

ANNUAL WORLD ECONOMIC AND BUSINESS FORUM 2022

April 25-26, 2022 | Webinar

Brand value in digital marketing analyzing customer's psychology and its role in digital age.

Rajesh Paidi

Andhra University, India

Since decades, marketing has been at the heart and spirit of businesses. Traditional marketing initiatives are gradually being replaced by digital marketing initiatives backed by social networking sites and social media, which has a compounding effect on multinationals' growth. To strengthen their brand equity and brand value quotients, businesses undertake customised social media centred campaigns. This built-up brand equity and worth is then translated into customer purchasing patterns and lucrative bottom lines. The goal of this study is to determine the impact of digital marketing on the creation of brand values and, as a result, on consumer purchasing behaviour. Digital marketing actions were found to be strongly connected with brand value development and positively correlated with influencing consumer buying emotions after investigation.

Biography

Rajesh Paidi completed his MBA in Jawaharlal Nehru University Kakinada Andhra Pradesh India and Pursuing Mphil(2020), Andhra university, Visakhapatnam, India having 12yr experience as a Program Manager, Business Development Manager and as a Sales Development Manager , Soft skills and Reasoning Trainer, His research interests are in the field of Digital Marketing ,Brand equity, Customers Psychology and Buying Behavior and Management.