

T.C.
BAHÇEŞEHİR UNIVERSITY
GRADUATE SCHOOL
DEPARTMENT OF BUSINESS ADMINISTRATION

**EXPLORING THE ROLE OF BRAND AWARENESS AS A MEDIATOR IN
DIGITAL MARKETING IMPACT ON THE MIDDLE EAST**

MASTER'S THESIS

MAJD ALDARRA

ISTANBUL 2024

**T.C.
BAHÇEŞEHİR UNIVERSITY
GRADUATE SCHOOL
DEPARTMENT OF BUSINESS ADMINISTRATION**

**EXPLORING THE ROLE OF BRAND AWARENESS AS A MEDIATOR IN
DIGITAL MARKETING IMPACT ON MIDDLE EAST**

MASTER'S THESIS

**THESIS ADVISOR
FIGEN YILDIRIM**

ISTANBUL 2024



T.C.
BAHÇEŞEHİR UNIVERSITY
GRADUATE SCHOOL

2/9/2024

MASTER THESIS APPROVAL FORM

Program Name:	Marketing
Student's Name and Surname:	Majd Aldarra
Name of the Thesis:	EXPLORING THE ROLE OF BRAND AWARENESS AS A MEDIATOR IN DIGITAL MARKETING IMPACT ON THE MIDDLE EAST
Thesis Defence Date:	2/9/2024

This thesis has been approved by the Graduate School which has fulfilled the necessary conditions as Master thesis.

Doc. Dr. Yücel Batu SALMAN
Institute Director

This thesis was read by us, quality and content as a Master's thesis has been seen and accepted as sufficient.

	Title/Name	Institution	Signature
Thesis Advisor's	Prof Figen Yildirim	Istinye univerisity	
Member's	Assoc. prof Gulberk Salman	Bahcesehir university	
Member's	Assoc. Prof Evrim Develi	Ticaret univerisity	

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. Additionally, I have acknowledged and referenced all sources of materials and results used that are not original to this work as per the rules.

Name, Surname: Majd, Aldarra

Signature:

ABSTRACT

EXPLORING THE ROLE OF BRAND AWARENESS AS A MEDIATOR IN DIGITAL MARKETING IMPACT ON SMES

Majd Aldarra

Master's Program in Marketing

Supervisor: Figen Yildirim

August, 2024, 58 pages

The rapid evolution of technology has significantly transformed the business landscape, particularly in the realm of marketing. This study investigates the impact of Digital Marketing (DM) on the operational effectiveness of Small and Medium Enterprises (SMEs), with a specific focus on the role of brand awareness and the moderating influence of technological trends. SMEs, which contribute substantially to the economic growth of nations such as Malaysia and Egypt, are increasingly adopting digital platforms to enhance their competitiveness.

The study aims to assess how DM strategies influence business performance, particularly through the lens of brand awareness as a mediating factor. Additionally, it explores how technological advancements can moderate the relationship between DM and brand awareness, ultimately affecting SMEs' commercial success. The findings are expected to provide valuable insights into effective digital marketing tactics that can improve SME performance and competitiveness in a rapidly changing business environment.

Key Words: Digital Marketing, SMEs, Brand Awareness, Marketing Strategies, Technological Trend

ÖZ

DİJİTAL PAZARLAMANNIN KOBİ'LER ÜZERİNDEKİ ETKİSİNDE BİR ARABULUCU OLARAK MARKA BİLİRKİLİRLİĞİNİN ROLÜNÜN ARAŞTIRILMASI

Majd Aldarra

Pazarlama Yüksek Lisans Programı

Tez Danışmanı: Figen Yildirim

Ağustos 2024, 58 sayfa

Teknolojinin hızlı evrimi, özellikle pazarlama alanında iş ortamını önemli ölçüde dönüştürdü. Bu çalışma, Dijital Pazarlamanın (DM) Küçük ve Orta Ölçekli İşletmelerin (KOBİ'ler) operasyonel etkinliği üzerindeki etkisini, marka bilinirliğinin rolüne ve teknolojik trendlerin düzenleyici etkisine özel olarak odaklanarak araştırmaktadır. Malezya ve Mısır gibi ülkelerin ekonomik büyümesine önemli ölçüde katkıda bulunan KOBİ'ler, rekabet güçlerini artırmak için dijital platformları giderek daha fazla benimsiyor.

Çalışma, DM stratejilerinin iş performansını nasıl etkilediğini, özellikle aracı bir faktör olarak marka bilinirliği merceğinden değerlendirmeyi amaçlamaktadır. Ek olarak, teknolojik gelişmelerin DM ile marka bilinirliği arasındaki ilişkiyi nasıl ılımlı hale getirebileceğini ve sonuçta KOBİ'lerin ticari başarısını nasıl etkileyebileceğini araştırıyor. Bulguların, hızla değişen bir iş ortamında KOBİ performansını ve rekabet gücünü artıracak etkili dijital pazarlama taktikleri hakkında değerli bilgiler sağlaması bekleniyor.

Anahtar Kelimeler: Dijital Pazarlama, KOBİ'ler, Marka Bilinirliği, Pazarlama Stratejileri, Teknolojik Trend



*Dedicated to my family and
my home country...*

ACKNOWLEDGEMENTS

I want to express deep gratitude to the many individuals who have supported me wholeheartedly throughout this journey. This paper could not have been completed without the support and motivation from my family, friends and teachers. I need to give credit to my thesis supervisor for his assistance during this task. Thanks to his counsel and suggestions, I was able to complete my research in due course. Moreover, I am also grateful to my parents, relatives and friends for standing by me and trying to understand me through this journey.



TABLE OF CONTENTS

ETHICAL CONDUCT	iii
ABSTRACT	iv
ÖZ	v
DEDICATION	Vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	Viii
LIST OF TABLES	xi
LIST OF FIGURES	Xii
LIST OF ABBREVIATIONS	Xiii
Chapter 1: Introduction	1
1.1.Thesis Objectives.....	6
1.2.Research Question	7
1.3.Aim Of The Study	7
1.4.Theoretical Frame Work.....	7
Chapter 2: Literature Reivew	8
2.1.Digital Marketing	8
2.2.Consumer Brand Awareness	9
2.3.Brand Awareness Value	13
2.3.1.Brand Awareness Through Digital Marketing.....	15
2.4.Firm Performance	17
2.5.Digital Marketing In Middle East.....	19
2.5.1.Digital Marketing Change Intention Of People In Middle East.....	19
2.5.2.Digital Marketing On Firm Performance	20
2.6.Research Hypothesis.....	24
2.6.1.Hypothesis 1	24
2.6.2. Hypothesis 2.....	27
2.6.3. Hypothesis 3.....	31
Chapter 3: Research & Methodolgy.....	32
3.1.Research Design	32
3.2.Population Of The Study	32
3.3.Sample	33

3.4.Demographic Variables	33
3.5.Measure Of Validity With Appropriate Scales.....	33
3.6.Data Collection Method.....	34
3.7.Data Analysis Technique.....	35
3.8.Ethical Considerations Of The Research.....	35
Chapter 4: Findings And Discussions	36
4.1.Descriptive Statistics	36
4.1.1.Out Of Range And Missing Value Detection.....	37
4.2.Demographic Profile Of Respondents	37
4.2.1.Gender	37
4.2.2.Age	38
4.2.3.Duration Of Employment.....	38
4.3.Missing Values Analysis	39
4.4.Analysis Of Measurement Model.....	40
4.5.Convergent Validity	40
4.5.1.Reliability And Validity Construct	42
4.6.Discriminant Validity	43
4.6.1.Fornell-Larcker Criterion	43
4.6.2.Heterotrait-Monotrait Ratio Criterion (HTMT).....	44
4.7.Hypotheses Testing Through Structural Equation Modelling.....	44
4.7.1.Assessing Structural Model For Collinearity Issues	44
4.7.2.Assessing The Significance And Relevance Of The Structural Model Relationships.....	45
4.7.3.Assessing The Research Model To Assure Predictive Power And Relevance Of Model	45
4.7.4.Predictive Power Of The Research Model / (R2 Value).....	46
4.8.Structure Equation Modelling (SEM) Analysis.....	46
4.9.A Path Coefficient Of Direct Associations.....	47
4.9.1.H1 There Is A Positive Association Between Digital Marketing And Smes Performance.....	48
4.9.2.H2 There Is A Positive Association Of Brand Awareness Between Digital Marketing And Smes Performance	48

4.9.3.H3 There Is A Positive Moderating Effect Of Technological Trend Between Digital Marketing And Brand Awareness	50
Chapter 5: Discussions And Conclusions	51
5.1.Review Of The Study Results	51
5.2.Literature Contribution	54
5.3.Practical Implications	55
5.4.Social Contribution Of Research Findings	56
5.5.Limitations And Future Research	56
REFERENCES.....	59



LIST OF TABLES

TABLES

Table 1 Variables Scales and Number of Items	34
Table 2 Gender of Respondents	37
Table 3 Age of Respondents	38
Table 4 Duration of Employment of Respondents.....	39
Table 5 Outer Loadings.....	41
Table 6 Correlation Matrix: Fornell- Larcker Criterion	43
Table 7 R2 Coefficient Values	46
Table 8 Path of Coefficients	47
Table 9 Direct Indirect Effects Mediations.....	49
Table 10 Positive Moderating Effect	50

LIST OF FIGURES

FIGURES

Figure 1 Theoretical Framework.....	7
Figure 2 Various Elements and Levels of Brand Identity.....	12
Figure 3 Steps of Consumer Recognition and Familiarity.....	13
Figure 4 Brand Equity (Aaker and Mcloughlin, 2010)	14
Figure 5 Inbound Digital Marketing (Marco Polo Digital Solutions, 2010)	15
Figure 6 Measurement Model	40
Figure 7 PLS Bootstrapping Result	45

LIST OF ABBREVIATIONS

SMEs	Small and Medium Enterprises
MCMC	Malaysian Communications and Multimedia Commission
BPS	Central Bureau of Statistics
BA	Brand Awareness
AI	Artificial intelligence
HTMT	



Chapter 1

Introduction

Currently, progress of technology reflects changes in several aspects of life. In past, conventional forms of media, especially print and broadcast media, were main channels for delivering information. An analogous scenario arises in the business sector when business community or entrepreneurs only depend on conventional media for advertising and promoting their products.

Today, new phenomena have arisen: entrepreneurs are now utilizing digital media as means of marketing. Accordingly, figures published by Malaysian Communications and Multimedia Commission (MCMC) in 2015, over 50% of Malaysians utilize smartphones to connect to internet (Ahadzadeh & Sharif, 2017; Darwish, Abdo, & AlShuwaiee, 2018).

This presents valuable opportunity for society, particularly for individuals who significantly depend on Internet connectivity for their everyday routines. The availability of Internet connection has facilitated transformation of numerous analog processes into digital or online formats. Consequently, entrepreneurs are presently transitioning to digital marketing platform and conducting their business online.

Digital marketing is process of promoting brands through variety of digital advertising channels, including internet, mobile phones, television, and social media, in order to reach particular demographics. Consequence and influence of digital media marketing for business purposes are significant points of contention. Digital media may serve as an advantageous substitute for entrepreneurs and business proprietors.

The utilization of digital technology is method by which internet marketing achieves marketing objectives, as described by Chaffey et al. (2009). As technology continues to advance, entrepreneurs of present day must possess innovative and inventive entrepreneurial qualities in order to successfully market their products on a global scale. Entrepreneurs can enhance their business performance through digital marketing by acquiring digital knowledge and skills from the beginning.

In reality, Malaysia's economic growth is significantly influenced by Small and Medium Enterprises (SMEs) (Normah, 2007). Small and Medium Enterprises (SMEs) that are officially recognized in Malaysia make up over 99.2 percent of all business owners and generate around 32 percent of country's Gross Domestic Product (GDP) (Ghani & Darawi, 2012).

Contribution of small and medium-sized enterprises (SMEs) in terms of number of business establishments, job opportunities and their contribution to GDP in both developed and developing nations are considered to be significant (SME Corp. Malaysia, 2009). Population of entrepreneurs in a country is crucial as they possess the capacity to identify possibilities, foster growth and establish new enterprises.

Outcome is generation of employment opportunities and expansion of nation's economy. According to the Central Bureau of Statistics (BPS) in 2017, there was a rise in the proportion of entrepreneurs in the population, increasing from 1.6% to 3.1%. Number is satisfying as exceeded 2 percent psychological threshold. Standard requires minimum of 2% of the population to be engaged in entrepreneurial activities. Given Indonesia's population of 250 million, it may be inferred that there are minimum of 5 million entrepreneurs in country.

Indonesia lags behind its surrounding countries in terms of economic performance. Singapore leads with position of 7%, followed by Malaysia at 5%, Thailand at 4.5%, and Vietnam at 3.3%. America and Japan have made significant advancements, with 10% of their respective populations already engaged in the business sector. In the current era of digitalization, there are minimal limitations when it comes to initiating a corporation.

Initial capital consists solely of creativity and courage. Opening an online store does not need the prior establishment of physical store, making it accessible to everybody. Conversely, technologically savvy young individuals often engage in online shopping. Consumers may conveniently compare the pricing of things online and evaluate services or prices offered by different sellers.

Consequently, prevalence of internet purchasing is growing annually. Competition has also been more transparent and equitable. Even traditional organizations have now embraced and educated themselves about digital marketing

potential. Youth is crucial resource for the economic progress of nation. This is due to their robust vitality, which is essential for fostering economic growth.

