

An Empirical Study of Digital Marketing and Brand Value Among Business Enterprises in Tamilnadu

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Abstract

Studying brand value in the Indian digital marketing environment is consequently important for understanding how digital communication, consumer engagement, online experiences, and brand-related perceptions contribute to the long-term competitiveness and sustainability of businesses. For these purpose 160 businessmen selected from Salem District of Tamil Nadu using convenient sampling method. Interview schedule method is used to conduct research and to test the above hypothesis, descriptive analysis, t-test, F-test are used. The results show that human capital factors, particularly education and income, play a more important role in shaping brand value perceptions than business-related characteristics such as business age, entrepreneurial generation, or business sector. These findings imply that improving entrepreneurial knowledge, managerial competencies, and financial capacity may contribute more effectively to enhancing brand value than merely increasing business experience or operating in a particular sector.

Introduction

Digital marketing provides businesses with multiple opportunities to enhance brand value through social media marketing to build long term engagement in India as businesses increasingly use digital platforms to create, communicate, and strengthen relationships with consumers. It extends beyond the traditional perception of a company's name or logo and increasingly reflects consumers' perceptions of brand quality, trust, reputation, uniqueness, credibility, and overall experience. Studying brand value in the Indian digital marketing environment is consequently important for understanding how digital communication, consumer engagement, online experiences, and brand-related perceptions contribute to the long-term competitiveness and sustainability of businesses (*Vijaya, T., and K. Maruthadurai, 2026*).

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Statement Of The Problem

Compared with many traditional advertising methods, digital marketing allows businesses to start campaigns with relatively smaller budgets and adjust spending according to performance (Vijaya, T., and K. Maruthadurai, 2026). Regular interaction can strengthen relationships and improve brand value. Providing useful information, responding to complaints, displaying customer reviews, and maintaining an active online presence can improve customers' confidence in a brand (Sasikala, 2026). An effective digital presence can help businesses differentiate themselves from competitors and establish a stronger position in the market (Narayanan, M., 2024). Regular communication, personalized offers, online support, and engaging content can encourage customers to remain connected with the brand and make repeat purchases (Vijayalakshmi, A. R., and A. Morarji., 2025). However, collection and use of customer information create risks related to data privacy, cybersecurity, and unauthorized access (Krishnan, S. Boopathi, K. Singaravelu, and K. Murugan, 2025). Consumers receive large numbers of advertisements and promotional messages every day. Excessive digital advertising may cause consumers to ignore or avoid brand communications (Rajasekaran, G. Rajasekaran G., and G. Ramu G. Ramu, 2026). Businesses need to maintain consistent brand messages across websites, social media, advertisements, and other digital channels. Inconsistency can weaken brand identity (Kumaresan, R., and Mrs Smaila., 2026).

Hypotheses

H₁: There is a significant difference between brand value with business age.

H₂: There is a significant difference between brand value with generation of businessmen.

H₃: There is a significant difference between brand value with educational qualification of the businessmen.

H₄: There is a significant difference between brand value with annual income of the businessmen.

H₅: There is a significant difference between brand value with types of sectors.

Sample Selection

For these purpose 160 businessmen selected from Salem District of Tamil Nadu using convenient sampling method. Interview schedule method is used to conduct research and to test the above hypothesis, descriptive analysis, t-test, F-test are used.

Table 1 Reliability Statistics

Sl. No.	Brand Indicators	Cronbach's Alpha
BV1	Brand Availability	0.822
BV2	Brand Loyalty	0.847
BV3	Brand Awareness	0.821

Sl. No.	Brand Indicators	Cronbach's Alpha
BV4	Brand Advertisement	0.838
BV5	Brand Promotion	0.824
OVBT	Overall Brand Value	0.818

Table 1 reveals with 'Brand Availability' recorded 0.822; 'Brand Loyalty' registered 0.847; 'Brand Awareness' observed 0.821; 'Brand Advertisement' found 0.838. 'Brand Promotion' showed 0.824 and 'Overall Brand Value' explained 0.818 which is greater than 0.7.

