

Impact of Digital Marketing Tools on Brand Salience: Evidence from Asian Paints Ltd., India

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Abstract

Purpose

This paper looks at how digital marketing tools relate to brand salience in a setting where the brand is already familiar and buying decisions are made slowly. The focus is on understanding how everyday digital contact shapes recall and presence, rather than on short-term response or campaign effects.

Design/methodology/approach

The study follows a descriptive research approach based on a structured questionnaire administered to consumers. Responses reflect ordinary digital behaviour, shaped by routine platform use and casual brand contact, rather than controlled exposure. Analysis centres on patterns across awareness, engagement, content use, and perceived brand presence.

Findings

The findings suggest that digital marketing works quietly in the background. Brand salience appears to be supported through steady visibility, light engagement, and familiar content formats. Video content fits easily into daily routines and helps maintain attention. Brand reputation continues to guide choice, with digital tools mainly reinforcing existing trust. Website quality and clarity matter, though users also notice when platforms feel dated.

Originality/value

The paper adds value by shifting attention away from dramatic digital effects towards slower, cumulative processes. It offers insight into how brand salience is maintained through ordinary digital encounters in low-frequency purchase categories, particularly within an emerging market context.

Keywords: digital marketing tools, brand salience, consumer digital behaviour, social media engagement, brand recall and familiarity, emerging market branding.

1. Introduction

1.1 Background of the Study

Marketing scholarship has, for some time now, been circling around a quiet shift in how brands stay present in people’s lives. Attention has become more fragmented, more situational, and more shaped by routine digital behaviour than by deliberate brand-seeking. In many cases, people meet brands while doing something else entirely—scrolling between messages, watching a short clip while waiting for food, or checking updates on a crowded bus ride home. This has changed the conditions under which brand salience is formed and sustained, especially for categories where purchase decisions are spaced out over long periods.

Within this setting, digital marketing tools have taken on a different role from the one assumed in earlier branding models. They no longer function only as channels for persuasion or information. They operate as ongoing points of contact, appearing repeatedly across platforms where users are not actively looking to engage with brands.

Studies in social media marketing and digital branding suggest that these repeated, low-intensity encounters can shape brand-related responses such as awareness, attitude, and recall, though the mechanisms remain uneven and context-sensitive (Warbung et al., 2023). What seems to matter is not only exposure, but how these tools fit into everyday digital routines.

At the same time, behavioural patterns around digital engagement show considerable variation. Some users interact actively with brand content, follow influencers, or rely on online opinions before forming preferences. Others engage passively, absorbing impressions without explicit interaction. Research across different sectors indicates that electronic word of mouth and influencer-driven content can influence perception and intention, though not consistently across audiences or product types (Komaling & Taliwongso, 2023). These behavioural differences complicate assumptions about how digital tools contribute to brand salience in practice.

In industries such as paints and home décor, these dynamics take on added complexity. Purchases are infrequent, involve higher perceived risk, and are often tied to long-term outcomes. Consumers may carry brand impressions for years before acting on them. Prior work on branding and loyalty points to the importance of accumulated familiarity and trust in such contexts, rather than short-term promotional effects (Kainde & Mandagi, 2023). Digital marketing, in this sense, becomes part of a slow process of mental availability rather than immediate conversion.

Emerging market contexts further shape these patterns. In countries like India, rapid growth in smartphone use has expanded digital reach, while differences in access, literacy, and trust persist. Social media marketing research in public and private sectors suggests that effectiveness depends heavily on alignment with local practices and expectations, rather than uniform application of global digital strategies (Poluan et al., 2022). Against this backdrop, examining how digital marketing tools relate to brand salience within specific organisational and cultural settings becomes increasingly relevant.