Furthermore, during their early years, kids possess both cognitive and physical vigour (Ridzwan, Muhammad, and Ab Rahman, 2017). Young entrepreneurs tend to be receptive to changes or novel ideas, such as emerging trends. Development of advanced digital marketing has greatly expanded range of opportunities and benefits available, making it more convenient to establish firm.

Young people benefit greatly when they are aware of and can take advantage of the business opportunities afforded by digital marketing and social media. By empowering themselves with entrepreneurship education, they can develop their own work and become self-employed. Digital marketing refers to utilization of digital aspects to enhance traditional marketing strategies.

Gaining comprehensive understanding of structure and traits of digital marketing is essential for devising and executing successful marketing strategies. Research scholars have proposed various classifications of digital channels that are contingent upon specific circumstances of each sector, as per Järvinen, Tollinen, Karjaluoto, & Jayawardhena (2012).

Digitization has become an indispensable component of business operations. It enables the modernization of traditional corporate operations in order to engage with stakeholders. Increased usage of digital media in corporate activities has fundamentally altered the basis for competition and has a substantial impact on customer behaviour.

Process of digitalization has significant impact on businesses, changing nature of products and brands through use of online services including storage, browsing and entertainment platforms, along with email, Facebook and other applications that revolutionize our methods of communication and interaction (Kiili, Leu, Marttunen, Hautala, & Leppänen, 2019).

Given its importance in interacting with stakeholders, literature has become clear necessary for "market in digital world". Online availability of products and services lets businesses search, ask questions, interact, voice complaints, make purchases and pay bills from far-off sites electronically. Modern technical equipment and systems

have been adopted by most companies to enable effective communication among stakeholders.

Majority of marketing strategies concentrate on the effective dissemination of information through the use of online interactive technologies. It is crucial to have comprehensive comprehension of consumers and necessary expertise to facilitate productive and streamlined communication between organization and its customers. In order for digital marketing strategies to be successful, it is essential to possess knowledge regarding specific content that clients desire, patterns of engagement and devices used to establish connection with the firm.

In order to provide a more engaging consumer experience and effectively communicate, it is imperative to have more exhaustive understanding of consumers' behaviours and preferences for contact. Organization's objective is to assess quality of online customer service and customer satisfaction by collecting data on logistics, marketing, operations, sales and services (Stone & Woodcock, 2014).

Use of digital media among general population as consumers has significantly expanded in the past decade. Hence, companies employ digital marketing strategies to reach their intended consumer segments. The internet user base has had significant surge since 2010, surpassing 2 billion people, and it is projected to grow annually. According to 2012/2020 SMEs Master Plan, World Bank has identified six elements that influence success SMEs.

One issue contributing low performance among majority of SMEs is limited technologies adoption, namely low level of ICT usage (SME Corp. Malaysia, 2012). The technique of digital marketing has become indispensable for the promotion of products and services, owing to heightened competition and evolving consumer demands.

Companies allot capitals towards the deployment of DM strategies engage with customers. According to information, total of 60 billion US dollars has been expended in past several years. In coming decade, using digital technology to interact with consumers has become an essential trend for advancement, result of increased level of global competition (Smith, 2011).

Companies consistently endeavour to improve their competitive advantage by encouraging technical innovation and creativity, which in turn stimulates development. Therefore, majority of organizations have acknowledged importance of integrating and implementing technologically advanced applications to streamline their operations, as these applications provide up-to-date and accurate information (Aggarwal, 2017).

The emergence of digital technology has had substantial impact on various aspects of our lifestyle. In particular, operational activities of organizations, including communication and information sharing, have been significantly altered as result of increased competition. Most effective method of establishing closer connection with consumers is widely recognized as online technology and digital applications.

Kaur (2017) has observed that conventional marketing strategies are no longer pertinent or effective in the face of fiercely competitive business environment for the purpose of establishing sustainable competitive advantage and achieving growth. In order to enhance their flexibility, organizations have implemented technologically-driven operational practices, such as engaging with consumers and stakeholders and have redesigned their conventional marketing strategies and organizational framework.

Establishment of enduring relationships between consumers and marketers is facilitated by marketing communication, which is designed to promote growth and achieve shared objectives. Using DT in marketing communication fosters participant engagement (Yoga, Korry, & Yulianti, 2019). Prior research has underscored the significance of utilising social media for business purposes, as it can offer organization benefits (Siamagka, Christodoulides, Michaelidou, & Valvi, 2015; Zolkepli & Kamarulzaman, 2015).

According to reports, almost 70% of citizens in the United Arab Emirates rely on social media for purchasing guidance. This is because social media applications offer valuable information to clients. The rise of electronic marketplaces allows companies to engage with vast client base by utilizing societal interacting platforms.

Technical adoption and social media applications has become significant in today's competitive corporate environment, leading research academics to pay increased attention to their critical function (Gazal, Montague, Poudel, & Wiedenbeck,

2016). Studies have demonstrated that small and medium firms (SMEs) can get advantages, particularly when traditional resources are limited (Durkin, McGowan, & McKeown, 2013).

Egypt boasts substantial small and medium-sized enterprise (SME) sector, which encompasses 95% of private enterprises and accounts for 86% of total employment in the country. The SME sector in Egypt, which is both extensive and crucial, requires a strong focus on adoption of strategic technology, particularly in the realm of social media.

SMEs are known to have partial incomes and frequently encounter resources shortage skills, talents, and finance. This hinders their ability to embrace and deploy cutting-edge technologies that can offer long-term advantages. scarcity of resources also hampers their capacity to delegate the necessary module for marketing that entails digitalization of corporate operations for interaction.

Hence, significance of social media becomes evident for SMEs since provides convenient and cost-effective means to effectively engage with their clients (Ahmad, Ahmad, & Bakar, 2018). Rapid adoption of social media by SMEs has resulted in increased concerns regarding internet security and privacy in various regions of globe, particularly in relation to data protection and payment methods.

As a proactive measure, organizations are obligated to comply with government legislation and regulations concerning financial stability and data security (Reyae & Ahmed, 2015). There is lack of literature that clarifies role of digital and technological advancements in business operations in context of Egypt and there is lack of concrete evidence that investigates impact of digital marketing on firm performance (Ahmad, Abu Bakar, & Ahmad, 2019).

1.1 Thesis Objectives

Study specifically examines impact of DM on operational effectiveness SMEs.

- To assess impact of DM on business performance and to examine increasing perception of it as method of disseminating information and promoting products.

- To examine Brand Awareness role as mediator between the concepts of Digital Marketing and SMEs Performance.
- Examine how Technological Trend influences relationship between Digital Marketing concept and Brand Awareness.

1.2 Research Question

1. How does DM impact business performance of SMEs?
2. How does brand awareness mediate relationship b/w DM and SMEs' business performance?
3. To what extent does technological trend moderation influence relationship b/w DM and brand awareness among SMEs?

1.3 Aim of the Study

This study aims to examine DM influence on SMEs operational effectiveness. Study aims to investigate impact of growing use of DM on SMEs performance. Research findings how brand awareness influences SMEs connection b/w DM activities and commercial success, as per how technical advancements impact this relationship. This research aims valuating insights into efficient digital marketing tactics that can improve SMEs performance and competitiveness in current changing business landscape.

1.4 Theoretical Frame work

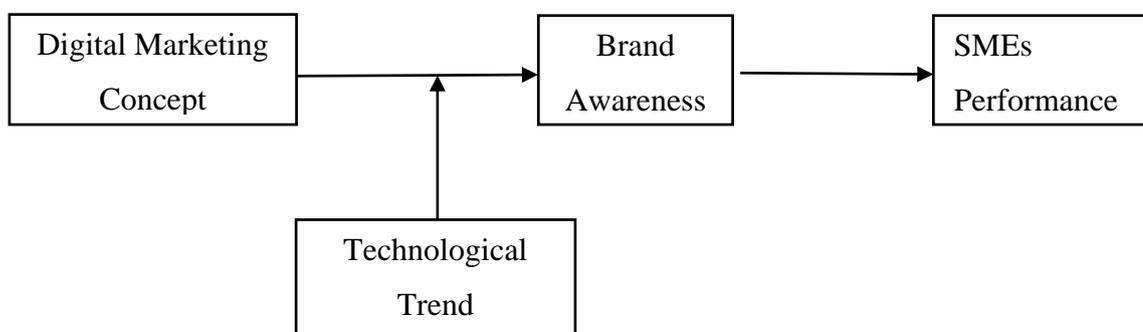


Figure 1. Theoretical framework

Chapter 2

Literature Review

2.1 Digital Marketing

Marketing science experiencing significant growth in digital advertising. This growth is driven by the recognition of the influence that digital advertising has on expanding market share (Jayaram et al., 2015). In essence, it serves as primary platform for promotion and marketing of products and services on internet (Smith, 2019).

Electronic media, including mobile devices and computers, are extensively adopted by consumers (Yang et al., 2018). Content of digital advertising that consumers receive has been unquestionably influenced by development of electronic media (Kim et al., 2013), thereby influencing customers' preferences for the desired digital advertising.

Consumer preference is degree to which consumers are inclined to respond to an advertisement (Sab, 2011). Consumers take into account various factors when evaluating advertisements, one of which is the provision of valuable information (Smith, 2019). Consumers can experience numerous advantages through digital advertising, including availability of interactive and easily accessible information about products or services.

Nevertheless, consumers perceive and evaluate different types of internet advertising in distinct ways (Rambe & Jafeta, 2017). Advertising, as defined by Yang et al. (2018), is act of conveying a concept or message to consumers through certain medium. Conveyed message is compelling, resulting in favourable effect on value of the provided product (Yang et al., 2016).

An analysis of the advertising theory suggests that understanding consumers' preferences is essential in order to effectively communicate messages that will be well-received by consumers. Conveyed message is compelling, resulting in favourable effect on value provided merchandise. When analysing marketing theory, it becomes

apparent that understanding customers' favourites is necessary in order to effectively communicate messages that will be well-received through customers.

Customers' preferences can be defined their inclination towards product, based on their evaluation of it, indicating whether they have a positive or negative opinion about it (Wan & Toppinen, 2016). Advertising is a promotional strategy employed in companies to entice consumers, as stated by Yang et al. (2018). Therefore, digital advertising preference refers to inclination of customers towards marketing communication conducted by corporations to promote products or services through digital platforms.

Consumer behaviour can be influenced by digital advertising preferences, including their level of concern about goods brands (Maniu & Zaharie, 2014). Prior research has indicated digital advertising adoption through companies frequently leads to an elevation in perceived goods value among consumers, phenomenon referred to as consumer brand awareness (Sander et al., 2021).

Digital marketing refers to use of electronic devices as means of marketing. It is constantly evolving and dynamic activity. Contrary to traditional communication, which is one-sided, digital marketing necessitates two-way contact, enabling prospective customers to engage with the firm. DM is the process of achieving marketing objectives through digital technology and media usage.

This encompasses oversight of company's online presence, including its website and social media platforms. Digital marketing is process for achieving marketing objectives via using digital platforms to implement branding strategies and techniques.

2.2 Consumer Brand Awareness (BA)

A fundamental component of brand knowledge is BA, which entails identification for brand or framework's name based on specific information. Customer's ability to identify and recall brand in various contexts is fundamental and primary constraint of any brand-related search (Sharma et al., 2016).

According to Rossiter & Percy (1987), Brand Asset (BA) refers to value of brand as perceived by customers in diverse contexts. This impacts the development brand

equity, which Aaker (1991) defines as " set of assets (and liabilities) linked to a brand's name and symbol that contribute to (or diminish) the value offered by product or service to a company or its customers".

Thus, BA, brand judgment & usage, brand performance, and brand imagery are identified as main asset categories according to Shahid et al. (2017). Aaker (1991) defines brand equity as multidimensional construct with four primary dimensions: brand loyalty, perceived quality, brand associations and brand awareness (Šeric et al., 2016).

Chung et al. (2013) categorized brand awareness as a crucial factor that assists and influences consumer decision-making process, contributing to management of customer-based brand equity (Chakraborty, 2019b; Suki, 2014). Keller (1993) identifies two components of BA: recognition & recall performance. Brand recognition is capacity to remember or retrieve the memory of a brand. (Keller, 1993).

A credible brand typically encompasses qualities like knowledge, integrity and attractiveness (Narteh, 2018), while also maintaining relatively low degree of awareness (Alkhaldeh, 2017). Brand awareness can be categorized into different levels, including recognition and recall. Recognition refers to level of familiarity and perception of substance, commitment and awareness associated with brand.

Conversely, influences individual decision-making via determining which brands are considered for the final choice (Farjam & Hongyi, 2015). Brand Awareness refers to the extent to which a consumer can easily recall and recognize a brand's offerings (Shahid et al., 2017). Brand awareness can be understood as having two distinct dimensions: recognition and recall.

Brand recall refers to cognitive power of individual customers to retrieve and remember name of brand without any external prompts or aids. Brand awareness refers to capacity of customers to recognize and recall brand based on its distinctive elements of brand identification. These identities are essential in establishment of significant brand presence in minds of consumers (Bojei & Hoo, 2012).

In order to establish company's brand within market, it is essential to establish brand awareness (Doni Purnama Alamsyah et al., 2020). There is an excessive number of brands that complicate process of customers recalling or developing loyalty to

singular brand (Zhang et al., 2015). Consumer brand awareness is essential for businesses. Brand awareness is a continuous process that is acquired by companies over an extended period of time through consumers (Du et al., 2007; Lii & Lee, 2012).

Consumer brand awareness has potential to encourage consumers to choose our products and cultivate sense of loyalty to them. Companies derive numerous advantages from brand awareness, which significantly influences consumer purchasing decisions. It suggests that digital advertising has promising potential for increasing consumer brand awareness.

