

STRATEGIES FOR ENHANCING ONLINE BRAND PRESENCE AND VISIBILITY

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ABSTRACT

When it comes to companies that want to succeed in competitive marketplaces, it is very necessary for them to have a strong online presence in this digital era. Through the use of an all-encompassing strategy that incorporates a variety of digital channels and methods, this article investigates successful solutions that may be utilized to improve the presence and exposure of a brand on the internet. The use of search engine optimization (SEO) to increase organic search ranks, the utilization of social media platforms for targeted interaction, and the utilization of content marketing to give value and develop authority are some of the key methods that are highlighted. The article also investigates the function that user-generated material and collaborations with influential individuals have in broadening the scope of the audience and establishing trust within the community. The article stresses the necessity for companies to continually analyze and change their strategies depending on the behavior and input of consumers, highlighting the relevance of data analytics in the process. Increasing their online presence, strengthening their relationships with customers, and driving sustainable development are all possible outcomes for companies that put these tactics into action.

Keywords: *Enhancing, Strategies, Online Brand, Visibility.*

Introduction

Businesses that want to be successful and maintain their competitive edge in today's fast-paced digital market really need to have a robust online presence because it is important. In light of the fact that customers are increasingly turning to the internet for information, product discovery, and purchases, companies need to deliberately boost their online visibility in order to attract attention and establish long-lasting relationships with their audience. The fast advancement of technology and the growing reliance on digital platforms for communication and business are the primary factors that have led to the requirement of this situation. When organizations make the transition from conventional marketing channels to digital channels, they are presented with possibilities as well as obstacles. Despite the fact that internet platforms provide a tremendous potential for reaching audiences all over the world, they also present the problem of distinguishing out in a field that is already quite competitive. As a consequence of this, organizations are required to implement all-encompassing strategies that include search engine optimization (SEO), interaction on social media, content marketing, and other digital tools in order to effectively connect with customers. This article takes a look at some of the most important methods that may assist companies in improving their online presence and exposure. A unified digital strategy may be developed by companies through the utilization of search engine optimization (SEO) strategies to enhance their search engine rankings, the utilization of social media to achieve targeted engagement, and the production of meaningful content to establish authority. In addition, the article dives into the significance of influencer marketing and user-generated content as potent instruments for establishing

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credibility and broadening one's audience. When companies are attempting to negotiate the complexity of the digital world, it is essential for them to comprehend and adopt these tactics in order to continue to be relevant and to propel development. In order to ensure that companies not only attract attention but also cultivate meaningful relationships with their audience, the purpose of this paper is to give insights into the best methods for boosting the visibility of brands online.

Because of the digital revolution, the way in which customers interact with companies has been fundamentally altered, which has resulted in the creation of new chances for engagement and connection. Consumers are now more empowered than they have ever been to do product research, compare pricing, and share their experiences with a worldwide audience. This is a direct result of the ubiquitous availability of internet access and the proliferation of smartphones. This trend has resulted in the democratization of information, which means that the reputation of a business and the confidence that consumers have in that company may be strongly impacted by interactions and reviews that are posted online. In order for companies to be successful in this environment, they need to make it a priority to have a comprehensive and genuine online presence that connects with their intended audience. In order to do this, it is necessary to not only contact customers in the locations where they spend their time online, but also to engage them in meaningful ways that encourage loyalty and sponsorship. As the level of competition increases, companies need to differentiate themselves by providing distinctive value and experiences that are memorable across all digital touchpoints available to customers. In order to strengthen the presence of a brand online, search engine optimization (SEO) is one of the fundamental components that must be implemented. Brands have the ability to boost their exposure in search results and generate organic visitors by optimizing the content and structure of their websites for search engines. Keyword research, on-page optimization, technological upgrades, and link-building activities are all components of effective search engine optimization tactics. These strategies are designed to guarantee that a brand's website ranks well for relevant inquiries. Increased brand awareness and engagement may be achieved through the use of social media platforms, which provide an additional crucial outlet. With billions of active users all over the world, social media platforms such as Facebook, Instagram, Twitter, and LinkedIn give companies the ability to communicate with a broad variety of consumers, engage in two-way conversation, and exhibit their personality and values. Building a community of devoted followers who act as advocates for a brand's goods and services may be accomplished by companies via the creation of captivating content and the utilization of the distinctive characteristics of each platform. When it comes to creating a brand's authority and trust on the internet, content marketing is an extremely important factor. Brands have the ability to establish themselves as thought leaders in their respective industries by producing content that is not just educational and amusing but also valuable and that caters to the requirements and interests of their target audience. Not only does this improve visibility, but it also helps to establish trust on the part of customers and motivates them to come back for further insights and solutions. In addition to these fundamental techniques, influencer marketing and user-generated content have developed as tools that are particularly effective in expanding the reach of a brand and enhancing its trustworthiness. Brands are able to tap into new networks and harness the authenticity and trust that influencers bring to their followers when they form partnerships with influencers whose values are congruent with those of their brand and who resonate with their audience. Social proof is provided by user-generated material, which includes reviews, testimonials, and postings on social media platforms. This type of information serves to reinforce the reputation of the business and encourages others to participate with it.