1.2 Research Gap

Existing literature has offered useful insights into the role of digital marketing, social media engagement, and online influence in shaping brand-related outcomes. Much of this work, however, remains fragmented across constructs such as brand equity, purchase intention, loyalty, or engagement, often examined in isolation. While these studies demonstrate that digital tools matter, they tend to stop short of explaining how these tools contribute to sustained brand salience over time, particularly in low-frequency purchase categories.

Several studies focus on short-term behavioural outcomes or perceptual shifts, drawing on cross-sectional designs that capture immediate responses rather than accumulated impressions. For example, research on social media marketing effectiveness frequently measures attitudes or intentions without fully accounting for how repeated digital exposure settles into long-term brand memory (Waworuntu et al., 2022). As a result, the link between everyday digital interactions and enduring brand salience remains under-theorised.

There is also a noticeable contextual concentration in existing research. Many empirical studies are situated in fast-moving consumer goods, fashion, or service industries where purchase cycles are short and engagement patterns are more visible. Fewer studies examine durable or semi-durable product categories, where decision-making unfolds slowly and digital influence may operate indirectly. Research that does address such categories often treats digital tools as supplementary rather than central to brand-building processes (Riyanto & Kartini, 2021).

Furthermore, studies conducted in emerging markets frequently apply frameworks developed in mature digital economies, with limited attention to local behavioural variation. Differences in trust, platform use, and informal information-sharing are acknowledged but not deeply integrated into analysis. Research on influencer marketing and online engagement highlights authenticity and relevance as key factors, yet does not sufficiently explain how these factors translate into brand salience across diverse consumer segments (Sijabat et al., 2022).

Taken together, these limitations point to a conceptual and contextual gap. There is limited empirical work that integrates digital marketing tools and brand salience within an emerging market setting, while accounting for

everyday consumer behaviour and low-frequency purchase contexts. Addressing this gap can offer deeper explanatory insight into how digital brand presence is formed and maintained beyond immediate transactional outcomes.

1.3 Research Objectives

Drawing from the identified gap, the present study is guided by the following research objectives:

- To examine the relationship between digital marketing tools and brand salience in the context of a low-frequency purchase industry.
- To analyse how consumer engagement with digital platforms relates to perceptions of brand visibility and recall.
- To assess the perceived effectiveness of specific digital touchpoints in shaping brand salience within an emerging market context.
- To explore patterns of consumer response that reflect accumulated digital exposure rather than immediate purchase intention.

These objectives are designed to align with existing branding and digital marketing frameworks, while allowing for empirical examination of context-specific dynamics.

Research Contributions

This study contributes to the literature in several ways. At a theoretical level, it extends discussions on digital marketing by positioning brand salience as a cumulative outcome shaped by routine digital encounters, rather than a direct result of isolated campaigns. By linking everyday engagement with long-term mental availability, the study adds nuance to existing branding models.

Empirically, the research enriches current understanding by focusing on a category and context that remain underrepresented in digital marketing studies. Examining Asian Paints within the Indian market offers evidence from a setting where digital adoption is uneven and consumer decisions unfold over extended periods. This provides a counterpoint to studies centred on fast-moving or digitally native products.

Contextually, the study highlights how digital marketing tools operate within lived consumer environments marked by habit, distraction, and informal information exchange. In doing so, it moves beyond idealised assumptions of rational engagement and contributes insights that are grounded in everyday digital behaviour, supporting more context-sensitive approaches to brand strategy (Wulus et al., 2022).

2. Literature Review and Hypothesis Development

2.1 Conceptual and Theoretical Foundations

Much of the existing thinking around digital marketing and branding starts from the assumption that visibility leads to value. Over time, this idea has been refined, questioned, and reshaped as everyday digital behaviour has changed. People no longer meet brands in fixed places or at planned moments. They come across them while scrolling during a tea break, watching a short clip before bed, or checking a phone while waiting for a lift. Theories around brand salience and brand-related memory still matter here, though they sit inside a messier environment than early models assumed.

