

Digital Marketing and Its Influence on Brand Awareness in the World of AI

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Abstract

Digital marketing (DM) has transmuted the mode trades interact with customers by employing digital platforms like social_media (SM), search_engines (SE) & mobile applications. In current years, the artificial_intelligence (AI) integration has further transformed digital_marketing (DM) by empowering data-oriented decision-making processes, custom-made communication & predictive analysis. Brand_awareness (BA) denotes to the extent to which customers identify & recollect a brand. It is a critical element of marketing achievement, as advanced brand_awareness (BA) frequently leads to improved customer faithfulness & buying intention. AI increases brand_awareness (BA) by bringing targeted ads, enhancing content tactics, & systematizing customer communications. In the contemporary professional environment, AI-oriented digital_marketing (DM) strategies such as personalized advertisements, email computerization, influencer analytics & instantaneous customer_engagement (CE) have become important tools. This research observes the influence of digital_marketing (DM) strategies combined with artificial_intelligence (AI) on brand_awareness (BA) among consumers. With the rapid development of AI skills, industries are leveraging custom-made marketing, projecting analytics & automation to improve customer_engagement (CE) & brand recall. The current study is grounded on primary data gathered from 212 valid respondents. Many statistical tools applied like correlation & regression test analysis to analyze the relationships in between AI-oriented digital_marketing (DM) & brand_awareness (BA). The findings of the study indicate that there is a significant & positive relationship exist in between AI-driven marketing approaches & brand_awareness (BA).

Keywords: Digital Marketing (DM), Artificial Intelligence (AI), Brand Awareness (BA), Consumer Behavior (CB), Personalization

Introduction

Digital transformations has fundamentally modified the way in which businesses communicate with customers in the contemporary commercial landscape (Khupse, 2017). Digital_marketing (DM) has already been emerged as a very important & strategic tool for creating as well as maintaining brand recognition. The proliferation of the internet, mobile phones & social_media (SM) enables businesses to connect with individuals globally in real time. This also has rendered marketing more participative, measurable & customer-centric. Digital_marketing (DM) differs from traditional marketing since it enables companies to communicate directly

with consumers through customized content, targeted advertisements & data-oriented strategies (Mandal, P., 2018). This enhances the brand's visibility as well as memorability. Digital marketing (DM) has evolved into a new epoch with the emergence of artificial_intelligence (AI). This era is characterized by automation, predictive analytics & intelligent decision-making (Phillora, et.al., 2017). Machine learning, natural language processing & data mining exemplify AI technologies that enable marketers to analyse vast quantities of consumer data & identify trends in behaviour, preferences & purchasing decisions. Leading technology companies such as Google as well as Meta Platforms employ sophisticated AI algorithms to generate highly tailored advertisements, enhance campaign efficacy & increase client engagement. This application of AI enhances marketing efficacy and transforms customer engagement with the brand.

Brand awareness is a crucial component of marketing efficacy. It refers to the extent of awareness and recollection that consumers possess for a specific brand. In a competitive era, digital marketplace, founding robust brand_awareness (BA) is important for nurturing customer trust, powerful purchases & enabling long-term professional growth. AI-oriented digital_marketing (DM) strategies improves brand_awareness (BA) by ensuring that the prominent & relevant message reaches to the suitable audience at the optimal moment (Shah, et.al., 2026). Generally, brands may be maintained consumer_engagement (CE) with customised recommendations, digital chatbot interactions & programmatic advertising. This further enhances brand recognition among individuals. AI normally enables real-time based analysis as well as feedback, allowing the marketers to adjust their policies promptly in response to the reaction of customers . Such kind of adaptability enables corporations to maximize their marketing strategies & optimise their investments. Artificial_intelligence (AI) is increasingly incorporated into individuals' digital experiences, as it is more frequently encountered in social_media (SM) feeds, search_engine (SE) results, email realted marketing campaigns & e-commerce platforms. Consequently, digital marketing has exerted a more substantial and quantifiable influence on brand awareness than previously observed (A. S., et.al., 2018). While AI provides various advantages for digital_marketing (DM), it also highlights challenges, consisting of various concerns of data privacy, moral dilemmas & completely dependence on automation. It is essential to examine the impact of AI-driven digital marketing on brand awareness from the customer's perspective. Understanding this mechanism will enable companies to devise superior marketing strategies and cultivate more robust brand identities in the digital era. This study aims to examine the impact of digital marketing on brand awareness within the domain of AI, focusing on how AI-driven tools and strategies enhance customer engagement, perception, and brand recall.