Results

TABLE 2 SOCIO ECONOMIC FACTORS

Variables	Frequency	Percent
Age of the Business		
Up to 3	35	21.90
3 to 6	57	35.60
6 to 9	48	30.00
Above 9	20	12.50
Generation		
1st Generation	95	59.40
2nd Generation	65	40.60
Education		
Illiterate	29	18.10
Middle School	30	18.80
Secondary	32	20.00
Higher Secondary	35	21.90
Graduate	34	21.30
Sector		
Cultivator	15	9.40
Manufacture	55	34.40
Retail	38	23.80
Service	25	15.60

Variables	Frequency	Percent
E-Commerce	27	16.90
Monthly Income		
Up to 3 lakhs	27	16.90
3 to 6 lakhs	27	16.90
6 to 9 lakhs	33	20.60
9 to 12 lakhs	33	20.60
More than 12 lakhs	40	25.00

Table 2 presents the socio-economic characteristics of the 160 respondents. The findings reveal that 35.60 per cent of the respondents have been operating their businesses for 3 to 6 years, followed by 30.00 per cent with 6 to 9 years, 21.90 per cent with up to 3 years, and 12.50 per cent with more than 9 years of business experience. A majority of 59.40 per cent are first-generation entrepreneurs, while 40.60 per cent belong to the second generation, highlighting the increasing trend of new entrepreneurial ventures. Regarding educational qualification, 21.90 per cent have completed Higher Secondary education, followed closely by Graduates are 21.30 per cent, Secondary education is 20.00 per cent, Middle School as 18.80 per cent, and Illiterate respondents are 18.10 per cent. In terms of business sector, 34.40 per cent are engaged in manufacturing, followed by retail showed 23.80 per cent, e-commerce observed 16.90 per cent, service (15.60 per cent), and cultivation (9.40 per cent), indicating the dominance of manufacturing and retail activities. With respect to annual business income, the largest proportion (25.00 per cent) earns more than 12 lakhs, while 20.60 per cent each earn 6–9 lakhs and 9–12 lakhs, and 16.90 per cent each earn up to 3 lakhs and 3–6 lakhs.

TABLE 3 BUSINESS AGE WITH BRAND VALUE

Age	Up to 3	3 to 6	6 to 9	Above 9	F	Sig.
BV1	3.77	3.49	3.27	3.40	1.896	0.132
BV2	2.91	2.93	2.71	2.75	0.737	0.531
BV3	4.09	4.16	4.04	3.80	1.268	0.287
BV4	2.74	2.75	2.56	2.65	0.477	0.699
BV5	4.00	4.21	3.90	4.20	1.689	0.172
OVBVT	17.51	17.54	16.48	16.80	1.221	0.304

Table 3 examines the relationship between the age of the business and brand. The results indicate that the mean scores for businesses operating for 3 to 6 years recorded the 17.54 mean

score for the overall brand value, followed closely by businesses operating for up to 3 years score of 17.51, while businesses aged above 9 years scored 16.80 and 6 to 9 years are 16.48 reported comparatively lower mean scores. However, the results reveal that none of the dimensions, including the overall brand value, show statistically significant differences across business age groups, as all the significance values are greater than 0.05.

TABLE 4 GENERATION WITH BRAND VALUE

Generation	1st Generation	2nd Generation	t	Sig.
BV1	3.43	3.54	0.702	0.484
BV2	2.83	2.85	0.105	0.917
BV3	4.09	4.02	0.688	0.493
BV4	2.65	2.72	0.492	0.623
BV5	4.14	3.97	1.335	0.184
OVBVT	17.15	17.09	0.108	0.914

Table 4 presents the comparison of brand value between first-generation and second-generation entrepreneurs. The findings show only marginal differences in the mean scores of brand value dimensions between the two groups. Second-generation entrepreneurs reported slightly higher mean scores for BV1 (3.54), BV2 (2.85), and BV4 (2.72) compared to first-generation entrepreneurs, whereas first-generation entrepreneurs recorded higher mean scores for BV3 (4.09) and BV5 (4.14). The overall brand value score was marginally higher among first-generation entrepreneurs (17.15) than second-generation entrepreneurs (17.09). However, the results indicate that none of these differences are statistically significant, as all the significance values exceed 0.05. Therefore, it can be concluded that the generation of entrepreneurship has no significant influence on the perceived brand value among the respondents in the study.

TABLE 5 EDUCATION WITH BRAND VALUE

Education	Illiterate	Middle School	Secondary	Higher Secondary	Graduate	F	Sig.
BV1	3.03	3.27	3.72	3.63	3.65	3.011	0.02*
BV2	2.62	2.70	2.72	3.20	2.88	2.467	0.047*
BV3	3.76	4.00	4.31	4.03	4.18	2.687	0.033*
BV4	2.38	2.37	2.88	2.83	2.88	2.995	0.02*
BV5	3.83	3.97	4.16	4.31	4.03	1.82	0.128
OVBVT	15.62	16.30	17.78	18.00	17.62	3.492	0.009**

Table 5 examines the association between respondents' educational qualifications and brand value. The findings reveal that respondents with Higher Secondary education recorded the highest overall brand value score of 18.00, followed by Secondary observed 17.78, Graduate showed 17.62, Middle School indicates 16.30, and Illiterate respondents represents 15.62. The results indicate that educational qualification has a statistically significant influence on BV1 observed 0.020, BV2 recorded 0.047, BV3 showed 0.033, BV4 observed 0.020, and the overall brand value indicates 0.009), as the significance values are below 0.05. However, BV5 observed 0.128 does not show a statistically significant difference across educational groups.