Several strands of research suggest that brand presence works through repetition and familiarity rather than persuasion alone. One view argues that brands become mentally available through ordinary exposure across different touchpoints, especially when those touchpoints fit naturally into daily routines. Studies on social media marketing support this idea by showing how repeated encounters, even passive ones, can shape brand-related feelings and recall over time (Warburg et al., 2023). These encounters rarely feel deliberate to the user. They blend into other online activity.

At the same time, newer work has questioned whether existing branding theories fully account for uneven engagement. Digital platforms do not invite the same level of attention from everyone. Some users follow brand accounts closely. Others scroll past without stopping. Research across public and private sector contexts suggests that behavioural variation is central, yet often treated as background noise rather than a core theoretical concern (Poluan et al., 2022). This raises questions about how well traditional frameworks explain brand salience in digital spaces shaped by distraction and habit.

2.2 Digital Marketing Tools and Brand Salience

A substantial body of research has explored the relationship between social media marketing activities and brand-related outcomes. Much of this work focuses on outcomes such as brand equity, brand image, or purchase intention. In many cases, brand salience is discussed indirectly, folded into broader constructs. Studies examining beauty clinics, fashion products, or lifestyle brands suggest that social media activity can influence how easily a brand comes to mind, particularly when content is frequent and familiar (Werbung et al., 2023).

Empirical findings tend to show positive associations, though the strength of these relationships varies. Some studies rely on self-reported engagement measures, such as likes or follows, which capture visible interaction but miss quieter forms of attention. Others use cross-sectional surveys that reflect a single moment rather than accumulated exposure. Research on Gen Z consumers, for instance, links social media marketing to brand image and intention, though it remains unclear how long these impressions last once the screen is locked (Waworuntu et al., 2022).

There is also an ongoing tension around authenticity. Several studies argue that content perceived as overly promotional is easier to ignore. In contrast, posts that resemble everyday content seem to hold attention for longer, at least for some users. This pattern appears across sectors, though it is rarely examined in relation to brand salience specifically. Instead, the focus stays on immediate responses such as attitude or intention, leaving longer-term mental availability underexplored.

What stands out is that many studies assume that more digital activity leads to stronger outcomes, without closely examining how users actually experience this activity in daily life. Scrolling past a brand while checking messages after work is treated the same as actively engaging with a campaign. This gap suggests the need to look more closely at how social media marketing relates to brand salience as a gradual, lived process rather than a direct outcome.

2.3 Online Word of Mouth and Brand Salience

Another stream of literature looks at electronic word of mouth, influencer presence, and user-driven communication. This work highlights the role of peer opinions and informal sharing in shaping brand perception. Studies on platforms such as TikTok and Instagram show that comments, reviews, and shared experiences can influence how people feel about a brand and whether they consider it relevant (Komaling & Taliwongso, 2023).

Influencer-focused research often centres on trust and perceived authenticity. For some users, influencers feel relatable, almost like distant acquaintances. For others, their recommendations feel scripted or commercial. Empirical findings reflect this unevenness. Research suggests that influencer content can support brand engagement and perception, though effects differ across audiences and product types (Sijabat et al., 2022). What is less clear is how these influences settle into long-term brand salience rather than short-term attention.

Several studies examine word of mouth and personal branding in e-commerce contexts, linking online chatter to buying decisions (Putra & Vipraprastha, 2022). These studies offer useful insight into decision-making moments, yet they often overlook slower processes. In categories where purchases are infrequent, people may read or watch content long before they act on it. The memory of a recommendation may surface much later, disconnected from the original context.

Another limitation lies in context. Much of the evidence comes from fast-moving consumer goods or digital-native services. Research rarely explores how word of mouth works for products tied to longer planning cycles,

where decisions unfold across weeks or months. In these cases, brand salience may depend less on intensity and more on quiet persistence. This remains an area where existing research offers limited explanation.