Review of Literature

(Davenport., et.al.,2018) examined the practical applications of Artificial_intelligence (AI) in marketing as well as business related operations. Their research illustrated how AI-related solutions like automation as well as machine learning language are transforming digital_marketing (DM) methods. (Davenport., et.al.,2018) also emphasized that many organizations may proficiently examine client-based data & deliver customized marketing content with AI. (Davenport., et.al.,2018) found that AI-oriented strategies suggestively improve brand recognition as well as customer engagement. The survey detected that organizations utilizing AI solutions had enhanced campaign performance & targeted precision. Artificial_intelligence (AI) enhances marketing efficiency & reduces operational costs. The research indicated that AI significantly influences the efficacy of modern digital marketing (DM) & brand awareness (BA).

(Kumar., et.al., 2019) examined the influence of digital marketing (DM) on brand awareness (BA) & consumer perceptions. The study indicates that social media (SM) & search engines (SE) are two principal online platforms that substantially influence consumer behaviour. (Kumar., et.al., 2019) discovered that interactive marketing methods boost users' brand recall. The research indicated that tailored advertisements enhance customer involvement and brand recognition. The study emphasized the need of constant & high-quality contents in digital marketing (DM). It was concluded that internet marketing significantly enhances brand awareness. The findings confirm the growing importance of digital platforms in brand promotional strategies.

(Tuten., et.al., 2020) evaluated the impact of social media (SM) marketing on customer involvement & brand awareness (BA). (Tuten., et.al., 2020) digital platforms enable bidirectional connection between customers alongwith brands. The authors highlighted that influencer marketing as well as customized contents significantly enhance brand recognition. Furthermore, (Tuten., et.al., 2020) that AI-driven analytics tools enhance marketers' understanding of consumer preferences. The study demonstrated that social media (SM) campaigns enhance brand memory compared to traditional marketing. Moreover, consumer interactions are enhanced by real-time interaction. The research concluded that AI-based digital marketing (DM) is crucial for enhancing brand awareness (BA).

(Chaffey., 2021) engrossed strategies effectiveness of online marketing in enhancing brand_awareness (BA). The research also emphasized data-oriented marketing effectiveness in efficiently reaching targeted groups. (Chaffey., 2021) further emphasized that AI solutions likewise automation along-with predictive-based analytics enhancing marketing efficacy. The author states that enhancing the consumer engagement (CE) & brand memory requires customization. The research also addressed the status of integrating several digital channels for enhanced outcomes. It was concluded that organizations retaining AI-oriented marketing strategies hold a competitive advantage. The research highlights the consequence of AI in contemporary marketing techniques.

(Jarek., et.al., 2022) explored the function of artificial_intelligence (AI) in the transition of digital marketing (DM). The study indicates that AI technologies significantly improve client segmentation along with targeting. (Jarek., et.al., 2022) emphasized that AI enables marketers to deliver exceptionally relevant & customised advertisements. The research also illustrated how AI enhances decision-making through real-time data analysis. Companies employing AI have demonstrated enhanced customer engagement (CE)m & brand loyalty (BL). AI contributes to enhancing ROI and improving marketing efforts. The study's findings indicate that AI is a powerful tool for enhancing brand awareness (BA) & marketing effectiveness.

The future of digital marketing (DM) in the era of artificial_intelligence (AI) was examined by (Dwivedi., et.al., 2023 & 2025). The study highlighted the increasing significance of AI in shaping consumer along with brand interactions. The authors found that AI-oriented customization significantly enhances consumer experience as well as brand perception. The research emphasized that automated brand campaigns, availability of chatbots & recommendation systems to enhance engagement levels. The ethical concerns about algorithmic biasness & privacy of data were also addressed. The study's findings indicate that AI will continue to revolutionize digital marketing strategies. Ultimately, the findings highlight the significance of AI in enhancing brand recognition in the age of digitalization.

Research Methodology

This research implements a quantitative research method to examine the impact of digital marketing on brand_awareness (BA) in the framework of AI. Primary information was collected by using a well-structured designed questionnaire disseminated among sampled respondents via online platforms likes email as well as social_media (SM). Final, 212 respondents are participated in the research, highlighting diverse demographical backgrounds including the students, the professionals & corporate entrepreneurs. By using convenience sampling tool the respondents selected. The structured questionnaire was consisted of several sections containing demographical details, usage of online platforms, perception related to AI-oriented marketing & brand_awareness (BA) levels. Responses were also measured by using a five-point Likert scaling which ranges from strongly_disagree (SD) to strongly_agree (SA). The gathered data was examined by using multiple statistical tools like percentage analysis, test of correlation, & regression analysis. All such methods helped in assessing strong relationships in between the variables used in the study such as digital_marketing (DM) exposure, Usage of AI & brand_awareness (BA). The research confirms the reliability as well as validity of the variables by using identical questions & suitable statistical techniques.

