



(REVIEW ARTICLE)



## Impact of online marketing activities on brand awareness: Case of industrial kitchen equipment company

Tuan Anh Nguyen <sup>1</sup>, Cuong Manh Nguyen <sup>2</sup> and Quang Van Ngo <sup>1,\*</sup>

<sup>1</sup> Faculty of Business Management, Hanoi University of Industry, Vietnam.

<sup>2</sup> Department of Financial and Accounting, Hanoi University of Industry, Vietnam.

World Journal of Advanced Research and Reviews, 2024, 22(03), 757–766

Publication history: Received on 02 May 2024; revised on 11 June 2024; accepted on 14 June 2024

Article DOI: <https://doi.org/10.30574/wjarr.2024.22.3.1768>

### Abstract

Online marketing is becoming increasingly urgent for businesses in the modern business environment, providing businesses with many important benefits. Online platforms allow for two-way interaction, helping businesses build strong relationships with customers and increase brand awareness. The research is based on the AIDA model theoretical framework, RACE aims to study the impact of online marketing activities on customer brand awareness. From there, it implies for businesses to improve policies, enhance online marketing activities, increase brand awareness of Ha Yen industrial kitchens, and contribute to promoting their purchase intentions. The research framework was conducted through an overview of research on the impact of online marketing activities on brand awareness. Combining two qualitative research methods, the authors conducted quantitative research through questionnaires, and the collected data was analyzed via SPSS 26. The results of the study clarify the impact of online marketing activities on brand awareness.

**Keywords:** Online marketing; Brand awareness; SEO; Email marketing; Social media

### 1. Introduction

Online marketing activities play a very important role in raising brand awareness of businesses. Through online channels such as websites, blogs, and social networks, businesses can increase brand recognition, reach more potential customers than traditional marketing methods. Through the transmission of visual content and images on online channels, businesses can also build and improve the brand's image and core values in the eyes of customers. Therefore, online marketing plays a key role in the strategy to increase brand awareness, helping businesses approach, interact and build brand image more effectively.

The positive impact of brand awareness through digital marketing can lead to word of mouth about the customer's brand. The study of (Moncey & Baskaran, 2020) aims to understand the importance of digital marketing and its relationship between brand awareness and brand loyalty. The results show that respondents are people who use the internet a lot and actively use various digital platforms. Online users can be more aware of the brand through the internet, and that affects their level of awareness of the brand.

The study by (Tuan, 2021) examines the impact relationship of corporate social marketing (CSM) on Brand Asset components from the consumer perspective (CBBE), in the case of dairy products in the Vietnamese market. Research shows that CSM is an important factor affecting CBBE (dairy products); more effective than advertising and delivery density. The study is evidence that consumer perceptions of CSM initiatives, CSM (perception) positively impact the 5 components of CBBE (brand awareness, brand association, perceived quality, brand trust, and brand loyalty).

\* Corresponding author: Quang Van Ngo

The study by (Mulyani & Hermina, 2023) examines and analyzes whether digital marketing and brand awareness influence brand image enhancement and impact the decision to purchase cheese tea products in individual cities. The results in this study show that: digital marketing and brand awareness have a significant influence on brand image, while digital marketing, brand awareness and brand image have a significant influence on purchasing decisions. If digital marketing and brand identity are done optimally, the product will be deeply imprinted in the eyes of consumers, and what needs to be done is to maintain a good brand image to achieve maximum purchase decisions.

Email and on-device marketing media affect customer brand awareness. The study of (Ndanyungu, 2020) used an SEM-based multivariate approach including exploratory factor analysis, affirmative factor analysis, and conditional processing techniques to examine the direct and indirect effects of variables. The results of the study show that interactive digital media channels have a significant positive and direct impact on brand awareness. The results also reveal that perceived value, trust, and word of mouth are mediators, while the Internet and smartphones are the regulators that have a significant impact and influence on the relationship between interactive digital media tools and brand awareness.

Elements of digital marketing include Social Media Marketing; Content Marketing; Search Engine Marketing; Online Public Relations; Affiliate Marketing; E-Mail Marketing affects customer brand awareness through research by (Phung & Nhung, 2021). Research by (Male, 2023) further confirms the factors of search engine optimization, websites/blogs, and display ads.

### **1.1. This study will attempt to answer the following questions:**

- Firstly, what are the factors affecting customers' brand awareness of Ha Yen business?
- Secondly, the direction and extent of influence of factors on the brand awareness of Ha Yen's target customers?
- Finally, what are the management implications to help Ha Yen improve and enhance the current online marketing activities?