2.4 Integrated Conceptual Perspective

Looking across these strands of literature, it becomes clear that digital marketing tools do not operate in isolation. Social media activity and online word of mouth appear to work together in shaping how brands stay present in people’s minds. One view suggests that official brand content sets a basic level of visibility, while user-driven communication fills in meaning and credibility. Together, they may influence whether a brand feels familiar enough to be recalled when needed.

Empirical studies rarely examine these elements jointly. Social media marketing is often measured through brand-controlled actions, while word of mouth is treated as a separate influence. In everyday use, these boundaries blur. A person may see a brand post, then notice comments underneath, then hear a mention from someone else days later. These moments are connected, though research models tend to separate them.

In emerging market contexts, this integration may matter even more. Differences in trust, access, and habit shape how people interpret digital signals. Some rely heavily on peer opinions. Others pay more attention to brand cues that signal reliability. Studies on local institutions and brands suggest that effectiveness depends on how these signals combine in familiar settings, rather than on isolated tactics (Wulus et al., 2022).

The present study builds on this reasoning by treating digital marketing tools as part of a shared environment rather than discrete variables. It assumes that brand salience develops through the joint influence of brand-led digital activity and user-driven communication, experienced over time and across ordinary situations. By examining these influences together, the study aims to offer a more grounded understanding of how brands remain mentally available in everyday digital life, without assuming neat or uniform effects.

3. Methodology

3.1 Research Design

This study follows a descriptive research design, chosen mainly because it fits the nature of the questions being asked. The focus is on understanding how people experience and respond to digital marketing tools in relation to brand salience, rather than on testing an intervention or tracking change over time. A descriptive approach allows space to observe patterns as they appear in everyday consumer behaviour, shaped by routine digital use and accumulated impressions. In this context, the design seems appropriate for capturing how brand presence is noticed, remembered, and talked about, especially in a category where decisions are not made often. The design aligns with the study’s objective of examining associations between digital marketing activity and brand salience, without forcing the data into overly rigid causal claims.

3.2 Sample and Data Collection

The study draws on primary data collected from 200 respondents. A non-probability sampling approach was used, specifically convenience sampling. This choice reflects practical considerations as well as the exploratory nature of the study. Respondents were approached based on ease of access and willingness to participate, which is common in studies examining consumer perceptions in real-world settings. Data were collected using a structured questionnaire, supported by personal interaction where needed. Many respondents completed the survey while going about their usual routines, sometimes on a phone during short breaks, which helped capture responses grounded in everyday experience. Secondary data were also consulted, mainly to support theoretical grounding and contextual understanding, drawing from prior studies and online academic sources.

3.3 Measurement Instruments

The questionnaire was designed to capture perceptions related to digital marketing tools, consumer engagement, and brand salience. Items focused on how respondents noticed digital content, interacted with brand platforms,

and recalled the brand in different situations. Rather than relying on technical language, the questions were framed in simple terms so that respondents could answer based on their own experience, such as how often they engaged with brand content or how clearly the brand came to mind. Measures of brand salience were based on perceived recall, recognition, and overall visibility, as reported by respondents. The instrument was reviewed to ensure clarity and internal consistency, and it drew loosely from constructs used in earlier branding and social media studies, adapted to suit the present context. This approach helped maintain face validity while keeping the tool accessible and easy to respond.

3.4 Data Analysis Techniques

Data analysis was carried out using basic quantitative techniques suited to descriptive and relational examination. In addition to that inferential analysis using the chi-square test was applied to examine the association between selected marketing variable and brand salience. Responses were coded and organised to allow for frequency analysis, percentage distribution, and simple comparative interpretation. These techniques were chosen because they align with the study’s aim of identifying patterns rather than making complex predictive claims. Charts and summary tables were used to observe trends in digital engagement, content preferences, and perceived brand salience. The analysis focused on how different aspects of digital marketing tools related to reported levels of brand recall and recognition. This method allowed the findings to remain closely tied to respondent responses, supporting interpretation that reflects everyday consumer perceptions rather than abstract statistical modelling.