Brand image formation, which is the overall perception of the brand among customers, is influenced by consumer brand awareness (Chen & Hsieh, 2011). Companies employ brand awareness to influence consumer behaviour, with particular emphasis on their loyalty and product preferences. Numerous indicators are employed to assess consumer brand awareness, including assessments of brand recognition, brand recall, brand knowledge, and brand accessibility (Doni Purnama Alamsyah & Febriani, 2020).

Brand encompasses wide range of topics, including logo design, advertising, public relations, brand perception, and crisis management. Term "brand" originated from marking livestock with hot irons to distinguish one farm's animals from another's (Clow and Baack, 2014, 48). In the present day, nearly every entity possesses a brand, whether it is corporation, nation, municipality, public figure, or creative individual.

Marketing and advertising a brand are a method of promoting and selling it (Sounio, 2010, 12). Brand concept has evolved over time in response to changes in economic landscape. In past, brand was primarily associated with its logo or trademark. However, an increased focused on intangible characteristics of a brand, such as the mental image it creates (Novitsky, 2007).

Brand perception is determined through opinions and beliefs of others, rather than what brand claims to be (Walker, 2014). Primary objective of branding operations is to establish trust and foster loyalty, hence enabling potential to command premium price for product. Brands are constructed with the intention of generating action (Goward, 2015).

Coca-Cola is renowned for its cola beverage, and it presently owns a variety of other brands, such as Sprite and Powerade (Coca-Cola, 2015). The forfeiture of the numerous years of diligent efforts that have been invested in the establishment of the Coca-Cola brand would occur if Coca-Cola were to change its brand name. Qualities and values that brand is recognized for and indicates are referred to as brand identity (Aaker, 1996).

In accordance with Aakers' diagram, brand identity is composed of variety of elements and levels, including the brand essence and the extended brand identity. The brand identity of a company is influenced by a variety of factors, such as the product, organization, brand personality, and underlying logo and symbolism. Each of these four primary elements comprises components that contribute to definition and representation of company's and product's brand identity.

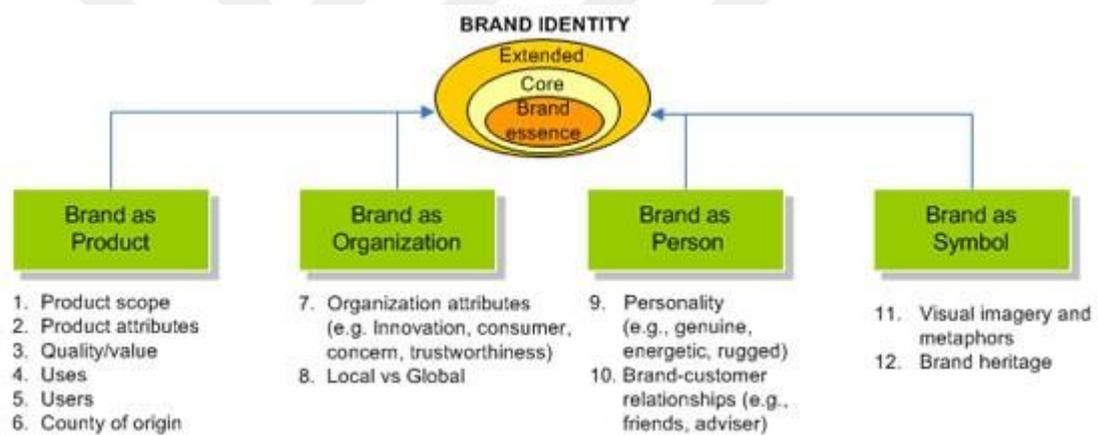


Figure 2. Various elements and levels of brand identity

Developing a brand is a protracted undertaking that entails numerous crucial decisions. Consistency is crucial for creating brand (Novitsky, 2007). Creating a brand is akin to nurturing a child, as conflicting signals are unproductive. Instead, coherent theme and consistent activities build well-rounded brand with distinct personality. Robust brands possess distinct and well-defined personality, similar to youngster.

Personality of brand might be characterized as "cool," "empathetic," or even "posh." An inconsistency in personality could alienate brand's devoted current

consumers. Well-established companies are renowned for their excellent expertise in certain area and brand's image is succinct and clear (Sounio, 2010).

2.3 Brand Awareness Value

Brand awareness may be defined as recognition and familiarity level that consumers have with certain brand. In practical terms, this is seen when consumer, when shopping at grocery store, chooses brand of coffee that they are already familiar with, rather than opting for an unfamiliar brand. Brand awareness refers to tangible potential for individuals to become cognizant of brand, to possess knowledge about brand and ultimately, to exhibit preference for brand over others.

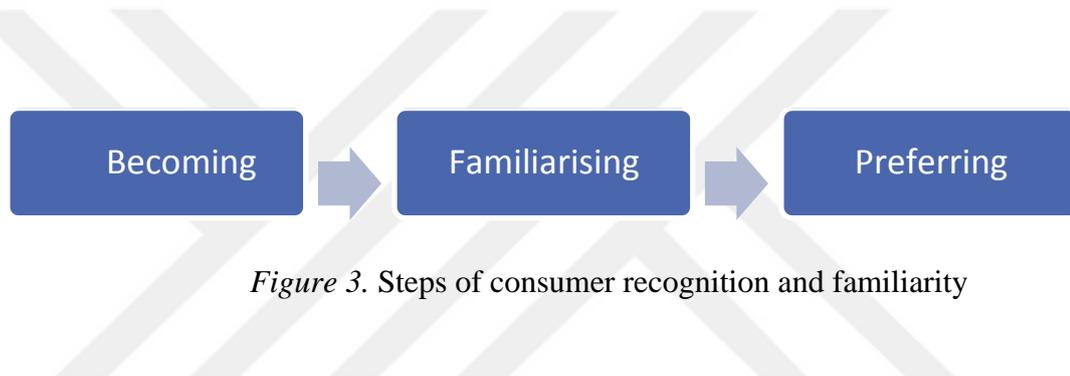


Figure 3. Steps of consumer recognition and familiarity

Aaker's definition characterizes it as the combination of customer's awareness and strength of the brand in customer's perception. Source cited is from the year 1996, on page 330. Brand awareness is established through continuous and proactive approach involving corporate activities, advertising, service, and public relations.

Aim for initiatives enhance brand visibility among wide audience, while fostering a favourable perception. Regrettably, process of establishing brand is inherently linked to financial resources available for its development. Nevertheless, in majority of instances, financial resources one allocates towards their brand provide positive results.

For instance, as reported in Forbes, brand value of Apple alone amounts to over \$124 billion. Apple's market capitalization is \$483 billion. Source of this information is Forbes, in the year 2014. Consistency is crucial when investing in brand and promoting its recognition. As previously said, altering company's name, logo or brand

personality frequently results in reduced brand recognition or forfeiture of the initial investment made in the process of creating the brand (Novitsky, 2007).

There are various factors that can lead to the company's loss of investment in brand. Investing money in brand does not always result in a positive outcome. This is particularly true when marketing efforts are misdirected or targeted towards the incorrect audience. Investment can be negatively affected by various external factors, including economic conditions, political climate or public relations scandals in particular location.

Study demonstrated that customers tend to depend on their heuristics when selecting familiar brand. Heuristic analysis refers to approach or procedure of problem solving, in which an individual reaches particular judgment (which may not necessarily logical or ideal) using shortcut like, stereotyping, common sense, or familiarity (Kahneman and Tversky, 1973, 237).

Findings indicated that when presented with option between an unfamiliar brand and familiar brand, approximately 90% of participants opted for familiar brand. Additionally, findings indicated that when brand knowledge was present, the participants were less inclined to rely on price as rational. When consumers are unfamiliar with brand, they rely on alternative factors.

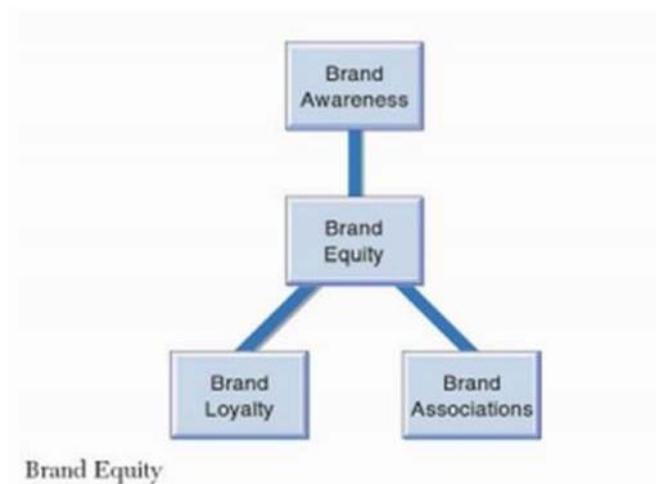


Figure 4. Brand equity
(Aaker and McLoughlin, 2010)

Edelman asserts that despite rapid evolution of branding methods, one constant remains: clients still desire distinct brand and explicit value propositions.

2.3.1 Brand awareness through digital marketing. "Digital marketing is not simply an amplified version of traditional marketing." It is not merely swifter or more recent medium. According to Wind and Mahajan (2001), this is a novel marketing strategy. Digital marketing is deploying electronic devices practice that include computers, smartphones, and tablets, to engage people in marketing efforts.

In order to allocate additional funds to digital marketing, 28% of marketing professionals have reduced their advertising budget, as indicated by Gartner's 2013 report. Nevertheless, there has been transition in field towards direct marketing, either as primary marketing strategy or as complementary approach (Kotler and Armstrong, 2011, 496).



Figure 5. Inbound digital marketing
(Marco Polo Digital Solutions, 2010)

Figure 5 illustrates simplified representation of the core concept of digital marketing. Digital marketing, along with traditional marketing, typically adheres to specific trajectory or procedure. Term used to describe process in particular scenario is DM funnel. Initially, consumers are attracted and captured at the initial stage of sales funnel.

This level of attention has been attained through implementation of SEO (as discussed in chapter 3.2), as well as through the use of blogs and other means. Higher SEO quality or content quality, more traffic that comes to company's website. Figure 5 depicts simplified representation of core concept of digital marketing. Digital marketing, along with traditional marketing, typically adheres to specific trajectory or procedure.

Term used to describe process in particular scenario is DM funnel. Initially, consumers are attracted and captured at initial stage of marketing funnel. This level of attention has been attained through implementation of SEO (as discussed in chapter 3.2), as well as through utilization of blogs and other means. A small fraction of these leads will ultimately result in closed transactions at level 3.

By optimizing the digital marketing funnel, SME greatly increases likelihood by providing seamless and enjoyable experience. Funnel process can be readily monitored and quantified simply collecting data during the process. Upon analysing this data, organization will obtain valuable insights into consumer behaviour throughout the process.

Through meticulous examination of funnel process, the subject matter expert (SME) can enhance it, resulting in higher number of leads and an improved conversion rate. Conversion rate can be readily expressed using following equation. Quantity of objective accomplishments can vary depending on circumstances. Typically, it is employed to denote completed transaction. According to Yoon and Eckels (2013),

digital marketers may sometimes prioritize incorrect elements. Cost of capturing attention of an individual is significantly lower with digital advertising compared to analogue advertising (such as printed ads). As result, marketers frequently allocate same budget they previously used for analogue advertising towards increasing the number of views in digital platforms.

While this approach may be effective in certain situations. Nevertheless, article compels us to distinguish between effectiveness and efficiency. Through application of digital marketing advantages including monitoring, it is possible to identify top consumers - those who make more purchases, visit more frequently and spend more money.

Through creating direct line of communication with these high-volume clients, one may more effectively tailor their efforts towards those who are genuinely interested and identify specific suggestions for improvement on an individual basis. By establishing proficient community, you may enhance brand through enhanced customer service and reduce the expenditure on advertising to uninterested target groups.

The reference "Yoon and Eckels, 2013" is provided. Regarding digital marketing, this may involve implementing targeted mailing campaign just for high-value consumers or establishing robust social media community. Content marketing is intimately linked to fields of DM. He recognized inherent benefit of including product recipe.

Over time, jingle melodies, colourful ads with exclamation marks and other attention-grabbing advertising replaced genuinely fascinating and helpful information that should accompany an advertisement or marketing effort. It was only with rise of social media and search engines that individuals once again recognized significant demand for meaningful and captivating information, as opposed to hollow marketing claims.

2.4 Firm Performance

Firm performance (FP) Financial performance (FP) evaluates the overall value of the firm, including its advanced technology, fundamental skills, and inherent ability to innovate (Feng et al., 2020). Several scholars have offered several methods to categorize and evaluate FP based on the research questions. Glaister & Buckley (1998) proposed two main approaches for assessing business performance: financial performance and non-financial performance.

Pitt & Tucker (2008) conducted an assessment of firm performance, which is an important indicator of firm's overall effectiveness. Demonstrated how well-organized operations contribute to the successful completion of a process and achievement of certain objectives. FP, or brand positioning, is crucial for enterprises as they recognize importance of maximizing brands value, they offer in order to ensure long-term sustainability and market dominance (Narteh, 2018).

Feng et al. (2020) defined financial performance (FP) as combination of various factors, including pre-tax profit, asset-liability ratio, sales growth rate, liquidity ratio, earnings per share, capital turnover rate, return on net assets, and return on investment. In a previous study, McDermott & Prajogo (2012) emphasized three primary metrics: rate of sales growth, market share and profit rate.

Nevertheless, Okeyo et al (2014) emphasized the importance of considering multiple elements while measuring FP. A performance scorecard for sustainable development was suggested, encompassing economic assessment, company operations, client fulfilment, development and learning, and social environment. Researchers do not examine these criteria in current study.

