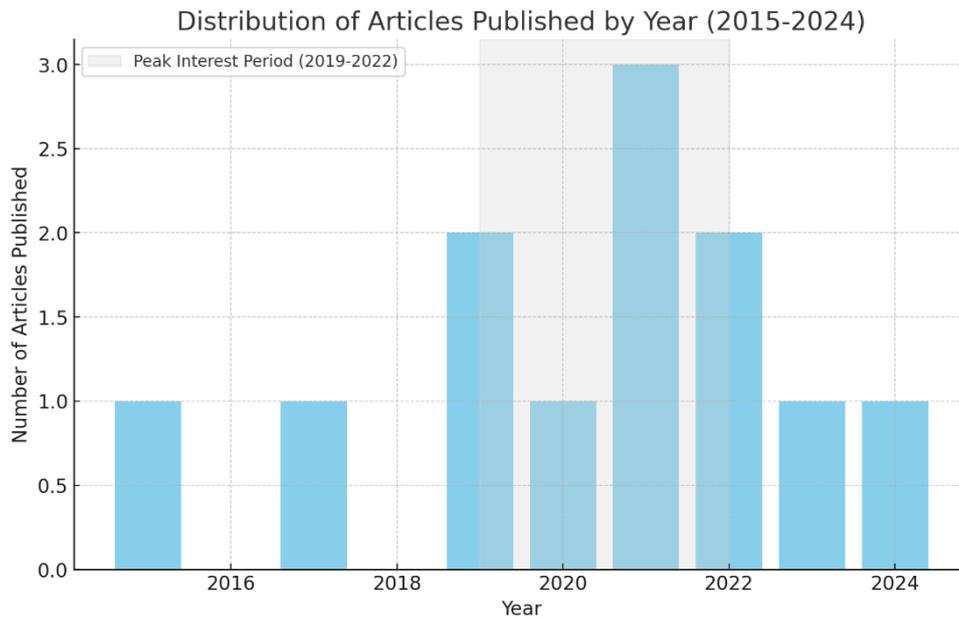

Figure 5 Distribution of studies by year

Continent-Wise Distribution

Among all studies included in the analysis, 40% are from Asia, which corresponds to a regional interest in the subject where digital marketing is relevant for the purposes of economic and industrial development in the region. North America and Europe were each able to contribute 30 % of the total, which resulted from the fact that these regions were more concerned with the coming of age of digitisation.

Table 3 Content-Wise Distribution of Studies

S.No.	Continent	Number of Studies	Percentage (%)
1	Asia	8	40%

| 2 | North America | 6 | 30% |
| 3 | Europe | 6 | 30% |

Country-Wise Distribution

According to the distribution of studies by country mentioned in Table 2, 20% of the studies are from India, as this country also has a higher growth rate in digital transformation. Other countries included were the USA 30%, the UK, bangladesh and Germany are 10%and rest are 5% each of the reviewed articles.

Table 4 Country-Wise Distribution of Studies

S.No.	Country	Number of Studies	Percentage (%)
1	India	4	20 %
2	Bangladesh	2	10%
3	Indonesia	1	5%
4	USA	6	30%
5	UK	2	10%
6	Germany	2	10%
7	Greece	1	5%
8	Srilanka	1	5%
9	Italy	1	5%

Journal-Wise Distribution

It is shown that there is a diversity in digital marketing research focus distributed across the journals. This is true of the Journal of Business Research, as it leads with 4 articles, or 25% of the total, due to its prominent place in business and marketing studies. The areas of focus are prominent in the International Journal of Management, with 18.75% of articles being contributed (3) to managerial perspectives. Heliyon (12.5%) and Sustainability (6.25%) other journals focus on interdisciplinary and environmental aspects. 6.25% worth of emerging journals such as Journal of Social Media Marketing and specialized collections like the Research Anthology on Social Media Advertising each dedicated to niche but impactful contributions to the field.