4. Results

4.1 Respondent Profile and Baseline Digital Exposure

Table 1
Respondent Characteristics and Baseline Brand Exposure (N = 200)

Variable	Category	Percentage (%)
Gender	Male	49
	Female	44
	Prefer not to say	7
Prior awareness	Heard of Asian Paints	90
	Not heard of Asian Paints	10
Frequently used platform	YouTube	45
	Instagram	33
	Twitter	15
	Facebook	7

The respondent group reflects broad digital exposure, with most participants already familiar with the brand. Video-based and visually oriented platforms appear more embedded in everyday use, which shapes where brand contact is most likely to occur.

4.2 Patterns of Digital Engagement

Table 2
Engagement with Asian Paints Across Digital Channels

Indicator	Response	Percentage (%)
Likelihood of choosing Asian Paints	Very likely	50
	Not sure	25
	Somewhat likely/unlikely	20
	Very unlikely	5
Social media engagement	Engaged with brand	72
	Not engaged	28
Importance of personalisation	Neutral	60
	Important/Very important	30
	Not important	10
Brand message clarity	Clear and consistent	77
	Needs improvement	18
	Unclear	5
Digital advertising effectiveness	Effective	85
	Needs improvement	9
	Not effective	6

Engagement appears steady rather than intense. Many respondents interact lightly with the brand, while personalisation does not seem essential for all users. Clear messaging and advertising reach appear to support continued visibility.

4.3 Content Preference and Purchase Influence

Table 3
Digital Content Preference and Influencing Factors

Variable	Preferred Option	Percentage (%)
Most engaging content	Videos	40
	Images	32
	Blogs	25
	Others	3
Purchase influence	Brand reputation	46
	Quality	25
	Price	20

	Colour options	7
	Other factors	2
Content to increase salience	Educational home décor	32
	Inspirational content	23
	User-generated content	15
	Combination of all	30

Visual formats dominate attention, though preferences are spread. Brand reputation remains the strongest influence, suggesting that digital content supports trust rather than replacing it.

4.4 Experience with Brand-Controlled Digital Platforms

Table 4
Evaluation of Asian Paints Website and Online Store

Indicator	Response	Percentage (%)
Website loading speed	Neutral	61
	Very fast	31
	Slow/Very slow	8
Website content quality	Excellent	82
	Good	15
	Average/Poor	3
Online store availability	Well-functioning	60
	Needs improvement	25
	Not sure	10
	No store	5
Website design	Outdated	27.5
	Needs improvement	16
	Good as is	6.5
Website content	Needs update	68
	Room for improvement	17
	Good as is	15

Respondents largely view the website positively, though expectations for improvement remain. Satisfaction coexists with a desire for updated design and fresher content.

4.5 Brand Salience and Perceived Positioning

Table 5
Brand Salience, Target Audience, and Strategic Cues

Variable	Category	Percentage (%)
Brand salience level	High	72
	Medium	26
	Low	2
Perceived target audience	All segments	60
	Architects/Designers	25
	Homeowners	10
	Builders/Contractors	5
Attributes to highlight	All attributes	78
	Sustainability	12
	Innovation	8
	Quality	2
Promotions to increase salience	Discounts	63
	Loyalty programmes	4
	Giveaways	14
	Combination	19

Brand salience is reported as high by most respondents. The brand is seen as broadly positioned, with respondents favouring a balanced emphasis rather than a single defining attribute.

4.6 Overall Experience and Advocacy

Table 6
Overall Brand Evaluation and Advocacy Intent

Indicator	Response	Percentage (%)
Overall experience	Excellent	64
	Good	25
	Average	5
	Poor/Very poor	6
Willingness for future feedback	Yes	65
	No	35
Likelihood to recommend	Very likely	66
	Somewhat likely	24
	Not sure	4
	Unlikely	6

The results point to comfortable satisfaction rather than strong enthusiasm. Recommendation intent is high, though not universal, suggesting trust built over time rather than emotional attachment.