Non-financial performance is mostly associated with statement that encompasses wider range of factors beyond just financial performance. These factors mainly encompass customer happiness, staff satisfaction, operational competence, structural development and inner process enhancement. According to Wu (2014), client loyalty is closely linked to quality of firm's brand and also influences firm's decision-making tendencies.

Therefore, client loyalty is seen as key metric for assessing corporation non-financial performance. Reference is from Chen et al. (2016). According to Rust et al. (2000), market nature in which brand operates dictates appropriate measurements to be used in assessing its success (Narteh, 2018).

In this article, the performance of banks will be assessed by evaluating FM using non-financial measures based on responses from participants. This will encompass aspects like as service quality, customer satisfaction and employee satisfaction. This might be ascribed to lack of sufficient and trustworthy information regarding commercial operations of certain companies inside Ghanaian economy.

2.5 Digital Marketing in Middle East

2.5.1 Digital marketing change intention of people in middle east. During late 1980s, there was noticeable increase in Islamic commercial solidarity. Researchers from Islamic nations such as Saudi Arabia and Malaysia concentrated their efforts on the field of advertising. Prior empirical review research based on Quran & Prophetic teachings (Luqmanietal.,1989).

Multiple researchers have suggested conducting material analysis of present commercials and advertising campaigns in Islamic nations, specifically focusing on tactics used in United States and Britain (Kalliny,2010; Al-Makatyetal.,1996). Findings elucidated Islam promotes regulated advertisements. RiceandAl-Mossawi (2002) classified target groups as Muslims without explicitly considering their ethical convictions or religious practices.

In same vein, the Muslim community prioritized Islamic affairs to greater extent. According to Wilson (2012), advertisers in Middle Eastern countries will be mindful of Islamic principles, beliefs and religious practices. Luqmani (1989) observed that substantial portion of religiously devout population would experience oppression if influence of faith on advertising, particularly in context of Islam, were disregarded.

According to Family and some (2004), the study indicated that the quantity had a negative impact on the displaced group. Discontented faction can also exert an influence on society's perspective and have an adverse impact on client insights (MichellandAl-Mossawi,1999). According to Luqman (1989), religious authority has significant influence on how people in conservative sector of society perceive marks.

However, current research does not attribute impact of Islam on advertising methods to influence of Salafism in Saudi Arabia or Hanbali doctrine. Previous assessment of technology acceptance in Jordan indicates that the country had high level of technical and professional preparedness. Nevertheless, social impetus is required to achieve harmonious equilibrium between current progress and available technological resources.

Arab countries, including Jordan, have low level of digital marketing adoption among both consumers and companies. Report also highlighted that Jordanian SMEs

have limited digital marketing adoption, primarily due to several factors. These include lack of support from top management, insufficient personnel with limited understanding of data protection and privacy, low confidence in digital marketing, compliance issues with regulatory standards, slow website performance, and a scarcity of decision-makers within Jordanian SMEs.

Additionally, report noted that Jordanian and Arab websites present significant design challenge, often containing misleading information and dearth of valuable content. This would undoubtedly have an adverse effect on customers' ability to maintain market connections. Presence is crucial for sustaining its identity and providing vital knowledge.

2.5.2 Digital marketing on firm performance. Digital marketing is wholly dependent on variety of technology platforms that are subject to frequent and rapid transformations. Therefore, methods used to disseminate digital marketing messages are constantly changing. Segmentation can be more effectively implemented by prioritizing digital marketing, as technology enables precise targeting of various markets and segments within population of Middle Eastern countries.

An important focus can be focused on digital marketing by offering them different products. Capacity to impact influencers using social and digital platforms, including Facebook advertising, Google AdSense, geo-fencing, and geo-targeting campaigns, represents a significant advancement over previous ways.

In addition, sophisticated social customer relationship management tools, such as SAP, Sprinklr, Salesforce and Contently, can be utilized to categorize customers and effectively reach them through personalized offers and content. Chaffey also presents the notion of digital marketing tools and techniques. Entrepreneurs have ability to gather data on customer's online behaviour across several platforms, such as mobile phones, tablets, and laptops.

This allows them to send targeted adverts to customers based on their preferences, ensuring engagement on device of their choice. Possible strategies they could employ include utilizing display advertising, exploring the potential of affiliate marketing, implementing email marketing campaigns.

In contemporary era of intense competition, markets have witnessed significant shift towards global integration and technical advancement, coinciding with the rising expectations of customers. This has posed greater difficulty for firms to effectively compete and achieve success in their respective industries. Due to technological advancements, firms now have the ability to effortlessly establish connections with clients worldwide, resulting in heightened rivalry.

Customers now have unprecedented access to wealth of information, which has made them more knowledgeable and selective. In order to thrive in this context, enterprises must adjust to these transformations and enhance their ingenuity in their strategies for marketing and customer service.

Dramatic rise in internet usage has facilitated widespread adoption of Digital Media (DM) across numerous sectors, including industries and global business. The increasing adoption of digital marketing by large corporations has served as model for SMEs to also take advantage of this innovative approach.

Simultaneously, the increasing use of DM in business, marketing and globalization requires a thorough evaluation of different aspects of this technology. A systematic study is needed to identify evidence of its benefits, drawbacks, improvements and recommendations to address any potential shortcomings. This will enable SMEs to fully benefit from and capitalize on advantages of DM.

This review article focuses on the areas where Digital Media is used to improve and support business, namely SMEs. Increased conversation or understanding can enhance SMEs performance in UAE, potentially leading to improved business outcomes, expanded market reach, enhanced customer satisfaction and better aftersales support.

Relevant articles have been carefully observed or incorporated to enhance knowledge and raise awareness among practitioners and end users, namely SMEs. Published and online resources have been consulted to explore key components issue. Study uncovered the pioneering attributes of digital media for SMEs, particularly in Middle East and UAE, highlighting a favourable correlation between digital media and business performance.

It has been determined that SMEs able to access customers worldwide, regardless of time differences and geographical locations. Utilizing digital media for communication, marketing, live chatting, and online payments offers significant advantages in terms of ease, convenience, time efficiency, cost savings and sustainability.

Study has provided small and medium-sized enterprises (SMEs) with novel situations, enhancing their understanding of their business and market settings. Study's findings offer valuable insights that can help UAE SMEs comprehend digital innovation concept and its impact on business performance in emerging markets.

Outdated selling encompasses conventional techniques that have been employed for many years, including television commercials, newspaper advertisements, billboards and radio spots. These strategies generally entail targeting a broad audience within certain geographic region or demographic segment. Digital marketing encompasses marketing strategies that utilize digital technology.

These strategies are often more precise and can effectively target specific audiences by taking into account their interests, behaviours, or geographic locations. Rapid growth of technology and internet has resulted in significant traction and significance of digital marketing in contemporary society, despite fact that traditional marketing tactics can still yield results. Utilizing this approach can be an economical means of promoting goods and services, with added advantage of potentially yielding higher returns on investment when compared to conventional marketing techniques.

Furthermore, social media has become an essential component of organizations' marketing strategy in the present day. There exists robust association b/w clients' utilization related social media and loyalty towards a particular brand; a greater degree of usage results in increased loyalty. Furthermore, an elevated degree of loyalty results in enhanced sales success.

However, Pollák and Markovič's research suggests that majority of enterprises are not currently prepared to allocate resources toward advertising strategies that rely on digital marketing. This is primarily attributable to the widespread belief among businesses that DM is solely an accessory to traditional marketing. Innovation is act

of introducing novel concepts, goods, or techniques to enhance an established system or to establish new one.

The process entails employing ingenuity and analytical thinking to create innovative resolutions that may effectively address the evolving demands of society. Various forms of innovation exist. Our study will focus on examining marketing innovation. Marketing innovation refers to the implementation of novel approaches to promote, assess, or sell products or services, as well as making substantial modifications to visual proposal or packaging of commodities.

DM plays crucial role in fostering innovation and driving corporate competitiveness and growth. Firms must adopt digital marketing strategies as an increasing number of consumers rely on digital channels for product and service research and purchases. In Korea, consumers are presented with diverse array of options to fulfill their demands in an extremely competitive marketplace.

In order to achieve success, Korean companies must today possess robust marketing management systems that encompass several aspects such as launching new products, implementing effective promotional strategies, and fostering client loyalty. These measures are essential for attracting customers, ensuring their contentment and ultimately generating profits.

Previous studies have consistently demonstrated that innovation has favourable influence on various aspects of company's performance, such as enhancing customer satisfaction, improving construction rapidity and fostering growth & efficiency. For instance, a study conducted on 1000 Fortune companies revealed that innovation led to improved sales which aligns with findings from another research.

Empirical research on marketing innovation repeatedly demonstrates its favourable influence on various aspects of corporate performance. Top 100 Korean enterprises, Chung et al. demonstrated that a firm can achieve strong financial success by dedicating significant resources to effectively manage social media.

Marketing innovations can have beneficial effect on company's performance by providing it with more profitable competitive position in market. Sustainable competitive advantage that is generated by economic efficiency as consequence of

marketing innovation also contributes to increased consumption and product differentiation.

2.6 Research Hypothesis

Following hypothesis is formulated in this study, based on previous research:

2.6.1 Hypothesis 1 . digital marketing positively affects firm performance.

Brand awareness as a mediating role

In recent years, marketing industry has been accelerating toward era of digitalization as result in technological advancements. Marketing has reached a point in its evolution where it is essential to adapt to digital trends. Emergence of digital technology has significantly altered the nature of human existence and has introduced a new dimension to our consumption habits.

These comments clarify and conceptualize digital consumer culture, demonstrating how it facilitates digital acculturation in the context of ongoing changes in socio-cultural dynamics. The emergence of Web 2.0 technology and ensuing rise of social media have resulted in growth of novel fashion patterns in dealings with both worldwide and local groups (Hajli, 2014).

Currently, we are in the era of Marketing 4.0. Social media, mobile technology, and other digital applications facilitate process of assimilation, integration, or acculturation beyond one's own society (Yen and Dey, 2019). Enhancing brand recognition is coveted goal for every firm seeking to enhance its performance. Company's sales of its owned brands will undoubtedly improve as consumer brand recognition increases.

Hence, it is imperative to assess amount to which transition of marketing to digital era might enhance company's capacity to augment brand recognition for its offered products. According to Sharifi (2014), brand awareness has an indirect impact on purchase intentions. This may have substantial impact on operational effectiveness of business, which can be quantified by evaluating sales volume of its products and services.

Jinfeng and Zhilong (2009) establish that shop image is foundation for generation of value for both merchants and brands in their research. Writers emphasize importance of empirical research that demonstrates relationship between brand awareness and store image. According to Aral, Dellarocas, and Godes (2013), Aswani, Kar, Ilavarasan, and Dwivedi (2018), and Sawhney and Prandelli (2000), consumers can effortlessly and rapidly establish connections with new products, services, and businesses through variety of social media platforms.

From this perspective, it is imperative to investigate whether implementation of social media platforms can facilitate SMEs expansion. SMEs can enhance their brands by obtaining consumer input through social media (Massey et al., 2004). Marketing literature has defined and assessed brand love by utilizing Sternberg's triangle theory of love, which is based on psychological perspective of interpersonal affection (Sternberg, 1986).

Sternberg's triangle theory of affection, as per Long-tolbert's 2012 study, posits that the diverse forms of love that individuals experience in their relationships are a result of the interplay of three psychological factors: passion, proximity and commitment, in varying combinations. Therefore, BL is emerging as crucial factor in determining results of brand management (Vernuccio & Pastore, 2015).

Fournier (1998) recognizes that establishing robust, long-lasting, and meaningful customer relationships is crucial for businesses to thrive in highly competitive and ever-changing market (Rodrigues & Rodrigues, 2019). This encompasses banking industry. Therefore, as stated by Kotler & Armstrong (2010), most institutions aim for their clients to value and utilize their products and services while making purchasing choices.

Nevertheless, despite the benefits associated with brand love, there is lack of study on this topic (Palusuk et al., 2019) and the notion itself is not sufficiently established or tested. According to Palusuk et al. (2019), differentiating this concept from other brand constructs like brand likeability, brand passion, or brand attachment has been challenging for previous scholars.

Several studies have explored role of brand awareness as a mediator in corporate success and marketing. Albert et al. (2013) examined impact of Brand Awareness on

consumer-brand relationships. Brand awareness acts as a mediator in relationship between brand personality attributes and consumer-based brand value (Kolour, 2020). Furthermore, establishment of relationship between purchase intents and word-of-mouth is influenced by brand awareness, which acts as mediator, among unique brand experiences (Rehman, 2020; Yasin & Shamim, 2013).

Thus, many researchers recognize that establishing and maintaining enduring relationships with consumers is vital for brands, since these strong consumer-brand interactions are likely to strengthen brand connection, brand dedication, brand passion and notably, brand love (Rodrigues & Rodrigues, 2019). Purpose of this business partnership is to enhance the firm's performance in a good manner.

Consumers that possess preference and affinity for brands are an intangible asset to the corporation. Rutter (2013) supports use of Inam as an intermediary brand and advises against accepting proposals from competitors, even if they include unfavourable material (Swanson, 2016). Brand awareness can act as mediator by influencing consumer experiences and leading to positive brand performance (Forces et al., 2019).

Therefore, they can be categorized as regular and dependable customer who consistently buys a company's products and services throughout their lifetime. This is likely to have favourable impact on the performance of corporation. However, according to the researchers' understanding, relationship between BL as mediator between Digital marketing and company performance has been rarely investigated.

