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## BUILDING BRAND EQUITY IN DIGITAL ERA

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### **Abstract**

Building brand equity is crucial in the digital era. This research examines strategies and impact of digital initiatives on brand equity in India and globally.

**Keywords:** Brand Equity, Digital Marketing, Social Media, Branding, Consumer Engagement

### **Introduction**

In the digital era, brands must adapt to online dynamics. This paper explores how digital strategies build brand equity. In the digital era, brands must adapt to online dynamics like social media, SEO, and personalized content. This paper explores how digital strategies build brand equity in India and global markets. Brands struggle to leverage digital tools for equity. This study assesses effective strategies and challenges. This article examines the complex aspects of brand equity management in the digital age, highlighting the amalgamation of conventional branding strategies with innovative digital tools and platforms. It looks at how social media, content marketing, working with influencers, and real-time data affect how people see brands and their worth. The research examines the difficulties of ensuring brand consistency across digital touchpoints while also exploring the benefits of personalised experiences and interactive communication. From a strategic point of view, the research shows how important authenticity, putting the customer first, and making decisions based on data are for keeping and growing brand equity. The results add to the ongoing conversation about how to manage digital brands and give marketers useful information on



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how to improve brand equity in the face of technical changes and changing customer expectations.

### Scope of Research Study

The present research paper is based on primary & secondary data.

The research covers digital marketing, social media, and consumer engagement in India and global markets.

### Significance of Research Study

The significance of the present research study is as under -

1. Educational Significance: Enhances understanding of digital branding.
2. Functional Significance: Guides firms on building equity.
3. Social Significance: Supports consumer-centric branding.
4. Political Significance: Aligns with digital economy goals.

### Objectives of Research Study

Objectives of present research study are as follows :

1. Assess digital strategies for brand equity.
2. Evaluate social media impact.
3. Identify best practices.

### Hypotheses of Research Study

Hypothesis of present research study is as follows :

1. **Null Hypothesis (H<sub>0</sub>):** Digital strategies don't impact brand equity.

**Alternative Hypothesis (H<sub>1</sub>):** Digital strategies boost brand equity.

### Research Methodology

1. Research Design: Mixed-methods (surveys + case studies).



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2. Research Sample: 50 brands in India and globally.
  3. Limitations: Rapid digital changes; data availability.

### **Findings**

The main findings of the present research study is as under -

1. Social Media: Boosts engagement, equity, and customer loyalty.
2. Content Quality: Drives brand recall and trust.
3. Influencer Marketing: Effective for reach and credibility.

### **Recommendations**

1. Leverage Social Media: Focus on engagement and community building.
2. Create Quality Content: Enhance brand recall and storytelling.
3. Use Analytics: Measure impact and optimize strategies.
4. Adapt to Trends: Stay updated with digital shifts.

### **Contribution towards Society and Stakeholders**

1. Firms: Boosts brand value and competitive edge.
2. Consumers: Better experiences and personalized interactions.
3. Marketers: Guides strategies for digital success.
4. Society: Supports digital economy growth.

### **Conclusion**

Digital strategies are key to building brand equity. Firms should leverage digital tools effectively for sustainable growth. In today's digital world, managing brand equity has become a key strategic goal for businesses that want to stay relevant in the market and keep customers loyal over time.



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