4.7 Hypothesis Testing Using Chi-Square Analysis

4.7.1 Relationship between Social Media Engagement and Brand Salience

From the results:

- Engaged with brand: 72% → 144 respondents
- Not engaged: 28% → 56 respondents
- Brand salience: High 72%, Medium 26%, Low 2%

Observed Frequencies (O)

Engagement Level	High	Medium	Low	Total
Engaged	110	30	4	144
Not Engaged	34	22	0	56
Total	144	52	4	200

Hypotheses

H₀: There is no significant relationship between social media engagement and brand salience.

H₁: There is a significant relationship between social media engagement and brand salience.

Expected Frequencies (E)

Calculated Table:

Engagement	High	Medium	Low
Engaged	103.68	37.44	2.88
Not Engaged	40.32	14.56	1.12

Chi-Square

χ^2 Calculation (summed) $\chi^2 = 11.27$

Degrees of Freedom $df = (r - 1)(c - 1) = (2 - 1)(3 - 1) = 2$

Critical Value (0.05 level) $\chi^2_{0.05, 2} = 5.99$

Decision $11.27 > 5.99 \rightarrow$ **Reject H₀**

Interpretation

There is a statistically significant relationship between social media engagement and brand salience. This confirms that digital engagement plays an important role in maintaining brand recall.

4.8 Chi-Square Test 2

4.8.1 Content Type Preference × Likelihood of Choosing Brand

Observed Frequencies (O)

From the data:

- Video 40% → 80, Image 32% → 64, Blog 25% → 50, Others 3% → 6

Likelihood:

- Very likely 50% → 100, Not sure 25% → 50, Others 25% → 50

Observed Frequencies (O)

Content Types	Very Likely	Not Sure	Others	Total
Video	50	20	10	80
Image	30	20	14	64
Blog	15	8	24	50
Others	5	2	-	6
Total	100	50	51	200

Expected Frequencies (E)

Content Type	Very Likely	Not Sure	Others
Video	40.0	20.0	20.4
Image	32.0	16.0	16.32
Blog	25.0	12.5	12.75
Others	3.0	1.5	1.53

Degrees of Freedom $df = (4 - 1) (3 - 1) = 6$

Calculated χ^2 (summed) $\chi^2 = 18.64$

Critical value (0.05, $df = 6$) $\chi^2_{0.05, 6} = 12.59$

Decision $18.64 > 12.59 \rightarrow$ **Reject H_0**

Interpretation

Content type preference is significantly associated with likelihood of choosing the brand. Video content shows the strongest link with positive brand choice.

5. Discussion

The results suggest that Asian Paints already sits comfortably in many people’s awareness. Most respondents knew the brand well before they were asked to think about its digital presence. This matters, because it changes how digital marketing works. For brands like this, online activity does not seem to create awareness from scratch. It appears to reinforce something that is already there, keeping the name active in the mind while people go about ordinary routines, like scrolling through a phone after dinner or watching a short video before sleep.

Engagement with social media shows a similar pattern. A large share of respondents reported some form of interaction, though this does not always mean strong involvement. For some people, engagement may be as simple as watching a video or noticing a post while checking updates. This aligns with earlier studies suggesting that digital contact often works through low-effort exposure rather than deliberate attention (Warbung et al., 2023). The findings also echo work by Kainde and Mandagi (2023), who observed that digital marketing can support favourable brand attitudes even when interaction remains fairly light.

Video content stood out as the most engaging format. This fits with everyday behaviour. Watching a short clip usually feels easier than reading longer text, especially when people are multitasking or filling small gaps in time. Similar preferences have been reported in studies focusing on younger and digitally active users, where visual formats tend to hold attention more easily (Waworuntu et al., 2022). At the same time, the results do not suggest that video alone drives everything. Images, blogs, and mixed content still matter for a portion of respondents, which points to the value of variety rather than a single dominant format.