Thus, this study proposes following hypothesis for future empirical investigation:

2.6.2 Hypothesis 2. Brand awareness act as mediator between Digital marketing and firm performance.

Technological trend as a moderator

To maintain competitive edge in the always changing fashion business, it is necessary to employ new marketing strategies. This essay examines mutually

beneficial link between these two factors, investigating how their combination can greatly enhance brand recognition in fiercely competitive fashion industry.

Recently, influencer marketing has become potent strategy for organizations to establish genuine connections with their intended audience. By utilizing extensive influence and trustworthiness of influencers, organizations may develop more intimate and relevant connection with consumers. With ongoing evolution of consumer behaviour and technical breakthroughs, incorporation of artificial intelligence.

BA is vital component of company's marketing strategy, indicating level at which consumers are familiar with and remember specific brand. It surpasses basic familiarity and explores the consumers' capacity to link brand with certain items (Zhang&Ahmad,2021). Developing strong brand recognition is essential for organizations seeking establish unique personality in market.

Brand awareness is degree whereby brand is recognized by its target audience, whether via graphic indications, phrases, or additional company components. This acknowledgement is first stage in process of forming firm credibility and loyalty, as customers are more likely to choose products or services from a brand that they are familiar with and think highly of.

Brand awareness is multifaceted concept that incorporates capacity to identify and recollect a brand (Haque et al., 2023). Consumers recognize brand when they can identify its visual or auditory elements, such as logos or jingles. Recall, on contrary hand, is ability of consumers to retrieve brand from their memory when they are specifically reminded.

Brand recognition extends beyond mere product visibility. It encompasses visceral connection that consumers form with a brand. Development of a personal connection is frequently achieved by aligning with beliefs and lifestyle of intended audience, nurturing pleasant brand experiences and employing consistent messaging.

Businesses endeavour to establish distinctive brand identity which elicits favourable emotions and connections, cultivating perception of confidence and dependability. Brand awareness is distinguishing factor in competitive business environment. An influential brand presence has the ability to allure fresh clientele, maintain current ones, and eventually stimulate business expansion.

Businesses allocate resources towards range of marketing tactics, encompassing both conventional advertising and digital campaigns, with the aim of amplifying brand exposure and leaving a lasting impact on consumers' perceptions (RioHaribowoetal.,2022). Influencer marketing has become potent and dynamic tactic in modern marketing.

Influencer marketing utilizes societal authority of individuals, referred to as influencers, to advertise and approve businesses & facilities. Influencers frequently possess devoted and actively involved group of followers who place trust in their endorsements and highly regard their viewpoints.

The establishment of this trust is developed gradually through consistently producing genuine material, which positions influencers as significant contributors in changing consumer choices (Zhao et al., 2022). Influencer marketing's collaborative approach allows marketers to use influencer's pre-existing community, thereby accessing more focused and specific audience.

Influencers span across diverse sectors, encompassing areas that involve fashion, beauty, lifestyle, and technology. This enables brands to establish connections with individuals whose followers share similar characteristics to their desired target audience. This focused strategy improves the efficiency of marketing endeavours, as companies may communicate directly with specific audience that is most inclined to have an interest in their products or services.

Marketing cultivates a feeling of genuineness in promotion of brand. Influencers frequently include items into their content in a smooth and authentic way, making them relatable to their audience (Jain & Meyers, 2022). This genuineness strikes chord with customers, as it appears less like conventional marketing and more like an endorsement from reliable acquaintance.

Influencer marketing has been greatly enhanced by social platforms emergence. Platforms like, YouTube, and TikTok offer influencers direct means to visually and personally engage with their audience. Brands take advantage of this opportunity in partnering with influencers that share their beliefs, enabling seamless incorporation.

AI technology is powerful and influential force in today's society, changing way we engage with and understand digital realm. AI, or artificial intelligence, involves

creating computer systems that can accomplish responsibilities that usually require human intelligence. This includes processes like learning, reasoning, problem-solving, and interpreting language (Hoang, 2021).

Machine learning, subtype of AI is fundamental application of AI that allows systems to enhance their performance over time by learning from data without need for explicit programming. Capacity to adjust and develop via experience notable progress in diverse domains, including healthcare, finance, education and entertainment.

AI technologies in business sector provide unparalleled prospects for enhancing productivity and fostering novel ideas. AI-driven automation simplifies repetitive processes, enabling human resources to dedicate their attention to more intricate and innovative aspects of their responsibilities. AI algorithms enhance decision-making processes through analysis of extensive information, yielding useful insights and improving accuracy of strategic choices.

AI is transforming the field of healthcare by revolutionizing processes of diagnosing medical conditions and developing treatment strategies. Machine learning algorithms have capability to evaluate medical images, identify trends and aid in early detection of diseases. This not only expedites the diagnostic process but also facilitates the development of treatment approaches that are both efficient and customized (Fleerackers & Bilgeri, 2020).

Integration of artificial intelligence (AI) into the education sector has led to the development of personalized learning platforms and intelligent tutoring systems. These technologies are designed to adapt to the unique learning styles of each student, providing personalized educational experiences that meet the diverse needs of students.

Furthermore, AI has substantial impact on entertainment industry, influencing content recommendation algorithms, virtual reality experiences, and even creative processes. Artificial intelligence algorithms enhance user engagement on various digital platforms by evaluating and suggesting personalized information based on user preferences.

Although AI has immense potential benefits, it is crucial to prioritize ethical considerations and responsible deployment during its development. To ensure ethical deployment of AI systems that match with society norms, it is crucial to address problems around bias, transparency and accountability (Szegedi et al., 2023). The fashion industry is known for its dynamic and rapidly changing nature, with trends emerging, evolving, and disappearing quickly.

Designers, whether they are well-known or up-and-coming, play crucial role in this creative environment by transforming cultural inspirations into wearable works of art. Fashion encompasses wide range of styles that appeal to many interests and preferences, from high-end fashion shows to everyday street style (Zanubiya et al., 2023).

Besides its artistic aspect, fashion business holds significant economic influence. Business offers employment and nourishment to a diverse range of professions, encompassing local craftspeople as well as worldwide companies. This includes designers, seamstresses, marketers, and store workers. Furthermore, fashion play substantial role in international trade, since clothing and accessories cross national boundaries to suit the needs of the global market.

Fashion industry has been greatly influenced by technological breakthroughs, which have revolutionized processes of designing, producing, and consuming products. Ecommerce platforms have made fashion more accessible to a wider range of people, allowing consumers to easily discover and buy products from designer's variety and businesses.

Virtual fitting rooms and augmented reality offer consumers innovative ways to interact with and experience fashion before making their final purchasing decisions. However, the fashion industry encounters variety of challenges. Sustainability, ethical production methods, and diversity have emerged as significant concerns.

Growing number of industry stakeholders are advocating for the use of environmentally favourable materials, transparent supply chains, and diverse representation in fashion campaigns. Objective of these endeavours is to address apprehensions and encourage a more responsible fashion industry (Mel et al., 2023).

So, we propose the following hypothesis:

2.6.3 Hypothesis 3. Technological trend having a positive effect as a moderator between digital marketing and brand awareness.



Chapter 3

Research & Methodology

This section addresses research methods that will be employed in this investigation. This chapter encompasses topics that include research design, study population, sample selection, demographic variables, scales used for data collecting, methods for collection and processing data techniques.

3.1 Research Design

Present study aims to measure and empirically analyse DM effect at SMEs performance. Quantitative research technique has been chosen, as it is commonly used in social sciences, particularly for closed-ended questionnaires (Ary, Jacobs, & Razavieh, 1996).

According to Creswell (2017), the quantifiable technique characterized as precise examination through collection of expected data using measurable and numerical procedures. Current study employed quantifiable approach for data collection. This method was chosen since it achieves research objectives or enables the researcher for collect data from larger sample size.

Research chosen to use self-administered questionnaires to collect data. Questionnaire was distributed among various small and medium-sized enterprise (SME) owners who had at least 2 years of experience. Total of 200 individuals were surveyed and we obtained 183 responses in return. All received data were responded to appropriately, except for 17 responses that were rejected due to incomplete data.

3.2 Population of the Study

The study aims to include SMEs owners in Saudi Arabia which is located in Middle East.

3.3 Sample

Population size for current study is not known, thus data will be gathered following guidelines of Hatcher (1994). Prior to gathering data, it is essential to determine appropriate sample size for research in order to achieve sufficient statistical control. Sample size determines the extent to which statistical inferences and their outcomes can be applied to broader population (Hair, Sarstedt, Matthews, & Ringle, 2016).

Sample methodology employed for this study is non-probability sampling which is commonly utilized in quantitative research. We employ the convenience sampling method to get data. Data acquired from 200 sources will be carefully examined and any errors will be eliminated using convenience sampling strategy which is commonly employed in quantitative research methods. Data was subsequently disseminated to 200 privately employed entrepreneur respondents.

3.4 Demographic Variables

According to Azad et al. (2016), questionnaires frequently incorporate demographic variables, including age, income, education and working organization, to obtain general information about respondents. We will employ organization name, team size, and team duration as demographic factors in this study, as they will offer valuable insights for our research

3.5 Measure of Validity with Appropriate Scales

Model measures were derived for scales that had been previously validated. Each assessment item is assessed using a 5-point scale, where 1 represents "strongly disagree" and 5 represents "strongly agree". Additionally, for assessing team welfare, scale ranges from 1 indicating "not present" to 5 indicating "constantly present".

Table 1

Variables Scales and Number of Items

<i>Sr. No</i>	<i>Variables</i>	<i>Authors</i>	<i>No. of Items</i>
1	Digital Marketing	Halik et al., (2021)	7
2	Brand Awareness	Senyard, Baker and Davidsson 2009	5
3	SMEs Performance	Sinclair and Wallston 2004	7
4	Technology Trend	Farmer, Tierney and Kung-Mcintyre (2003)	6

Dillman and Smyth (2007) assert that Likert scale is most effective method for measuring responses when instrument has multiple items and questions are presented in same order, in order to obtain psychometric features within constructs.

3.6 Data Collection Method

Self-administered, structured and closed-ended questionnaires are regarded as useful and suitable for gathering confidential information. They also offer advantages of time and resource efficiency, as well as ensuring confidentiality (Aslant & Dillan, 1994). Current study focused on SMEs organizations that utilize digital marketing. Participation in study was optional and measures were taken to preserve confidentiality when respondents filled out questionnaire.

Questionnaire was distributed to 10 participants as pertest to gather accurate and dependable data. Objective of this exercise was to approximate length of time, rate of reaction and make any necessary adjustments if needed, in order to guarantee gathering of dependable and accurate data for analysis.

3.7 Data Analysis Technique

SPSS version 25 will be utilized to input all responses that have been received. SPSS 25 will be employed to perform descriptive and inferential analyses on the data. Data will be analysed for outlier, missing and improper responses. Study was published by Kaufmann and Gaeckler in 2015.

Smart PLS technique is employed to quantify coefficients' route in structural equation modelling. Smart PLS path model is diagram that illustrates relationship between hypotheses and variables used in structural equation modelling (SEM) analysis.

3.8 Ethical Considerations of the Research

Researcher argue moral considerations in investigate should be taken into account at the planning phase of project and while seeking permission to access schools & persons for data collection, evaluation, and reporting purposes. Ethics, as defined by Bloomberg and Volpe (2005), refer to moral principles and guidelines that dictate our attitudes, actions and interactions with others.

Field of research ethics primarily focuses on the formulation and implementation of research concepts, models and studies, as well as ethical collection of data and the publication of conclusions that are morally justifiable (Saunders et al., 2009). Moreover, researcher has duty to ensure the confidentiality of personal data provided via participant and to clearly elucidate its nature to them.

Researchers carefully monitored feedback from participants to prevent any incompetence, stress, discomfort, or harm throughout collection, analysis.

Chapter 4

Findings and Discussion

Facts investigation is essential component of research process as it serves as link between theoretical concepts and real-world facts. Main objective of data analysis is to extract significance from gathered data. Creswell (2012) states that data analysis provides evidence for reliability of research instrument.

This chapter also includes discussion of modelling analysis and the acceptance or rejection of hypotheses, along with explanations. Study aims to investigate the effects of stressors variables including team innovation. This chapter presents findings of investigation and addresses all of the research questions. It also aligns with research objectives of investigation and examines hypotheses while interpreting study's hypotheses.

4.1 Descriptive Statistics

Descriptive statistics focuses on providing comprehensible numerical representation of data for all variables studied age, income, experience and Team Creativity. This section provides minimum and maximum values for each research variable. It also includes standard deviation values, which illustrate how each variable's responses deviate from the average value. Mean value, on other hand, represents average of replies.

Descriptive statistics emphasize crucial statistical components and offer comprehensive summary of data. Data were gathered through utilization of a Google form as well as in-person visits to entrepreneurs. The Google Form link for data collection was disseminated to around 200 individuals by email and WhatsApp, leveraging social and organizational networks. A total of 183 responses, out of the 200 obtained, were analysed with researcher for research analysis.

4.1.1 Out of range and missing value detection. IBM-SPSS Statistics25 program is utilized to identify values that are outside specified range and values that are missing. No instances of missing values were reported, and all the values were determined using numerical methods.

Furthermore, researcher allocated distinct team codes to each team in order to distinguish data of individual teams. Due to improper data completion, 16 responses were excluded which had negative impact on validity and reliability of data. Additional analyses were conducted on dataset consisting of 183 respondents.

4.2 Demographic Profile of Respondents

This section will provide detailed information about demographic participants characteristics, their gender, age, length of employment in their present employer and the size of their team. Demographic profile of study participants is presented here, with frequency as unit of measurement.