---

## **2. Literature review and backgrounded theories**

### **2.1. Literature review of online marketing activities**

Philip Kotler (2003) introduced the concept: Online marketing, or e-marketing, is the process of planning products, prices, distribution, and promotion of products, services, and ideas to meet the needs of organizations and individuals based on electronic media and the Internet [1]. However, according to Dave Chaffey and Finona Ellis - Chadwick (2019): "Online marketing is the process of applying the internet and digital technologies in combination with the media to achieve marketing goals" [2].

Ghosh Shikhar and Toby Bloomberg (American Marketing Association AMA) defined: Online marketing is the field of conducting business activities associated with the flow of transporting products from producers to consumers, based on the application of Internet information technology.

Online Marketing (also known as Online Marketing or Internet Marketing) is the activity of using the internet environment to spread the message of a brand, product or service of an individual or business to the readers and potential customers they are targeting. The goal of these online marketing activities is to reach customers through online distribution channels.

Since its appearance, online marketing has been quickly applied by marketers. The main reason is that online marketing has many superior characteristics compared to traditional marketing, so it is effective in marketing activities[6], promoting brands, products and services, online marketing has some basic advantages as follows: Unlimited space, time, high interactivity, product diversification.

According to the definition from the American Marketing Association (AMA) website, brand awareness is: "The degree to which a customer can recognize or recall a particular brand. It involves the ability of the customer to identify or recall a brand under different conditions". Thus, customer brand awareness is the customer's understanding, feeling, and evaluation of a particular brand, including the extent to which they can recognize and remember that brand. In short, customer brand awareness is the customer's understanding, feeling, and evaluation of a particular brand. It relates to what customers think and feel about the brand, including: Brand Awareness, Brand Image, Perceived Quality, and Engagement.

## 2.2. Backgrounded theories

- **AIDA model (Attention, Interest, Desire, Action):** In which, attention: digital marketing tools help brands get the attention of potential customers. Interest: after attracting attention, marketing content will stimulate customers' interest in the brand. Desire: Marketing campaigns aimed at arousing the desire to own a brand's product/service. Action: Finally, marketing tools aimed at motivating customers to take purchase action.
- **RACE model (Reach, AEM, Convert, Engage):** Reach: Online marketing tools help brands reach their target audience. Engagement: The marketing content will then encourage customers to interact with the brand. Convert: Marketing strategies aimed at driving customers to make a purchase or conversion. Engage: Finally, marketing tools play a role in engaging and maintaining relationships with customers.

---

## 3. Research hypothesis and model

The website is a bridge to provide comprehensive information about the mission, vision as well as the products provided by the business. Businesses can show their advantages to customers through images, videos, and feedback for users to easily evaluate. Websites help widely promote the image of businesses and products. Branding, building credibility and increasing competitiveness play an important role in the business and communication activities of enterprises [9].

Research by Chaffey et al. (2021): This study surveyed 800 customers and analyzed data on their behavior and interactions on brands' websites. The results indicate that factors such as website design, user experience, website features, and functionality have a significant impact on customer awareness, trust, and engagement with the brand. Research by Barreda et al. (2022) focuses on the role of websites in building brand image and reputation. The results of the analysis show that factors such as the appearance, features, content, and page loading speed on the website have a direct impact on how customers perceive and evaluate the brand. Similarly, research by Kang et al. (2020) investigated the relationship between website experience and brand trust. The results show that factors such as ease of use, aesthetics, and convenience of the website have a significant impact on how customers feel trusted and engaged with the brand.

### 3.1. H1: Website positively influences customer brand awareness

Search Engine Optimization (SEO) is the process of search engine optimization. Currently, there are many search engines on the internet such as Google, Bing... These tools allow users to search for information, images, video addresses, etc. about a product, service or information that they are interested in through search keywords. Some of the outstanding advantages of SEO: Low cost, widespread popularity, low risk, and high efficiency.

Lee and Cavusgil (2021) study: This study surveyed 300 customers to evaluate the impact of SEO activities such as content optimization, keyword optimization and link building, on brand awareness and image. The results show that SEO activities have a significant impact on brand awareness, increasing customer awareness and sympathy with the brand. Similarly, research by Wang et al. (2023) shows that businesses that actively implement SEO strategies have 28% higher brand awareness than businesses that do not do SEO. This shows that SEO plays an important role in building and strengthening the brand image. Research by Ahmed et al. (2022) focuses on the role of SEO in enhancing brand credibility and credibility. The results show that SEO activities such as content optimization, quality link building, and improving user experience, have significantly contributed to increasing customer trust in the brand.