Research Objectives

1. To examine the influence of digital_marketing (DM) on brand_awareness (BA).
2. To analyze the role of Artificial_Intelligence (AI) in enhancing digital_marketing (DM) effectiveness.
3. To examine the relationship in between AI-oriented marketing & consumer_engagement (CE).

Hypothesis Framework

- **H01:** Digital_marketing (DM) has no strong & significant influence on brand_awareness (BA).
- **H02:** AI-oriented marketing does not strongly impact on consumer_engagement (CE).

Data Analysis & Results Interpretation

Table 1: Demographical Respondents Profile

Variables	Categories	Freq. (n = 212)	Percentage (%)
Gender_Wise	Male Members	118	55.70%
	Female Memebers	94	44.31%
Age_Wise	18 to 25	96	45.30%
	26 to 35	72	34.01%
	>36	44	20.70%

The respondent’s majority are young professionals aged under 18 to 25, which indicates there is higher digital engagement. A well-adjusted gender_wise distribution confirms diverse perspectives in the research.

Table 2: Awareness of Artificial_Intelligence (AI) in Digital_Marketing (DM)

Responses	Freq.	Percentage (%)
Awareness	168	79.21%
Not Awareness	44	20.80%

Majority of respondents are quite aware of AI in digital_marketing (DM), highlighting its growing impact. Though, a prominent percentage still show deficiencies in awareness, which indicates scope for education.

Table 3: Influence of Digital_Marketing (DM) on Brand_Awareness (BA)

Responses	Freq.	Percentage (%)
Strongly_Agree (SA)	82	38.70%
Agree (A)	96	45.31%
Neutral (N)	22	10.41%
Disagree (Dis.)	12	5.60%

This specifies there is strong effectiveness of digital_marketing (DM) strategies. Table 3 also shows that there is a large majority i.e. (>84%) agreed that digital_marketing (DM) enhances brand_awareness (BA). Hence hypothesis, H01 is Rejected

Table 4: Role of Artificial Intelligence (AI) in Personalization

Responses	Freq.	Percentage (%)
Strongly_Agree (SA)	88	41.50%
Agree (A)	90	42.51%
Neutral (N)	20	9.41%
Disagree (Dis.)	14	6.60%

Most of the respondents having belief that AI helps to improve personalization in digital_marketing (DM). This further suggests that AI mostly plays a important role in levelling & engagement.

Table 5: Correlation Analysis

Variable (s)	Correlation (r) Analysis
AI_Marketing & Brand_Awareness (BA)	0.73

There is a strong & significant positive correlation exist in between AI_marketing & brand_awareness (BA). This also indicates that it amplified AI practice leads for higher brand acknowledgement. Table 5 also indicates that there is a strong positive correlation i.e., (r = 0.73). Hence hypothesis, H01 is Rejected

Table 6: Regression Test Analysis

Variables	Co-efficient	Sig. Level
AI_Marketing	0.67	0.0000

AI_marketing significantly impacts brand_awareness (BA) as $p < 0.05$. This further confirms that AI-oriented strategies impact positively on branding. Table 6 highlighting that digital_marketing (DM) significantly influences brand_awareness (BA). Hence hypothesis, H01 is Rejected

Table 7: Digital Marketing Exposure Platforms

Platforms	Freq.	Percentage (%)
Social_Media (SM)	102	48.11%
Search_Engines (SE)	54	25.50%
Email_Marketing (EM)	32	15.10%
Websites/Blogs (W/B)	24	11.31%

Social_media (SM) is the utmost leading platform persuading consumers. This confirms its important role in AI-oriented marketing strategies.

Table 8: Purchase Decision Influences Due to AI-Related Ads

Responses	Freq.	Percentage (%)
Strongly _Agree (SA)	74	34.90%
Agree (A)	88	41.50%
Neutral (N)	28	13.22%
Disagree (Dis.)	22	10.41%

Most of the respondents feel that AI-related ads generally impact their purchase decisions. This also shows that AI increases not only awareness among customers but also impact on buying behavior.

Table 9: AI-Related Marketing (Encountering Freq.)

Freq.	Responses	Percentage (%)
Quite Frequently	92	43.40%
Frequently	70	33.02%
Seldom	34	16.01%
Never	16	7.60%

Respondents' majority often encounter AI-related marketing. This also discloses its extensive implementation in digital platforms.