4.2.1 Gender. Gender is significant demographic characteristic in every study. Primary objective of include this information in research study is to enable researcher to ascertain gender distribution of participants and to facilitate more detailed analysis of study's findings.

Table 2

Gender of Respondents

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Male	121	74.3	74.3	74.3
Female	62	26.1	26.1	26.1
Total	183	100.0	100.0	

Based on aforementioned table 2, majority of responders are females. Total of 62 females participated in our investigation, representing 26.1% of whole study sample. However, current study included 121 male participants, accounting for 74.3% of total.

4.2.2 Age. Table 3 presented below displays responder age, together with corresponding frequency and percentage data. Frequency indicates number of respondents that fall within each age interval. Majority of respondents, accounting for 52.5%, were in age group of 25-35, with a total of 89 responses.

Table 3

Age of Respondents

<i>Years Percent</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
25-35	89	52.5	51.5	51.5
35-45	48	31.1	31.1	82.6
45-55	27	12.9	12.9	95.5
55-65	18	4.2	4.2	99.8
Total	183	100.0	100.0	

Secondly, more responses, 27 in total, were from age group of 45-55, making up 12.9% of the total. Lastly, age group of 55-65 had fourth highest number of responses, with 18 in total, accounting for 4.2%. Age group that generates the fewest responses is 41 and above age group, with only 1 response, accounting for 0.2% of total.

4.2.3 Duration of employment. Over time, individuals become aware of the stressors and challenges confronting their organization and team, as well as strategies they use to cope. Therefore, it was necessary to ask this demographic question to determine how long participant has been with their organization and team in order to understand their level of integration. This can facilitate team members to collaborate effectively in high-pressure situations.

Table 4

Duration of Employment of Respondents

<i>Years</i>	<i>Percent</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
0-2		51	27.9	27.9	27.9
3-5		67	36.8	65.8	88.7
6-8		65	35.1	100	100.8
Total		425	100.0	100.0	

Table 4 above shows length of time that respondents have been employed in their current firm. Majority of our study respondents, accounting for 45.9%, with 51 responses. 2nd category is for duration of 3-5 years, with percentage of 36.8%. There are 65 respondents who have been employed for 6-8 years, representing 35.1% of total. Lastly,

4.3 Missing Values Analysis

Dealing with missing data is major challenge for researchers in research projects with already poor response rates, as it presents considerable impediments and complexity, as noted in Ernst and Joseph (2006). Various guidelines exist in literature for addressing missing data. Roth and Switzer (1995) propose specific solutions for handling missing data.

Primary strategies employed are replacing of offensive language with more neutral alternatives and removal of unnecessary or unhelpful content. Each approach has its own advantages and disadvantages. When employing list deletion method, researchers solely take into account respondents' initial responses and refrain from inputting any data themselves.

Nevertheless, if there are few missing values, this technique leads to significant loss of data and also affects sample size. Although median substitution technique is capable of accommodating significant volume of data, there is fear that it may disrupt

original associations drawn from respondents. This issue may be worsened if significant piece of questionnaire is absent or if missing data is minimal.

Through analysis of questionnaires and data evaluation, it was determined that there were no missing values in current study. Consequently, we can readily utilize facts for subsequent examination.

4.4 Analysis of Measurement Model

Given that current study focuses on teams, we have calculated average of replies received for each item in order to further analyse teams. Consequently, additional analyses were conducted on 183 replies. Measurement-model (Outer Model) and structural-model (Inner Model) were executed using PLS-Smart.

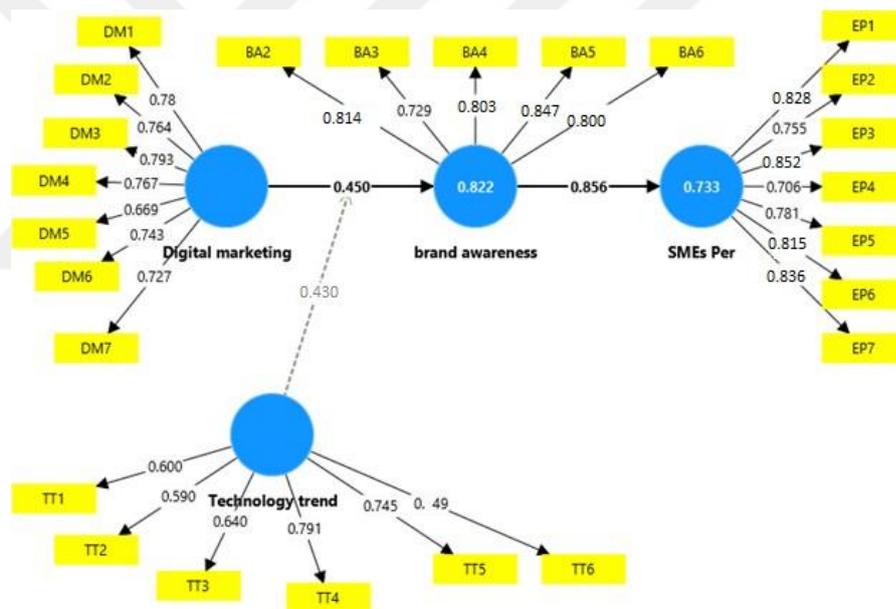


Figure 6. Measurement model

4.5 Convergent Validity

Convergent validity, as defined in Hair, Ringle, and Sarstedt (2013), is capacity to gather all objects within specific structure & group. External element loadings, construct's composite reliability (CR), and the average variance (AVE) can all be

utilized to assess convergent validity (Hair, Hult, Ringle, & Sarstedt, 2017). According to Hair et al. (2017), acceptable range for outer loadings in social sciences studies is between 0.6 and 0.7.

Table 5

Outer Loadings

<i>Constructs</i>	<i>Items</i>	<i>Loading</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>AVE</i>
<i>Digital Marketing (DM)</i>	DM1	0.781	0.874	0.901	0.550
	DM2	0.765			
	DM3	0.787			
	DM4	0.778			
	DM5	0.671			
	DM6	0.755			
	DM7	0.721			
<i>Brand Awareness (BA)</i>	BA2	0.814	0.876	0.906	0.678
	BA3	0.729			
	BA4	0.803			
	BA5	0.847			
	BA6	0.800			
	IC6	0.762			
<i>Technology Trend (TT)</i>	TT1	0.600	0.812	0.912	0.634
	TT2	0.590			
	TT3	0.640			
	TT4	0.791			
	TT5	0.745			
	TT6	0.849			

Table 5 (cont.d)

<i>Constructs</i>	<i>Items</i>	<i>Loading</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>AVE</i>
SMEs Performance	EP1	0.828	0.904	0.925	0.671
	EP2	0.755			
	EP3	0.852			
	EP4	0.706			
	EP5	0.781			
	EP6	0.815			
	EP7	0.836			

4.5.1 Reliability and validity construct. Hoffmann and Birnbrich (2012) utilized composite reliability as measure to assess internal consistency among items of the variables. An acceptable threshold value for Composite reliability (CR) is 0.7 or higher. Higher value indicates superior dependability compared to 0.7. Values exceeding 0.7 indicate high level of internal consistency between variables' items.

Cronbach's alpha is statistical measure used to assess internal consistency of variable's items. Average extracted variance value (AVE) indicates that items with merging score over 0.5 are considered valid and can be used to assess convergent validity (Bagozzi & Yi, 1988; Hair et al., 2017). Results of Cronbach's alpha, AVE and CR indicate that variable items in current study are highly trustworthy.

It is evident that all values of CR and Cronbach's alpha in construct being discussed are more than 0.7. Table 5 indicates that in present investigation, average variance extract of all variables exceeds minimum threshold of 0.5. Table below illustrates reliability and credibility of scales employed in this investigation.

4.6 Discriminant Validity

Idea of discriminant validity, introduced by Campbell and Fiske (1959), refers to extent to which an article accurately represents variable or can be differentiated from another variable in model. This property is known as discriminant validity. The discriminating validity of measuring model can be evaluated based on three factors.

Fornell-Larcker criterion, Cross loading criterion and Heterotrait-Monotrait Ratio (HTMT ratio) are three evaluation methods discussed by Hair et al. (2017). In present examination, we are employing Fornell-Larcker criterion and Heterotrait Monotrait Ratio to provide additional clarification on concept of discriminant validity.

4.6.1 Fornell-Larcker criterion. In order to assess the discriminant validity of the model being discussed, we will employ Fornell-Larcker criterion. In order to establish discriminant validity, it is important that square root of average variance extracted (AVE) is higher than the corresponding values of other variables and that all correlation values are below 0.9.

Table 6

Correlation Matrix: Fornell-Lacker Criterion

	<i>Digital Marketing</i>	<i>SMEs Per</i>	<i>Technology Trend</i>	<i>Brand Awareness</i>
Digital Marketing	0.781			
SMEs Per	0.775	0.898		
Technology Trend	0.759	0.773	0.909	
Brand Awareness	0.845	0.856	0.854	0.800

Table 6 presents Fornell-Larcker criterion which is used to evaluate discriminant validity. According to this criterion, square root of average variance extracted values must be higher than related latent variables of the study (Chin, 2010; Hair, Ringle, & Sarstedt, 2011). This construct is validated by comparing upper value with the other variables shown in table 6, and it is considered legitimate if upper value is greater than following values.

Value of DM is 0.781, which is higher than numbers below it. Similarly, performance of small and medium-sized enterprises (SMEs) is 0.898, whereas TT has a performance score of 0.909 and BA has a score of 0.800. Each item above has higher value than the one below it. The data in each structure is valid and results indicate that data is both significant & valid.

4.6.2 Heterotrait-Monotrait Ratio Criterion (HTMT). Heterotrait monotrait ratio is statistic used to validate data of measurement model in study (Henseler et al., 2014). Threshold for HTMT ratio criterion is that all values should be below 0.85. However, (Gold, Malhotra, & Segars, 2001; Teo, Lee, & Chai, 2008) have suggested that acceptable upper limit for correlation HTMT ratio is 0.90, as it should be less than 1. In addition, scores exceeding 0.90 indicate lack of validity of construct.

4.7 Hypotheses Testing Through Structural Equation Modelling

After assessing reliability and validity of construct, subsequent step is to evaluate study hypotheses through utilization of Structural Equation Modelling (SEM) and partial least square (PLS) approach. The Smart PLS version 3.3.3 statistical program, as recommended by Ringle, Wende, and Becker (2017), is utilized to test proposed research hypotheses. Structural equation modelling (SEM) is a method that combines many metrics (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014) and can be either reflective or formative in nature (Henseler et al., 2014).

4.7.1 Assessing structural model for collinearity issues. High levels of correlation between predictors are not always desirable. Excessive collinearity, which refers to strong correlation between predictors, is considered troublesome and not acceptable in research (Hair et al., 2014). This study utilizes VIF values to identify concerns with collinearity.

As per Hair et al. (2017), collinearity is considered acceptable if Variance Inflation Factor (VIF) value is below 5. Table 4.10 displays VIP (Variable Importance in Projection) values for all components. These values are below allowed limit of 5, indicating that no collinearity issues have been detected in model being evaluated.

4.7.2 Assessing the significance and relevance of the structural model relationships. After assessing structural model for collinearity issues, bootstrapping was employed to evaluate significance of structural model using PLS analysis. Subsamples are created by randomly selecting observations from original dataset in bootstrapping, allowing for replacement. To ensure consistency of results, it is important to have high number of subsamples. Having greater number of subsamples is optimal for estimating path coefficients in PLS SEM.

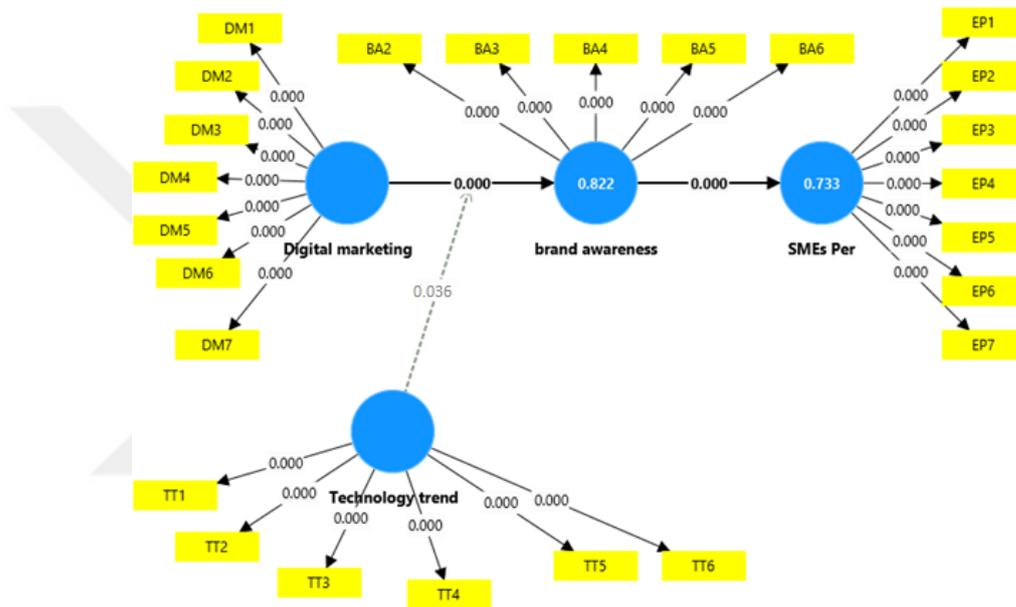


Figure 7. PLS Bootstrapping result

4.7.3 Assessing the research model to assure predictive power and relevance of model. Researcher employed Partial Least Squares (PLS) for prediction in this work and it is necessary to evaluate the predictive capacity in this domain. Methodology employed in this study adhered to guidelines established by Hair et al. (2011). R-square values were utilized to assess predictive capacity of endogenous latent variables in coefficient of determination, denoted as R² (Chin, 1998).