### 3.2. H2: SEO activities positively affect customer brand awareness

E-mail marketing, which uses e-mail to send promotional messages to internet users, is considered one of the more effective methods of online marketing. Some researchers have shed light on the perks of conducting online marketing in this way. In this regard, PeWSers and Rodgers (2000) among its benefits point to the "high response rate" and "low cost" of email marketing and believe that this advantage is rapidly turning email marketing into an invaluable tool.

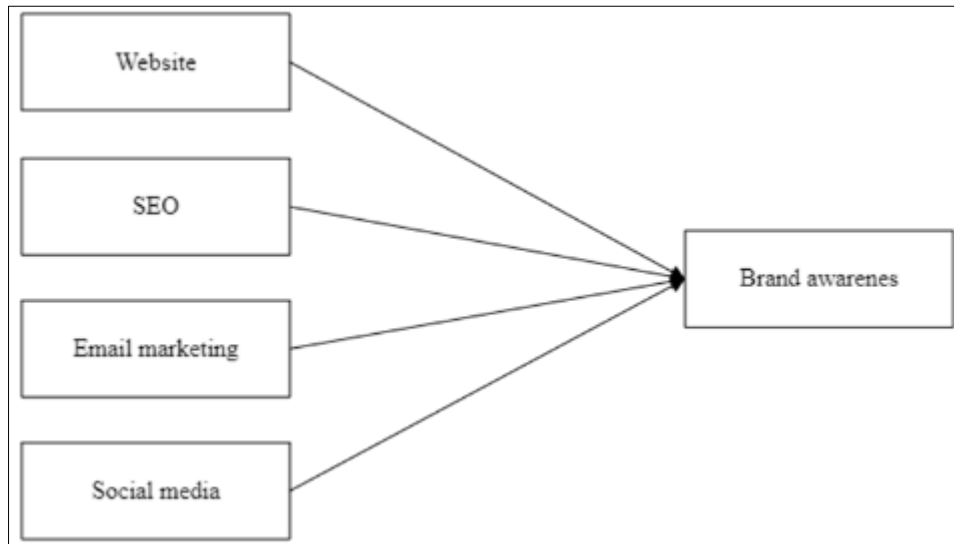
Email and on-device marketing media affect customer brand awareness. The study of (Ndanyungu, 2020) used an SEM-based multivariate approach including exploratory factor analysis, affirmative factor analysis, and conditional processing techniques to examine the direct and indirect effects of variables. The results of the study show that interactive digital media channels have a significant positive and direct impact on brand awareness, including email marketing.

### 3.3. H3: Email marketing activities positively affect customers' brand awareness

Social media marketing is the use of social media and social networks to market brands, products, and services to a defined customer base. With the explosion of social networks such as Facebook, Youtube, Zalo, Twitter... Social media marketing is growing rapidly with both free and paid services.

Elements of digital marketing include Social Media Marketing; Content Marketing; Search Engine Marketing; Online Public Relations; Affiliate Marketing; E-Mail Marketing affects customer brand awareness through research by (Phung & Nhung, 2021). Research by (Male, 2023) further confirms the factors of search engine optimization, websites/blogs, and display ads.

### 3.4. H4: Social media activity positively affects customers' brand awareness



**Figure 1** Proposed research model

## 4. Research methodology

Collect and analyze secondary data related to online marketing activities at Ha Yen Company during the period of 2021 – 2023. Sample selection method: Convenient random sample selection. The questionnaire will be sent to potential customers who have registered to participate in activities and events organized by Ha Yen company before. After sending the survey to customers, 132 valid survey samples were collected. The author encrypts the data, puts it in SPSS 26.0

## 5. Results and analysis

### 5.1. Qualitative research

#### 5.1.1. Website operation status

Overall, Ha Yen's website is quite detailed, especially the company pays great attention to the design of documents including Vietnamese and English versions for customers to refer to. In addition, Ha Yen posts specialized information articles about kitchens, reviews of industrial kitchens such as fan stoves, industrial rice cabinets,... however, the SEO standards are very few because the content is not attractive and there is quite little information, so Ha Yen should improve this. Currently, Ha Yen ranks 19th on the domain ranking point, organic traffic is 1004 times/month (down 9.1% compared to the previous month of 92 times) and has 6700 organic backlinks. Although there are English and Vietnamese versions, the English version is not fully synchronized, the content is not consistent with the Vietnamese version, the interactivity is low, there is no advanced search function, and there is a lack of visual product image features