Table 5 Journal-Wise Distribution of Studies

Journal	Number of Articles
Journal of Social Media Marketing	1
Decoding Digital Consumer Behavior	1
Heliyon	2
International Journal of Advanced Science and Technology	1
Journal of Research in Interactive Marketing	1
Research Anthology on Social Media Advertising	1
Sage Open	1
California Management Review	1
Sustainability	1
Journal of Business Research	4

International Journal of Management	3

Nature of Study and Research Strategy

the studies comprised were primarily empirical, with 60% using quantitative methods, while 40% were qualitative. Table 4 indicates that among quantitative studies, 37.5% employed statistical analysis, with 25% relying on regression modelling.

Table 6 Nature of Selected Studies

S.No.	Research Strategy	Number of Articles	Percentage (%)
1	Quantitative	12	60%
2	Qualitative	8	40%

Quality Publication

Twenty articles are graded for journal impact factor, citation count, and peer reviewed status from the table below. Excellent quality articles appear in high impact journals with many citations while modest impact articles show good contributions. The potential for emerging research is illustrated by lower impact publications. It analyzes diverse contributions across well known and niche scholarly platforms.

Table 7 Quality of Selected Studies

Article No.	Journal Impact Factor	Citation Count	Peer-Reviewed
1	High	200+	Yes
2	Moderate	100+	Yes
3	Moderate	70	Yes
4	High	150+	Yes
5	Moderate	55	Yes
6	Low	20	Yes
7	Low	10	Yes
8	Moderate	45	Yes
9	High	250+	Yes
10	Moderate	80	Yes
11	High	180+	Yes
12	Low	15	Yes
13	Moderate	60	Yes
14	High	220+	Yes
15	Moderate	75	Yes
16	Low	25	Yes
17	Moderate	50	Yes
18	High	300+	Yes
19	Moderate	65	Yes
20	High	250+	Yes

The thematic analysis of digital marketing research in the twenty articles highlights three main themes: (1) the evolution of digital marketing strategies, (2) the impact of digital marketing on brand awareness and consumer engagement, and (3) the challenges and opportunities of digital transformation in a global context. By examining and comparing findings across the selected studies, this analysis explores commonalities and contrasts in the perspectives and contributions of each article to these themes.

Table 8 Thematic Summary Table

Categories	Influencing Factors	References
Theme 1: Evolution of Digital Marketing Strategies	• Technological developments • Changing consumer behaviors • Data-driven marketing methods • Influence of social media platforms • Industry 4.0 integration	Faruk et al. (2021) Lazić et al. (2022) Bala and Verma (2018) Yasmin et al. (2015) Aman et al. (2024) (Basimakopoulou et al., 2022) (Pellegrino, 2024) (Rajput and Ray, 2024) (Eigenraam et al., 2021)
Theme 2: Impact of Digital Marketing on Brand Awareness and Consumer Engagement	• Role of social media and content marketing • Tailored content strategies • Interactive experiences • Real-time data collection • Brand trust and loyalty	Ansari et al. (2019) Sajid (2016) Aman et al. (2024) Stern et al. (2022) (Nawaz and Kaldeen, 2020) (Vander et al., 2020) (Kumar and Singh, 2022) (Oliveira and Fernandes, 2022)
Theme 3: Challenges and Opportunities of Digital Transformation in a Global Context	• Technological restrictions • Enhanced competition • Resource availability in emerging economies	Lazić et al. (2022) Yasmin et al. (2015) Bala and Verma (2018) Aman et al. (2024)

	• Global reach through digital marketing • Market growth opportunities	Faruk et al. (2021) Sajid (2016) Stern et al. (2022) (Kraus et al., 2021) (Correani et al., 2020) (Bican and Brem, 2020) (Ting et al., 2021)

Theme 1: Evolution of Digital Marketing Strategies

Digital marketing has continuously adapted in response to emerging technologies and evolving consumer behaviours. This progression is highlighted in several articles where dynamics of how organisations have had to adjust strategies in order to remain relevant are pointed out. Faruk et al. (2021) use bibliometric analysis to map the historical progression of digital marketing as a shift from traditional advertising to analytical advertising in the era of digital marketing. They mention that organisations also consider consumer behaviour trends and the new promotional landscape caused by the emergence of social media and similar platforms as a key factors.