4.7.4 Predictive power of the research model / (R2 value). R2 values are used to evaluate prediction capability of research framework. R-squared is statistical measure that quantifies proportion of variance in dependent variable that can be explained by the predictor variables together. Determinants of coefficient or R2 values are used to assess prediction ability of measurement structure (Hair et al., 2014).

R-squared can be utilized to assess collective impact or explanatory power of exogenous latent variables on the latent endogenous variable (Hair et al., 2014). Falk and Miller (1992) state that R square value can range from 0 to 100%.

Table 7

R2 Coefficient Values

	<i>R-Square</i>	<i>R-Square Adjusted</i>
SMEs Per	0.733	0.731
Brand Awareness	0.822	0.816

Table 7 displays R2 values for all endogenous variables in current investigation. R2 value for SMEs Performance is 0.733, whereas R2 value for Brand awareness is 0.82.

4.8 Structure Equation Modelling (SEM) Analysis

Structural equation modelling is employed to evaluate hypotheses put out in previous study. At this point, researchers are at critical juncture where they must determine whether hypotheses they have put up are either accepted or rejected. In this section, we will initially analyse direct connections and subsequently investigate mediation relationships between research variables.

4.9 A Path Coefficient of Direct Associations

Path coefficients provide information regarding the direct relationship between research variables. It determines presence or absence of direct relationship between two specified variables, without influence of intervening or moderating variables.

Table 8

Path of Coefficients

	<i>Beta</i>	<i>SD</i>	<i>T-Statistics</i>	<i>P-Values</i>
Brand Awareness → SMEs Performance	0.856	0.032	26.848	0.000
Digital Marketing → Brand Awareness	0.450	0.060	7.487	0.000
Technology Trend → Brand Awareness	0.483	0.059	8.152	0.000
Technology Trend x Digital Marketing → Brand Awareness	0.030	0.033	1.988	0.0361

Table 8 presents initial sample value, sample mean, standard deviation, T statistics and P values for all the correlations mentioned in table. Table 8 demonstrates that all correlations are statistically significant, as indicated via P values ranging from 0.000 to 0.003. This suggests strong level of significance in associations between variables.

4.9.1 H1 There is a positive association between Digital Marketing and SMEs performance. Present study posited that there is positive correlation between team bricolage and team resilience, as stated in H1. Table 8 confirms this meaning as indicating that true values fall between upper and lower bounds of confidence intervals. Confidence interval (CI) represents range of values within which measured value is most likely to be found.

Based on data provided, it is evident that our sample values fall inside upper and lower confidence interval bounds, which are 0.461 and 0.752 respectively. Furthermore, t and p values indicate a substantial correlation between DM and BA.

As demonstrated in Table 8, path coefficients in present investigation imply robust and statistically significant positive association among the constructs, rather than just one relationship. Variable of DM has significant impact on variable of BA, as indicated regression coefficient (β) of 0.450, standard deviation (S.D) of 0.060, t-value of 7.487 and p-value of 0.000.

4.9.2 H2 There is a positive association of brand awareness between Digital marketing and SMEs Performance. Mediation refers to relationship between independent and dependent factors (Hair et al., 2016). Objective of our research is to ascertain whether mediating variable enhances connection between an independent variable and dependent variable. In order to examine intermediate effect, followed by hypothetical test using 5000 subsamples (Salimon, Yusoffe & Mokhtar, 2017).

H2 hypothesis suggests that there is favourable association between brand awareness mediation and the performance of SMEs. According to MacKinnon & Luecken (2008), 'Path Analysis' is defined as complex method for measuring relationships between different concepts, which includes the important element of mediation.

Topic of intervention effect is crucial in both 'path analysis' and structural equation modelling (SEM). Construct we view as mediator functions as an arbitrator between the independent and dependent constructs (Preacher & Hayes, 2008). Baron & Kenny (1986) causal advancements technique has become most widely used method for investigating intervention effects.

They argue that if the accompanying conditions are met, then mediation effect is confirmed:

- Independent variable exerts beneficial influence at dep variable.
- Independent variable exerts beneficial influence on the mediator.
- Mediator exerts beneficial impact on the dependent variable, while taking into account independent variable effect.

When mediator is controlled, if relation between independent variable and dependent variable is not statistically significant, it is viewed as full mediation.

However, if the relationship between the independent and dependent variables is statistically significant, it is considered as partial mediation, with effect size being reduced.

Table 9

Direct Indirect Effects Mediations

<i>Hypothesis</i>	<i>Relationship</i>	<i>Direct Effects</i>	<i>Indirect Effects</i>	<i>Total Effects</i>	<i>VAF</i>	<i>Mediation</i>
			DM – BA			
			$\beta = 0.450,$			
			P-value =			
		DM –	0.000			
		SMEs per		$\beta=0.82,$		
H2	DM → BA	$\beta = 0.762$		P-value =	55%	Half
	→ SMEs	P-value =	BA-SMEs	0.000		
	Performance	0.000	per			
			$\beta=0.856,$			
			P-value =			
			0.000			

Note: β -values and P-values are shown in table VAF=Variance accounted for. * $p < 0.10$, ** $p < 0.05$, *** $p, 0.01$ (two-tailed)

Table 9 demonstrates presence of partial mediation and provides support for hypothesis (2). (VAF) quantifies magnitude of indirect effect relative to overall effect. According to studies conducted by Nitzletal (2016) and Zhao, Lynch Jr, & Chen (2010), partial mediation occurs when both direct and indirect effects are statistically significant.

4.9.3 H3 There is a positive moderating effect of technological trend between Digital marketing and Brand awareness. Moderating effect occurs when third component, known as mediator, either diminishes or enhances strength or direct relationship b/w an independent variable and dep variable (Lindley & Walker,1993).

Moderator variable indicates specific conditions under which an independent variable affects a dep variable. Baron and Kenny (1986) A moderator, when considered

as a causal variable, holds same level of importance as an independent variable (J.-S. Kim, Kaye, & Wright, 2001).

When impact of an external variable on an internal variable is influenced by the values of another variable that moderates the relationship. Vinzi, Chin, Henseler, & Wang (2010) assess various methods for examining moderation in Smart PLS-SEM in terms of their significance to statistical power and reflective and formative measures.

Based on hypothesis H3 moderating of relationship between DM and BA has positive and significant effect, with a beta coefficient (β) of 0.450, standard deviation (S.D) of 0.033, t-value of 1.98, and p-value of 0.036. These data provide support for hypothesis 3 (Table 9). Findings demonstrate notable outcomes that align with prior studies, indicating that technology advancements can enhance digital marketing and lead to increased brand awareness.

Table 10

Positive Moderating Effect

	<i>Beta</i>	<i>SD</i>	<i>T-Statistics</i>	<i>P-Values</i>
Technology Trend x Digital Marketing → Brand Awareness	0.030	0.033	1.988	0.0361

Chapter 5

Discussions and Conclusions

5.1. Review of the Study Results

Research examines connections and DM effects on SMEs performance in Middle East, namely in Saudi Arabia. It also considers role of brand awareness as a mediator and the influence of technology trends as a moderator. This analysis specifically examined each variable and the relationships between them. This was preliminary inquiry.

Theoretical model demonstrated a strong fit with the data, providing support for ability to analyse variables such as digital marketing, brand awareness and technology trends and their influence on SMEs outcome. Literature has examined components for internal digital marketing, which are considered to be first-order constructions.

Estimation model showed that item's loadings were .71 or greater. Most of items and weights showed significant positive correlation in terms of t value measurement. The proportion of internal brand management provided a comprehensive understanding of why it is crucial for employees to improve their brand knowledge, participate in training sessions and have influential transformational leadership.

Findings suggest that the actions of digital marketing have an impact on success of entrepreneurs in Middle Eastern countries (King & Grace, 2005). Data analysis results provide significant insights into the research questions and hypotheses stated. Moreover, the study sought to investigate connections between digital marketing, brand awareness and SMEs outcome.

It specifically focused on examining how brand awareness mediates these relationships and how technological advancements moderate them. Descriptive statistics section presented crucial demographic and variable-related data, indicating that among the 183 participants, majority were male (74.3%), while females accounted for 26.1%. Age distribution revealed that majority of respondents fell between 25-35 age range (52.5%), with next largest group being those aged 35-45 (31.1%).

Demographic data is essential since it showcases variety within the sample and aids in comprehending the context in which findings can be extrapolate. Measurement model confirmed the reliability and validity of the constructs utilized in this investigation. Convergent validity was confirmed via fact that outer loadings for all items exceeded threshold of 0.6-0.7.

Additionally, composite reliability (CR) values higher than 0.7, indicating high level of internal consistency. As per findings of Hair et al. (2017), CR values that above 0.7 are reliable indicator of good reliability. In addition, reliability of constructs was confirmed by Cronbach's alpha values, and validated via (AVE) values, which were above 0.5.

This is in line with the findings of Hairetal (2017). Results indicate that concepts employed in this research are both dependable and authentic which is crucial for ensuring precision of subsequent analyses. Discriminant validity was evaluated via applying Fornell-Larcker criterion and the HTMT ratio. Results indicated that square root of the average variance extracted (AVE) for each construct exceeded the correlation values with other constructs.

This indicates strong discriminant validity indicating that each construct accurately measures a distinct component of the phenomenon being studied (Fornell & Larcker, 1981). This is crucial since it verifies that the conceptions are separate and not assessing same underlying concept. Research model's predictive ability was assessed using R-square values.

R2 value for SMEs performance was found to be 0.733, while R2 value for brand awareness was 0.82. These results indicate that independent factors (digital marketing and technical advancements) account for significant amount of variability in these dependent variables. This discovery is consistent with other studies that emphasize substantial impact of digital marketing on improving business performance (Chaffey & Ellis-Chadwick, 2019).

Study utilized (SEM) analysis to evaluate offered hypotheses. The path coefficient ($\beta = 0.856$, $p < 0.01$) between digital marketing and SMEs performance was found to be significant, indicating a strong positive link. This data corroborates premise that successful digital marketing strategies have beneficial impact on SMEs

performance, aligning with conclusions of Tiago and Veríssimo (2014) who highlighted crucial role of digital marketing in enhancing business results.

Mediation analysis revealed that brand awareness served as partial mediator in the relationship b/w DM and SMEs outcome. Research found substantial indirect DM influence SMEs outcome through BA. Effect size (β) was 0.82 and P value was less than 0.01, indicating a strong relationship.

Variation accounted for (VAF) was 55%, suggesting that brand awareness partially mediates relationship between digital marketing and SMEs performance. These results align with prior study done by MacKinnon and Luecken (2008) which observed that mediation effects might effectively elucidate relation b/w independent and dependent variables.

Statement highlights significance of brand awareness in improving DM efficacy endeavours on SMEs outcomes. Restraint study revealed that technical changes had significant moderating effect on the connection between digital marketing and brand awareness ($\beta=0.030$, $p<0.05$).

Finding suggests existence of advantageous technology patterns can enhance the beneficial influence of digital marketing on brand recognition. Vinzi, Chin, Henseler, and Wang (2010) have demonstrated that technical developments can greatly improve effectiveness of marketing initiatives.

To summarize, this study emphasizes significance of DM in enhancing performance SMEs performance and emphasizes the crucial function of brand awareness as a mediator. Moreover, it was shown that technology developments improve efficacy of digital marketing endeavours.

Findings of this study have important consequences for SMEs who are seeking to utilize DM and technical improvements in order to enhance their performance and competitiveness. Subsequent investigations could delve into these associations in diverse settings and sectors to authenticate and broaden conclusions of this study.

Study conducted by Alwi, Ali, & Nguyen (2017) examined perceived ethicality of brands by incorporating factors including social duty, economic responsibility and environmental responsibility. The loadings of item for perceived brand ethicality range

from .75 to .94, and all items were consecutive. This inquiry excludes certain items of Digital marketing in entrepreneur performance due to their item's loadings being less than .70 when the PLS algorithm is executed.

This study utilizes a technological trend as a moderator to examine ethical significance of brand for employees. It explores interaction between digital marketing and brand awareness. Digital marketing not only contributes to enhancement of an entrepreneur's performance. Additionally, please ensure to conduct mediation and moderation analyses. (Balmer et al., 2011; Van de Ven, 2008).

5.2. Literature Contribution

Study presents new "mediation moderation" framework for examining connections between digital marketing, brand awareness, technology changes, and SMEs performance. This analytical approach improves comprehension of intricate relationships within realm of company performance.

Study offers useful insights for customizing digital marketing tactics to regional settings through specifically examining SMEs in the Middle East, with special focus on Saudi Arabia. Contextualization plays vital role in formulation of precise business plans that are tailored to suit needs of varied international markets.

This study enhances theoretical comprehension through integration of principles from digital marketing, brand recognition, and technology advancements in context of SME performance. This study helps to fill gaps in current body of literature by investigating novel aspects and connections, therefore enhancing theoretical frameworks in fields of marketing and business management.

This study makes substantial contribution to existing literature by providing new perspectives on the interactions between digital marketing, brand recognition, technological advancements, and SMEs performance. Inclusion of methodological innovation, empirical rigor, and practical consequences in this research makes it valuable contribution to field of marketing and entrepreneurship.