### 5.1.2. The current state of search engine optimization (SEO)

Compared to January 2023, Ha Yen's website indicators have decreased but not much, specifically: The number of keywords used by Ha Yen in February 2023 is 725, down 11.04% (equivalent to 90 words) compared to the previous month. Traffic of 1,000 visits decreased by 7.82% (equivalent to 86 visits), from which the current traffic cost is 369,500 VND, down 65.12% (equivalent to 689,700 VND). The keywords that are in the top 3 searches are more positive, in 2021 there are only 7 keywords to 2023, increasing to 24 keywords, showing that Ha Yen is increasingly focusing on keyword selection and leading good backlinks. Ha Yen has lower organic traffic and domain names than its competitors, however, they have the highest domain quality among them.

### 5.1.3. The current status of email marketing activities

In general, over recent years, Ha Yen has not improved the open and click rate, many emails have very low clicks (product topics) less than 30 clicks. In addition, cancellations and returns have improved but have not brought real results to Ha Yen when clicks are still low, especially in 2023, the total number of opens is very low (54%) and the total clicks do not meet the target (40.1%).

### 5.1.4. The current state of social media activities

Ha Yen's Facebook Fanpage named "Ha Yen – Industrial Kitchen Equipment and Industrial Laundry" currently has 8.6K likes and 9.9K followers. The Facebook page of Ha Yen Company does not have a dedicated section for customers to leave reviews. As a result, it is difficult to find customer reviews on the page. However, based on the posts on the page, it can be seen that Ha Yen Company regularly organizes contests and activities on Facebook.

In addition to activities on Facebook to promote and introduce images, Ha Yen set up a youtube channel to upload videos about implemented projects, internal videos of the company, comments, reviews, and product reviews. However, with the number of videos up to 202 in the past 8 years, the number of subscribers is less than 500 people.

## 5.2. Quantitative Research

### 5.2.1. Reliability test using Cronbach's Alpha coefficient:

**Table 1** Cronbach's Alpha test results

Variable symbol	Variable	Cronbach's Alpha if deleted items
<b>SEO Activity Scale (SEO) with Cronbach's Alpha: 0.739</b>		
SEO1	0.526	0.682
SEO2	0.480	0.708
SEO3	0.653	0.609
SEO4	0.473	0.711
<b>Social media activity scale (SC) with Cronbach's Alpha: 0.829</b>		
SC1	0.473	0.617
SC2	0.603	0.534
SC3	0.391	0.674
SC4	0.423	0.648
<b>Website Activity Scale (WS) with Cronbach's Alpha: 0.759</b>		
WS1	0.479	0.746
WS2	0.505	0.731
WS3	0.611	0.675
WS4	0.643	0.654
<b>Email marketing (EM) activity scale with Cronbach's Alpha: 0.722</b>		

EM1	0.556	0.634
EM2	0.534	0.646
EM3	0.526	0.651
EM4	0.429	0.706
Brand Awareness Scale (NT) with Cronbach's Alpha: 0.622		
NT1	0.448	0.516
NT2	0.320	0.614
NT3	0.390	0.564
NT4	0.464	0.506

Through the summary in the table above, it is found that Cronbach's alpha reliability of all observation scales ranges from 0.6 to near 1. This shows that the scales used by the study satisfy the set reliability conditions and are all at a good and appropriate level for inclusion in the EFA exploratory factor analysis.

5.2.2. Results of EFA discovery factor analysis

**Table 2** KMO Analysis and Barlett Test results

<b>KMO and Bartlett Test</b>		
Hệ số Kaiser-Meyer-Wolkin		0.658
Barlett Testing	Approximate genus squared	594.776
	Liberty Tier	120
	Sig Significance Level	0.000

**Table 3** EFA results

	<b>Factor</b>			
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
WS3	0.819			
WS4	0.813			
WS1	0.680			
WS2	0.648			
SEO3		0.808		
SEO1		0.759		
SEO2		0.691		
SEO4		0.684		
EM2			0.752	
EM1			0.750	
EM3			0.723	
EM4			0.663	
SC2				0.799
SC1				0.737

SC4				0.660
SC3				0.610

At the end of the testing process, the KMO number shelf of 0.658 satisfies the condition greater than 0.5 set out above, in addition, the Sig. significance level of this test is equal to  $0.000 < 0.05$ , which indicates that the collected data retainer is consistent and statistically significant and fully consistent with the criteria for evaluating the analysis discovery factor.