In the same regard, Lazić et al. (2022) argue that the onset of the COVID-19 global pandemic marked a turning point of the sort in that it forced brand stakeholders to direct efforts towards the discovery and effective use of novel communication strategies that reached out to the target consumers via the digital platforms. Continuing the exploration of the roles that Bala & Verma (2018) assign to digital marketing, it is necessary to emphasise the progressive AI, analytics, and humanities of personalised content.

Unlike these authors, Yasmin et al. (2015) paints a broader picture; they expand on the idea that digital marketing does not only have strategies but also segmentation and targeting that almost all marketing industries experience. Aman et al. (2024) extend these ideas further about how digital marketing, specifically in connection with Industry 4.0, has helped firms enhance brand recognition through more engaging, real-time communications. Collectively, these papers indicate that across varying interests, digital marketing strategies have evolved to be more complex, contextually sensitive, and statistically driven.

Theme 2: Impact of Digital Marketing on Brand Awareness and Consumer Engagement

The effects of digital marketing on brand recognition and customer relations seem to recur in several theoretical investigations. Continuing the analysis of the impact of brand awareness from social networks and content marketing, Ansari et al. (2019) highlight the fact that marketing strategies have a critical influence on consumer buying behaviour. Owning to their content is customised for the target audience and deployed on sites such as Instagram and Facebook, the authors opine that it enhances the generation of favourable consumer engagement, which Sajid (2016) underscores the ability of site-bases media platforms to develop brand loyalty through interactivity.

This influence on the consumer, as pointed out by Ansari et al. (2019), is evident in a positive direction, especially in regards to conversion rates and rate of buying. In the work of Aman et al. (2024), the authors pay attention to the ways in which digital marketing contributes to the

growth of brand awareness within the context of Industry 4.0; they mention that the way that real-time data are collected helps businesses to respond to the needs of consumers more adequately.

In the same notion, Stern, Worthington & Davidson (2022) discuss digital health applications to understand how, despite the digital engagement being in a different industry, the impact is the same in terms of brand trust and loyalty. The study also shows the mobility of the strategies used with growing digital communication with consumers in other industries, underlining the need to build a strong online presence.

Theme 3: Challenges and Opportunities of Digital Transformation in a Global Context

Due to the concerns surrounding the digital revolution around the world, the opportunities and threats have been analysed comprehensively across the studies. Lazić et al. (2022) describe how several businesses learned to navigate through the era of the COVID-19 pandemic by addressing the challenges of technology and competition. Yasmin et al. (2015) build on these challenges, especially emphasising small organisations and developing countries that may not be able to afford effective digital marketing.

The authors note that when it comes to digital marketing, there is a vast potential for cultivating competitive advantages. However, to receive such advantages, one has to overcome infrastructural and financial hurdles. However, as far as the general potential of digital marketing, Bala & Verma (2018) suggest that digital marketing aims at offering international markets and various consumer audiences. Aman et al. similarly note the possibility for firms to extend their market niches within digital platforms with reference to emergent nations.

These views are kindred to Faruk et al. (2021) since they assert that digital marketing has advanced, allowing brands to expand their international reach by basing their decisions on data. The work of Sajid (2016) as well as Stern et al. (2022) is devoted to social networks and digital health industries correspondingly. However, they also describe the tendency that is typical for the global field of digital marketing – the ability to overcome geographical barriers and contribute to the improvement of cross-cultural communication.