5.3. Practical Implications

Our ongoing research endeavours to make diverse commitments and contributions to study of information and Human Resource Management. It also recommends more precise and verifiable model that may be tested in business field including digital marketing, brand awareness and technology trends. Implementing internal brand management at organizational level has been shown to be effective in improving employee behaviour, alignment with brand, perception of brand ethics and brand performance.

Management in entrepreneurial industries should prioritize their organization's personnel by effectively implementing internal branding strategies. Considering the profound impact of brand awareness on employee behaviour, it is crucial for entrepreneurs in Middle East to establish a suitable internal branding system that aligns with their employees.

It is important for entrepreneurs to recognize that branding can effectively enhance employees' brand congruent behaviour, which in turn mediates relationship b/w DM and entrepreneurial outcomes. Research on influence of DM on SMEs performance in Saudi Arabia offers valuable information for business owners seeking to enhance their marketing strategy.

Results emphasize substantial beneficial impact of successful digital marketing campaigns on SMEs performance, emphasizing the significance of allocating resources to digital platforms like, social media, search engine optimization (SEO) and online advertising. Additionally, the study demonstrates that establishing robust brand recognition is crucial as it serves as partial intermediary in connection b/w DM and business performance.

This implies that SMEs should not only concentrate on adopting digital strategies but also give importance to activities that improve visibility and recognition of their brand within their intended audience. In addition, the study highlights that technological trends play crucial role in influencing the DM effectiveness efforts.

It emphasizes that small and medium-sized enterprises (SMEs) should keep themselves informed about technological advancements in order to take advantage of new tools and platforms which can lead to better customer engagement and more

efficient marketing. Through employing these observations, SME proprietors in Saudi Arabia can strategically distribute resources, improve their competitive advantage, and attain sustainable business expansion in rapidly changing digital environment.

5.4. Social Contribution of Research Findings

Study examining DM influence on SMEs performance in Saudi Arabia not only delivers valuable strategic knowledge for business owners but also makes noteworthy social contributions. Study indirectly contributes to economic growth and job creation within the region by improving performance of SMEs through efficient DM techniques.

As SMEs grow and increase their activities, they are likely to create job possibilities, thereby making a positive impact on local employment rates and socioeconomic development. Furthermore, focus on establishing brand recognition and capitalizing on technical advancements highlights the significance of innovation and competition in market.

This emphasis not only advantages individual SMEs but also enhances overall liveliness and durability of local economic ecosystem. Moreover, findings might provide valuable insights to policymakers and industry stakeholders regarding the crucial significance of digital marketing in SMEs growth.

Information has ability to influence policy choices, aim to promote small businesses and provide favourable environment for entrepreneurial expansion. In conclusion, the research aims to strengthen economy of Saudi Arabia providing SMEs with practical knowledge and plans, thereby improving overall well-being and prospects for both individuals and communities.

5.5. Limitations and Future Research

Findings also includes procedural shortcomings that need to be addressed in future research. Initially, information for this research was specifically collected from all managers employed by Saudi Arabian entrepreneurs. However, it is important to note that this may limit generalizability of findings. To address this limitation, future

studies should aim to obtain larger sample size from various sectors and industries across Saudi Arabia.

Considering possibility that managers in different cities in Saudi Arabia may have altered habits, culture, and other factors that could affect HRM department and brand performance. This work has made significant findings and contributions. However, it is important to highlight numerous limitations. Study was done with sample of 183 respondents, which, although sufficient for purposes of this research, may not accurately reflect all SMEs or teams in various circumstances.

Sample was geographically constrained, as data was only obtained from specific region. This limitation may impact capacity to apply findings to other regions or SMEs in different industries or cultural contexts. Receiving feedback from wide range of industries and backgrounds is advantageous. Lok and Crawford (2001) provided evidence that various social cultural influences can affect relationship between variables.

Furthermore, this study utilized cross-sectional strategy which involved gathering data at singular moment in time. Although this approach offers brief overview of the connections between variables, it does not facilitate the analysis of cause-and-effect relationships or the observation of changes over time. Conducting longitudinal studies would be advantageous for investigating evolution of linkages between digital marketing, brand awareness, technology advancements and SMEs performance.

Furthermore, the research external validity is constrained via particular circumstances under which it was carried out. Variables including scale for SMEs, sector they engage in, and technical context might exhibit substantial variations. Hence, the conclusions may not be relevant to all small and medium-sized enterprises, particularly those operating in distinct technology or market contexts.

Moreover, study specifically examined characteristics including digital marketing, brand awareness, and technical advancements. Nevertheless, there may be more influential factors that were not accounted for in study, which could also affect success of SMEs. Variables like as economic conditions, competitive landscape, and

organizational culture may have an impact on results and were not accounted for in this study.

Given the limited time available, snowball sampling technique was employed in this study. To achieve more generalizable results, future studies should consider using probability sampling techniques.



REFERENCES

- Aaker, D. A., Biel, A. L., & Biel, A. (2013). *Brand equity & advertising: advertising's role in building strong brands*. Psychology Press.
- Alamsyah, D. P., Ratnapuri, C. I., Aryanto, R., & Othman, N. A. (2021). Digital marketing: Implementation of digital advertising preference to support brand awareness. *Academy of Strategic Management Journal*, 20(2), 1–10.
- Ali, H., & Novanza, H. (2017). Purchase Decision Model: Analysis of Brand Image. *Brand Awareness and Price (Case Study Smeco Indonesia SME Products)*, 1, 621–632.
- Alkhalwaldeh, A. M., & Eneizan, B. (n.d.). Extending UTAUT with customer pressure for SMEs' social media marketing adoption: An empirical study.
- Amelfdi, F. J., & Ardyan, E. (2020). Pengaruh brand awareness, Brand Image, Dan Kualitas Produk Terhadap Keputusan pembelian. *Sumber*, 2, 5–532.
- Amron, A. (2018). The Influence of Brand Image, Design, Feature, and Price on Purchasing Decision of Apple iOS Smartphone in Surakarta, Indonesia. *The International Journal of Social Sciences and Humanities Invention*, 5(12), 5187–5191.
- Arobo, A. T. (2022). The Effect of Digital Marketing on SMEs: A case study of Swedish and Nigerian companies.
- Ataman, A. (Ed.). (2001). *Gelişim ve öğrenme*. Ankara: Gündüz Eğitim ve Yayıncılık
- Bala, M., & Verma, D. (2018). A critical review of digital marketing. M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering*, 8(10), 321–339.
- Bojei, J., & Hoo, W. C. (2012). Brand equity and current use as the new horizon for repurchase intention of smartphone. *International Journal of Business & Society*, 13(1).
- Brown, J. D. (1998). *Understanding research in second language learning*. Cambridge: Cambridge University Press.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Routledge.

- Chakraborty, D., Banerjee, J., Mehta, P., & Singh, N. P. (2022). The impact of website design on online customer buying satisfaction and loyalty to e-tailers: An exploratory study of e-tailers in India. *Information Resources Management Journal (IRMJ)*, 35(1), 1–18.
- Chi, H.-H. (2011). Interactive digital advertising vs. virtual brand community: Exploratory study of user motivation and social media marketing responses in Taiwan. *Journal of Interactive Advertising*, 12(1), 44–61.
- Chung, Y. C. Y., Chang, H.-H., & Kitamura, Y. (2021). Digital and traditional media advertising and business performance of agribusiness firms—Empirical evidence in Japan. *Agricultural Economics/Zemědělská Ekonomika*, 67(2).
- Ding, M.-C., & Lii, Y.-S. (2016). Handling online service recovery: Effects of perceived justice on online games. *Telematics and Informatics*, 33(4), 881–895.
- Dwiyanti, E., Qomariah, N., & Tyas, W. M. (2018). Pengaruh persepsi kualitas, nama merek dan brand awareness terhadap keputusan pembelian. *Jurnal Sains Manajemen Dan Bisnis Indonesia*, 8(2).
- Fitrianna, H., & Aurinawati, D. (2020). Pengaruh Digital Marketing Pada Peningkatan Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian Produk Cokelat Monggo di Yogyakarta. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 3(3), 409–418.
- Ghorbani, Z., Kargaran, S., Saberi, A., Haghhighinasab, M., Jamali, S. M., & Ale Ebrahim, N. (2021). Trends and patterns in digital marketing research: bibliometric analysis. *Journal of Marketing Analytics*, 1–15.
- Ghozali, I., & Latan, H. (2015). Konsep, teknik, aplikasi menggunakan Smart PLS 3.0 untuk penelitian empiris. BP Undip. Semarang.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.
- Hair Jr, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). *Advanced issues in partial least squares structural equation modeling*. saGe publications.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Hosseinzadeh Naser, S. (2023). Providing a Digital Marketing Adoption and Application Model for Promotion of Brand Equity. *International Journal of*

- Resistive Economics, 11(2), 29–39.
- Hsieh, Y.-C., & Chen, K.-H. (2011). How different information types affect viewer's attention on internet advertising. *Computers in Human Behavior*, 27(2), 935–945.
- Jayaram, D., Manrai, A. K., & Manrai, L. A. (2015). Effective use of marketing technology in Eastern Europe: Web analytics, social media, customer analytics, digital campaigns and mobile applications. *Journal of Economics, Finance and Administrative Science*, 20(39), 118–132.
- Keller, K. L. (2007). Advertising and brand equity. GJ Tellis, & T. Ambler, *Handbook of Advertising*, 54–70.
- Kim, J., Kang, S., & Lee, K. H. (2021). Evolution of digital marketing communication: Bibliometric analysis and network visualization from key articles. *Journal of Business Research*, 130, 552–563.
- Kinanti, A. S., & Imran, A. I. (2021). Pengaruh Digital Marketing Terhadap Brand Awareness Lemonilo Melalui Instagram. *EProceedings of Management*, 8(2).
- Lim, W. M., Gupta, S., Aggarwal, A., Paul, J., & Sadhna, P. (2021). How do digital natives perceive and react toward online advertising? Implications for SMEs. *Journal of Strategic Marketing*, 1–35.
- Maniu, A.-I., & Zaharie, M.-M. (2014). Advertising creativity—the right balance between surprise, medium and message relevance. *Procedia Economics and Finance*, 15, 1165–1172.
- Ndanyungu, B. O. (2020). The Impact of Digital Marketing on Brand awareness a Case of Air Tanzania Company. The Open University of Tanzania.
- Odoom, P. T., Narteh, B., & Odoom, R. (2022). Consumer acceptance of online display advertising—the effects of ad characteristics and attitude toward online advertising. *International Journal of Internet Marketing and Advertising*, 16(4), 317–343.
- Pebrianti, W., Arweni, A., & Awal, M. (2020). Digital Marketing, E-Wom, Brand Awareness Dan Keputusan Pembelian Kopi Milenial. *Jurnal Ilmu Ekonomi & Sosial*, 11(1), 48–56.
- Ramadhani, H. S., Jumhur, H. M., & Dharmoputra, S. (2019). Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Brand Awareness, Brand Image, Dan Brand Loyalty (studi Kasus: Followers Pada Instagram Lazada. co. Id). *EProceedings of Management*, 6(2).

- Roemer, E., Schuberth, F., & Henseler, J. (2021). HTMT2—an improved criterion for assessing discriminant validity in structural equation modeling. *Industrial Management & Data Systems*.
- Rossiter, J. R., & Percy, L. (2013). Observations: How the roles of advertising merely appear to have changed. *International Journal of Advertising*, 32(3), 391–398.
- Sander, V. (2019). *Essays on the Role of Content in Digital Marketing Communications*. Universität Bremen.
- Saputro, A. (2018). Pengaruh Digital Marketing dan Brand Ambassador dalam Membentuk Brand Identity sebagai Variabel Intervensi terhadap Purchase Intention Pada Produk Markobar. *Jurnal Strategi Pemasaran*, 5(2).
- Shahid, S., & Qureshi, J. A. A. (2022). Consumer empowerment in the digital media marketing age: A comparative literature review and trends across selected countries. *3c Empresa: Investigación y Pensamiento Crítico*, 11(1), 149–177.
- Soininen, N. (2015). Improving SME's brand awareness by digital marketing: a guide for SMEs.
- Sudaryanto, S., N ARI SUBAGIO, N., Awaliyah, I. N., Wulandari, D., & Hanim, A. (2019). Influence of brand image, price and promotion on consumer's buying decision of fast moving consumer's goods with culture as a moderating variable in basmallah retail store in Indonesia.
- Suki, N. M., En, Y. J., Suki, N. M., Hanafi, M., & Rosmaini, S. (2023). Smartphones Online Marketing: A Bibliometric and Visualized Analysis. *International Journal of Interactive Mobile Technologies*, 17(8).
- Tarabieh, S. M. Z. A. (2017). The synergistic impact of social media and traditional media on purchase decisions: The mediating role of brand loyalty. *International Review of Management and Marketing*, 7(5), 51.
- Tyasendy, B. N., & Anggadwita, G. (2016). Analisis Pengaruh Customer Brand Awareness Terhadap Brand Image Di Instagram Pada Usaha Wallts. *EProceedings of Management*, 3(3).
- Walker, S. (2014). *YouTube Strategies 2014: Marketing Strategy and Advertising Techniques-Making and Marketing Online Video*. CreateSpace Independent Publishing Platform.
- Yang, Y., & Zhai, P. (2022). Click-through rate prediction in online advertising: A literature review. *Information Processing & Management*, 59(2), 102853.

- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, 1(5), 69–80.
- Zhang, J., & Mao, E. (2016). From online motivations to ad clicks and to behavioral intentions: An empirical study of consumer response to social media advertising. *Psychology & Marketing*, 33(3), 155–164.