The factor load factors are all greater than 0.5, and there are no cases where a variable loads both factors with close to each other at the same time. Therefore, factors ensure convergence and differentiation values when analyzing EFA.

5.2.3. *Multivariate Regression Analysis:*

Check the correlation factor

The Sig value of the factors SEO, SC, WS, EM is all less than 0.05, which shows that these factors all have a linear correlation with the NT variable.

Building a linear regression model

**Table 4** Regression model

Model Summary					
Model	R	R squared	R squared corrected	Standard error of estimation	Durbin-Watson
1	0.860	0.739	0.731	0.20653	1.901

(Result data from SPSS 26.0)

Based on the linear statistical result table, there is an R2 corrected by 0.731. This result shows that the independent variables in the model explain 73.1% of the variation of the dependent variable, the remaining 26.9% of the variation of the dependent variable is explained by extra-model variables and random errors.

**Table 5** ANOVA analysis

ANOVA						
Model		Sum Squared	Liberty Tier	Average Squared	Accreditation F	Sig.
1	Regression	15.438	4	3.859	90.486	0.000
	Residual	5.460	128	0.043		
	Sum	20.898	132			

(Result data from SPSS 26.0)

Based on the table above, we see that the Sig value =  $0.000 < 0.05$  which means that the resulting dataset is suitable for analysis. The linear regression model is built in accordance with the whole.

**Table 6** Hypothesis testing results

Regression coefficients								
Model		Unnormalized coefficients		Normalization Factor	t	Sig	Multiline Statistics	
		B	Standard Error	Beta			Acceptance	Variance magnification factor
1	(Constant)	0.006	0.219		0.028	0.978		
	THIS	0.418	0.034	0.582	12.251	0.000	0.903	1.107

SC	0.289	0.037	0.377	7.703	0.000	0.853	1.172
WS	0.144	0.035	0.203	4.166	0.000	0.860	1.163
IN	0.174	0.036	0.236	4.840	0.000	0.862	1.160

(Result data from SPSS 26.0)

From the table of results above, we can see that the Sig values of all independent variables are <0.005, which explains that the variables SEO, SC, WS, EM all have meaning in the model, and the independent variables all contribute to explaining the NT dependent variable.

The VIF values of independent variables are all < 2 and it is inferred that the multi-collinear phenomenon does not occur.

We obtain a normalized regression model that is represented as follows:

$$NT = 0,582*SEO + 0,377*SC + 0,236*EM + 0,233*WS$$

Thus, this research confirm hypothesis H1, H2, H3, H4.

## 6. Discussion

### 6.1. Theoretical contribution

The thesis has analyzed the impact of online marketing tools on customers' brand awareness through the application of AIDA and RACE models. This makes a new contribution to better understanding customer perceptions on the internet.

The scales of the research paper have been inherited from previous research papers and completed through qualitative research asking experts.

### 6.2. Practical contribution

From building an initial research model based on theory and practical observation at Ha Yen Joint Stock Company, the author has analyzed 4 activities that affect brand awareness: Website, Social, Email marketing, SEO.

#### 6.2.1. Solutions to improve SEO and website

Base: SEO activities greatly affect brand awareness (beta = 0.582), besides, Ha Yen has not optimized SEO standard content articles, English website content is not consistent with the Vietnamese version, low interactivity, no advanced search function and lack of visual product image features.

Recommendation: The company should design a more friendly and professional company website interface, should have a "Chat with Ha Yen" bar like other websites to stimulate customer exchanges with the company. Use AI tools to optimize and save time writing SEO standard content, keyword analysis: SEMrush, Google keyword planner, POE... Articles posted on the website according to a certain standard SEO template, using landing pages to attract more customers,

#### 6.2.2. Solutions to improve email marketing

Base: SEO activities greatly affect brand awareness (beta = 0.236), click and open targets are not achieved in 2023.

Recommendation: With email marketing, Ha Yen should improve email content and upgrade email management applications to increase open and subscription rates by improving attractive headlines, using more images, CTAs, etc. There should also be a clear email plan for each customer.

#### 6.2.3. Solutions to improve social media channels

Base: SEO activity greatly affects brand awareness (beta = 0.377). The Facebook page of Ha Yen Company lacks content to attract and interact with customers. Youtube also restricts videos related to the industry, the number of subscribers is limited.