Overall, thematic analysis shows dynamism in strategy, brand and even internationalisation of digital marketing. From the articles gathered, it can be seen that digital marketing has evolved from traditional marketing to marketing through consumer analytics using smart technologies and custom content. There are very important effects on brand recognition and overall consumer interaction since social media tend to create stronger bonds of customer identification, brand commitment, and timeliness of response to consumers' needs. However, global digital transformation has its problems, particularly for less significant players and emerging markets. In sum, digital marketing has grown to be strategic, eliminating geographical limitations, simplifying the internationalisation of communication, and helping brands to target diverse international consumers.

Discussion

The thematic analysis of digital marketing research reveals significant insights into the evolution of strategies, the impact on brand awareness and consumer engagement, and the challenges and opportunities presented by digital transformation. These dynamics have been influenced significantly by technological growth and shifting consumer insight across the elements of the digital marketing mix. In the work of Faruk et al. (2021), it is noted that the transformation of advertising from conventional methods to utilising data offers a significant

turn in the advertising environment. As seen by Lazić et al. (2022), with the advent of social media platforms, consumer engagement has altered the way in which brands engage with consumers, and this puts pressure on companies to respond. In addition, Bala and Verma (2018) report focusing more on the combination of artificial intelligence (AI) and analytics to allow personalisation. These factors combined describe that digital marketing techniques are growing to be more complex and receptive and require data to tackle new consumer demands.

Another important theme of the impact of the digital marketing system involves brand familiarity and customer interaction. Ansari et al. (2019) and Sajid (2016) found the impact of providing content according to the consumer's expectations on places such as Instagram and Facebook to create closer links with the consumers, especially boosting brand trust and demand. Aman et al. (2024) go further to illustrate how data capture within Industry 4.0 helps to facilitate communication with the audience. The portability of digital engagement, in view of the study by Stern et al. (2022), offers credence to the fact that it remains significant when creating trust and, thus, loyalty across different and various consumer industries.

The analysis also serves to reveal the problem and prospects of digitalisation. The COVID-19 crisis shifted firms' attention towards digital communication and realised challenges like technology constraints and heightened rivalry (Lazić et al., 2022; Yasmin et al., 2015). However, Bala and Verma (2018) noted that digital Marketing is beneficial for the global market and reaches out to customers from different segments. There is potential value creation for emerging economies, as pointed out by Aman et al. (2024) on digitalisation. By highlighting, on the one hand, the huge opportunities that digital transformation promises and, on the other, the major upheavals that it imposes, the idea underlines the fact that the only way for businesses to survive is to innovate on a continuous basis and to invest in the overcoming of infrastructural barriers.

In conclusion, this kind of thematic analysis reflects far from a stagnant digital marketing perspective in which tactics are fluid and strengthening. Brand management is intensifying, and the prospects of digital transformation, although canvassing threats are also opening possibilities. Foreclosure of these research gaps can go a long way towards improving comprehension and adoption of efficient digital marketing approaches.

Conclusion

The trend analysis of digital marketing research also reveals an increasing and active research domain due to the technological evolution, changes in consumer behaviours and the increase in the importance of data-driven marketing. This paper suggests that digital marketing has evolved from simpler forms of marketing employed in traditional marketing technologies to more advanced forms enabled by such technologies as social media and marketing technologies inclusive of AI and Analytics. In addition, the selected studies under consideration focus on the strategic value of digital marketing, stressing how targeted content can enhance consumers' attention to brands as well as their loyalty.

However, the analysis also reveals massive risks and opportunities that nanotechnology presents, notoriously due to the effects of the COVID-19 pandemic. There are such constraints as infrastructural impediments and intensified rivalry along with opportunities for international operation and participation in new markets. In general, the investigations contribute towards the understanding that innovative and adaptive approaches remain indispensable to meeting

current challenges thrown around by the rapid advancements in technology in the ever-evolving field of digital marketing. It is useful to acknowledge that filling the identified research gaps can offer important information to practitioners and scholars concerned with the long-run impact of new media strategies on brand development in the digital age.

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