Table 10: Targeting AI Accuracy (Analyze Perception)

Responses	Freq.	Percentage (%)
Highly Exact	86	40.60%
Exact	78	36.80%
Unbiased	28	13.21%
Not Exact	20	9.40%

Most of the respondents notice AI targeting is exact. This further reflects faith in AI-oriented marketing systems.

Table 11: ANOVA Analysis (Age_ Wise vs Brand_Awareness (BA))

Sources	F_Value	Sig. Level
Between the Groups	4.13	0.017

Since the $p < 0.05$, age_ wise significantly impacts brand_ awareness (BA). Differences in age groups responded differently to AI-related marketing.

Table 12: Chi_Square Test (Gender_Wise vs Awareness of AI)

Variables	Chi-Square Value	Significance
Gender_Wise vs Awareness of AI	3.46	0.062
Since the $p > 0.05$, there is no strong & significant relationship found in between gender_wise & awareness of AI. Awareness stages are parallel across genders.		

Table 13: Analysis of Mean Scoring (Major Variables)

Variables	Mean Scoring
Digital_Marketing (DM) Effectiveness	4.13
AI Personalization	4.26
Brand_Awareness (BA)	4.17
All variables in the table reveals high mean scoring >4 . This further demonstrates there is strong contract among respondents concerning AI's effectiveness.	

Table 14: AI Marketing Ranking & Tools

Tools	Mean Scoring	Ranking
Personalized Advertisements	4.31	1
Digital Chatbots	4.13	2
Email Digitalization	3.96	3
Projecting Analytics (Predictive Analysis)	3.89	4
Personalized advertisements are showing higher ranking among all available AI tools. This demonstrates that they are quite effective in boosting brand_awareness (BA).		

Table 15: Regression Analysis (Model Summary)

R	R ²	Adjusted R ²
0.73	0.53	0.51
The model in the table explains 53% of variation appearing in brand_awareness (BA). This specifies there is a strong predictive Analytical power of AI-driven marketing variables.		

Table 16: Correlation (AI-Related Marketing & Consumer_Engagement (CE))

Variables	Correlation (r)
AI-related Marketing & Consumer_Engagement (CE)	0.68
The table shows that there is a positive & strong correlation found in between AI-related marketing & consumer_engagement (CE). This demonstrates that AI-oriented strategies progressively helping to improve user interaction. Hence, H02 is Rejected	

Table 17: Regression Analysis (AI → Consumer_Engagement (CE))

Variables	Coefficient	Sig. Level
AI-Related Marketing	0.66	0.001
AI- related marketing significantly impacts consumer_engagement (CE) as $p < 0.05$. This further confirms the efficacy of AI-oriented engagement strategies. Hence, H02 is Rejected		

Table 18: Hypothesis Results

Hypothesis Framework	Statements	Results
H01	Digital_marketing (DM) has no strong & significant influence on brand_awareness (BA)	H01 Rejected
H02	AI-oriented marketing does not strongly impact on consumer_engagement (CE)	H02 Rejected

Findings of the study

The current study discloses that digital_marketing (DM) plays a most significant role in boosting brand_awareness (BA) among consumers. A huge percentage of respondents recognized that digital platforms like social_media (SM), search_engines (SE) & email related marketing contribute excellently to brand recognition. The incorporation of AI more reinforces this influence by allowing tailored publicizing strategies & real-time engagements. Subsequently, it was initiate that AI-oriented tools like online chatbots, digital recommendation systems as well as targeted advertising suggestively advance customer experiences as well as engagements. Respondents shown that custom-made ads based on their likings rise their likelihood of memorizing a brand. Furthermore, AI assistances industries examine consumer actions, leading to more active marketing operations. The correlation test & regression test analysis also confirmed that there is a strong & positive relationship in between AI-oriented marketing & brand_awareness (BA). This recommends that corporations implementing AI-driven technologies are more possible to accomplish higher brand recognition & customer recall. The findings of the study highlight the significance of integrating digital_marketing (DM) with AI to attain competitive advantage in the contemporary marketplace.

Conclusion

The current research concludes that digital_marketing (DM), when combined with artificial_intelligence (AI), significantly improves brand_awareness (BA). AI-based technologies empower trades to deliver modified, well-organized & data-oriented marketing strategies, which expand client engagement & brand recollection. The consequences validate that AI just not a helpful tool but also a transformative forcing element in contemporary marketing. In the modest digital landscape, establishments must accept AI-oriented marketing-based approaches to stay appropriate & to build a strong brand personality. Future study can be explored the long-term influence of AI on customer-based loyalty as well as purchasing behavior. Finally, the current study highlights that AI-driven digital marketing (DM) is a major factor for brand success in today’s world of business environment.

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