Recommendation: Always update and innovate content in line with trends. Create or record eye-catching and unique images and videos. Create and regularly share videos on many topics such as cooking, industrial kitchen reviews, show completed projects, and present the benefits of kitchen products...

#### 6.2.4. Other solution groups

##### PPC Display Ad Supplement Solution

Facebook and Google AdWords are the two most effective advertising platforms: Facebook and Google AdWords have huge user bases and offer a variety of effective targeting tools. Therefore, Ha Yen can deploy and use more online marketing tools to achieve optimal efficiency.

##### Zalo OA additional solution for businesses

Zalo OA is a popular social media platform in Vietnam, widely used to establish and manage communication channels with Ha Yen's customers and partners in Vietnam. Ha Yen Company can create chat groups and communities on Zalo OA to interact directly with customers. This helps create a space for communication and information sharing between the company and customers, thereby creating a sustainable customer relationship.

#### *Limitations and recommendations for further studies*

The survey method of selecting development samples has been used, but it is inevitable that there will be errors in providing data on research results.

The data collected is limited in quality due to the short research investigation period, which does not collect enough information from customers.

The proposed solutions are general and general, only applicable in the short term. They are mainly based on personal experience and knowledge, so they are not comprehensive and cannot avoid subjective views.

---

## 7. Conclusion

This research shows that all of four hypotheses are accepted. Specifically, SEO has the strongest impact on brand awareness of customer, follow by social media, email marketing and website marketing. This research also give the practical contribution for the managers in terms of improving the customer brand awareness.

---

## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

---

## References

- [1] Ha, N. T. (2020). Factors that affect students' brand awareness of e-commerce companies on social media. Print: University of Economics, Hanoi National University.
- [2] Huan, N. V., Hang, N. T., & Thu, B. T. Customer satisfaction assessment of corporate e-commerce websites—a study at Thai Nguyen Investment and Trading Joint Stock Company.
- [3] Moncey, A. A., & Baskaran, K. (2020). Digital marketing analytics: Building brand awareness and loyalty in UAE. Paper presented at the 2020 IEEE International Conference on Technology Management, Operations and Decisions (IEMMOD).
- [4] Nam, T. T. (2023). The impact of digital marketing on the business performance of individual businesses in Ho Chi Minh City. *Ho Chi Minh City Open University Science Journal-Economics and Business Administration*, 18(1), 66-78.
- [5] Phung, N. T., & Nhung, N. T. H. (2021). Digital marketing factors affect the behavior of buying apartments in Ho Chi Minh City. Paper presented at the PROCEEDINGS.

- [6] Moncey, A. A., & Baskaran, K. (2020). Digital marketing analytics: Building brand awareness and loyalty in UAE. Paper presented at the 2020 IEEE International Conference on Technology Management, Operations and Decisions (IEMMOD).
- [7] Mulyani, O., & Hermina, N. (2023). The Influence of Digital Marketing and Brand Awareness on Increasing Brand Image and its ImpaEM on Purchasing Decisions. *Prisma Sains: Jurnal Pengkajian Ilmu dan Pembelajaran Matematika dan IPA IKIP Mataram*, 11(1), 132-145.
- [8] Nam, T. T. (2023). The impact of digital marketing on the business performance of individual businesses in Ho Chi Minh City. *Ho Chi Minh City Open University Science Journal-Economics and Business Administration*, 18(1), 66-78.
- [9] Ndanyungu, B. O. (2020). The ImpaEM of Digital Marketing on Brand awareness a Case of Air Tanzania Company. The Open University of Tanzania,
- [10] Phung, N. T., & Nhung, N. T. H. (2021). Digital marketing factors affect the behavior of buying apartments in Ho Chi Minh City. Paper presented at the proceedings.
- [11] Tuan, N. A. (2021). The impact of social marketing of businesses on brand asset components: the case of dairy products in the Vietnamese market. Ho Chi Minh City University of Economics.
- [12] Kotler, P., *Marketing insights from A to Z: 80 concepts every manager needs to know*. 2003: John Wiley & Sons.
- [13] Chaffey, D. and F. Ellis-Chadwick, *Digital marketing*. 2019: Pearson uk.
- [14] Chaffey, D., F. Ellis-Chadwick, and R. Mayer, *Internet marketing: strategy, implementation and practice*. 2009: Pearson education. *Saliva Siswa Sekolah Dasar. Indonesian Journal of Health and Medical*. 2023;3(2).