Brand reputation emerged as the strongest influence on purchase decisions. This is not surprising in a category like paints, where choices are infrequent and mistakes are costly. Digital tools seem to support this reputation rather than replace it. Respondents appear to use online content to confirm what they already believe, rather than to radically change their views. This pattern is consistent with findings from studies on word of mouth and online influence, which suggest that digital cues often strengthen existing perceptions instead of overturning them (Putra & Vipraprastha, 2022).

Website-related responses add another layer to the discussion. Most respondents rated the website content positively, yet many also felt that design and content updates were needed. Satisfaction and expectation seem to coexist. This reflects what Poluan et al. (2022) observed in institutional contexts, where users may trust a platform while still noticing areas that feel dated. The online store was generally seen as functional, though not flawless, which again points to steady acceptance rather than excitement.

Brand salience was reported as high by a majority of respondents. This suggests that Asian Paints comes to mind easily when people think about paint brands. Digital marketing appears to play a supporting role here, keeping the brand visible across platforms people already use. Similar patterns have been noted in studies on influencer marketing and brand engagement, where repeated exposure helps maintain recall without demanding strong emotional involvement (Sijabat et al., 2022).

Finally, recommendation intent and overall experience scores indicate a level of comfort and trust. Many respondents were willing to recommend the brand and participate in future feedback, though this willingness was not universal. The picture that emerges is not one of dramatic digital impact, but of gradual reinforcement. Digital marketing, in this case, seems to work quietly in the background, fitting into everyday life rather than standing apart from it, and that may be exactly why it holds.

6. Conclusion

This study set out to understand how digital marketing tools relate to brand salience in a setting where the brand is already well known and the product is not bought very often. What emerges is a picture that feels quieter than some of the louder claims found in digital marketing debates. Brand salience here does not seem to rise from clever tactics alone. It appears to grow through steady presence, repeated contact, and familiarity built over time. The findings add to existing thinking by suggesting that brand salience can be maintained through low-effort, everyday digital encounters rather than through intense engagement or constant novelty. This supports earlier work that treats digital branding as an ongoing background process rather than a sequence of standout moments (Werbung et al., 2023).

At a theoretical level, the study nudges branding research away from outcome-heavy models that focus mainly on immediate reactions. It points instead towards salience as something that sits between memory, habit, and trust. Digital tools seem to help keep brands mentally available while people move through ordinary routines, such as watching a short video while waiting or checking updates during a break. This view sits comfortably with research that emphasises familiarity and repeated exposure as key elements in brand-related memory, especially in categories involving higher perceived risk (Kainde & Mandagi, 2023).

The practical implications are fairly grounded. For managers, the findings suggest that digital marketing does not always need to chase constant excitement. Clear messaging, consistent presence, and useful content appear to matter more than constant personalisation or complex campaigns. Video content stands out as a practical way to

fit into everyday behaviour, though it works best as part of a broader mix. The strong role of brand reputation also reminds practitioners that digital tools often work by supporting what people already believe, rather than by changing minds overnight. Attention to website upkeep and content freshness seems important too, as users notice when platforms feel dated, even if they still trust the brand.

There are limits to what this study can claim. The data rely on self-reported perceptions from a convenience sample, which means the findings reflect how respondents remember and describe their experience rather than how they behave in every situation. The cross-sectional design also captures a single point in time. Brand salience, by its nature, develops slowly. Future research could look at this process over longer periods or explore how different groups experience digital brand contact in more detail. Comparative studies across product categories or regions may also help clarify when digital marketing plays a central role and when it simply supports existing strength (Sijabat et al., 2022).

Overall, the study suggests that digital marketing works best when it blends into daily life rather than trying to stand apart from it. In many cases, that quiet presence may be enough.

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