TABLE 6 TYPE OF SECTORS WITH BRAND VALUE

Sectors	Cultivator	Manufacture	Retail	Service	E-Commerce	F	Sig.
BV1	3.73	3.31	3.66	3.20	3.67	1.83	0.126
BV2	2.73	2.67	3.00	2.88	2.96	1.058	0.379
BV3	4.20	3.98	4.13	3.96	4.15	0.621	0.648
BV4	2.60	2.49	3.05	2.48	2.78	2.868	0.025*
BV5	4.33	3.98	4.11	3.96	4.15	0.798	0.528
OVBVT	17.60	16.44	17.95	16.48	17.70	1.857	0.121

Table 6 presents the relationship between the type of business sector and brand value. The findings indicate that retail sector respondents recorded the highest overall brand value score of 17.95, followed by E-Commerce showed 17.70, Cultivators observed 17.60, Service sector observed 16.48 and Manufacturing sector showed 16.44. The results reveal that only BV4 exhibits a statistically significant difference across business sectors as 0.025, indicating that respondents from different sectors differ significantly only with respect to this dimension of brand value. The remaining dimensions do not show statistically significant differences, as their significance values exceed 0.05. Therefore, it can be concluded that the type of business sector does not have a significant influence on the overall brand value, although it significantly affects one specific dimension (BV4) of brand value.

TABLE 7 MONTHLY INCOME WITH BRAND VALUE

Monthly Income	Up to 3 lakhs	3 to 6 lakhs	6 to 9 lakhs	9 to 12 lakhs	More than 12 lakhs	F	Sig.
BV1	3.59	3.93	3.48	3.52	3.05	3.78	0.006**
BV2	3.15	3.00	2.61	3.00	2.58	3.096	0.017*
BV3	4.19	4.11	4.21	4.03	3.85	1.509	0.202

BV4	2.81	2.93	2.79	2.73	2.30	2.782	0.029
BV5	4.37	4.33	3.97	4.06	3.78	3.493	0.009**
OVBVT	18.11	18.30	17.06	17.33	15.55	4.333	0.002**

Table 7 examines the relationship between monthly income and brand value. The results show that respondents earning 3 to 6 lakhs recorded the highest overall brand value score of 18.30, followed by those earning up to 3 lakhs showed 18.11, 9 to 12 lakhs observed 17.33, 6 to 9 lakhs scored 17.06, and more than 12 lakhs indicated 15.55. Among the individual dimensions, respondents earning 3 to 6 lakhs recorded the highest mean for BV1 observed 3.93, those earning up to 3 lakhs had the highest scores for BV2 showed 3.15 and BV5 (4.37), those earning 6 to 9 lakhs showed the highest mean for BV3 as 4.21, and those earning 3 to 6 lakhs showed the highest score for BV4 is 2.93. The ANOVA results reveal statistically significant differences across income groups, whereas BV3 does not show a significant difference. Overall, the findings indicate that monthly income has a significant influence on the overall brand value and most of its dimensions, with lower and middle-income groups generally reporting higher brand value scores than the highest-income group.

Conclusion

The findings indicate that business age, generation of entrepreneurship, and type of business sector do not have a statistically significant influence on the overall brand value, as the corresponding significance values are greater than 0.05. Although minor variations exist in the mean scores among these groups, the differences are not substantial enough to establish a meaningful relationship. In contrast, educational qualification and monthly income exhibit a significant influence on overall brand value, suggesting that respondents with higher educational attainment and specific income levels demonstrate stronger perceptions of brand value and this result was in line with Sasikala., (2026). Among these, education significantly affects four out of the five brand value dimensions and the overall brand value, while monthly income significantly influences four dimensions as well as the overall score. Overall, the study concludes that human capital factors, particularly education and income, play a more important role in shaping brand value perceptions than business-related characteristics such as business age, entrepreneurial generation, or business sector. These findings imply that improving entrepreneurial knowledge, managerial competencies, and financial capacity may contribute more effectively to enhancing brand value than merely increasing business experience or operating in a particular sector.

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