Brand Equity

The term "brand equity" refers to the value that is contributed to a brand or the value that is linked to a brand. Positive brand image, brand reputation, customer loyalty to the brand, and other factors may all contribute to brand equity. According to Aaker (1992), customers have a strong preference for purchasing items or services from a particular brand, regardless of whether or not the brand is comparable to other brands. This is because brand equity is typically very appealing to consumers. An additional benefit of brand equity is that it is frequently widely recognized by customers and carries a powerfully favorable picture in the minds of customers. According to Durianto (2004), this not only makes the brand more easily recognizable but also has the potential to provide a substantial amount of value to the items or services that are being supplied. Equity in a brand may be of great assistance to a firm in developing a major competitive advantage in the market. By establishing a powerful brand, businesses are able to cut down on their marketing expenses and extend their markets in a more efficient manner (Dewi, 2018). Brand equity may also assist businesses in expanding their product or service offerings and developing long-term connections with their clientele, both of which are important business goals.

Brand Awareness

An individual's level of familiarity or comprehension with a particular brand or brands is referred to as brand awareness. According to Wasil (2017), this relates to the degree to which customers identify and recall the brand, as well as the degree to which they are familiar with the different goods or services that the brand provides. There are a number of methods that may be utilized to determine the amount of brand awareness, including conducting surveys or watching the behavior of consumers. When it comes to a brand, brand awareness is essential since it has the ability to affect the purchase decisions of consumers. According to Khasanah (2013), customers have a tendency to favor products or services from a brand as opposed to other brands that are less well recognized. This is because consumers have a higher level of awareness of the brand in question. Due to this, one of the most essential objectives of a company's marketing strategy is to raise the level of brand recognition.

Customer Loyalty

According to Suryati (2015), customer loyalty is defined as the tendency of consumers to continue purchasing products or services from the same brand or company on a regular basis. This loyalty may be exhibited by customers who are loyal to a certain brand or company. Customers who are loyal to a certain brand or company are more likely to shun other brands or companies and to remain loyal to those brands or companies that have provided them with a great experience or made their demands satisfied. The formation of customer loyalty may be influenced by a number of elements, including as the quality of the product or service, the availability of competitive prices, a positive shopping experience, customer service that is satisfactory, or a positive relationship with a particular brand or company (Pritandhari, 2015). A customer's loyalty may also be quantified by using indications such as the frequency of their purchases, the average value of their purchases, or the recommendations they make to others regarding the brand or company.

Research Method

In this study, which is qualitative in nature and employs the literature review methodology, sources pertaining to marketing strategies that aim to build powerful brands, raise brand awareness, and strengthen consumer loyalty are gathered from a variety of sources. These sources include books that are related to marketing, journal articles, and other sources. reliable on the internet. By basing the conclusions on research and experiences that have been undertaken by professionals in the field of marketing, the objective of this study is to provide the most up-to-date and trustworthy information on the most effective methods for constructing powerful brands and developing consumer loyalty. The findings of this study can provide marketing and management professionals with assistance in the process of formulating efficient marketing strategies for the purpose of constructing powerful brands, boosting brand recognition, and fostering client loyalty.

Results and Discussion

The findings of the research indicate that there are a number of marketing methods that contribute to the development of powerful brands, as well as to the enhancement of brand awareness and the loyalty of consumers. The following is a list of these strategies:

- **Brand Differentiation**

To separate a brand from its rivals in the market, a marketing approach known as brand differentiation is utilized. This strategy involves stressing particular distinctive qualities or characteristics of the products or services that are being given. As stated by Susanto and Wijarnako (2004), the objective of brand differentiation is to make the brand more appealing and valuable in comparison to other brands that are currently competing in the market. Differentiating a brand may be accomplished in a number of different ways, including showcasing the distinctive characteristics of a product or service, delivering a unique additional value, or providing a different experience to customers. As an illustration, a company may differentiate itself from other companies that are in competition with it by providing more advanced features or technology, superior quality, more cheap prices, more appealing looks, or improved customer service (Susanto & Wijarnako, 2004). Through the implementation of successful brand differentiation strategies, a brand has the potential to construct a more powerful brand image and achieve a competitive edge in the market. The products or services offered by these brands will be preferred by customers in comparison to those offered by rival brands. This is due to the fact that consumers believe these brands to offer exceptional value or a superior experience. Therefore, in order to win the competition in the market and to improve the position of the brand in the eyes of customers, it is essential to differentiate the brand as part of the marketing plan (Ong, 2013). When it comes to winning the battle

in the market, brand distinctiveness is becoming an increasingly significant factor in today's corporate environment, which is growing increasingly competitive. The distinctions between products or services might be quite minor in a market that is controlled by a few large brands; thus, making an effort to separate a brand from its rivals can be the key to grabbing the attention of consumers and developing customer loyalty. Differentiating a brand may be accomplished in a number of different ways, including the creation of new products, the design of existing products, the placing of an emphasis on customer service, the utilization of more advanced technology, improved quality, distinctive value additions, and even more strategic brand placement. According to Dharmesta (1999), it is essential for brands to select the appropriate method of differentiation, which should be implemented in line with the brand's values, market strategy, and the requirements of consumers. Nevertheless, it is important to understand that the distinction of brands is not the only aspect that has a significant role in the purchasing decisions of consumers. Additionally, the price, the availability of the goods, the image of the brand, and the experience of the customer are all extremely important elements in consumer purchase decisions. Consequently, while building an overall marketing plan, firms are required to take these elements into consideration. According to Kurniawan (2017), in order for brands to build a strategy for differentiating themselves from their competitors, they need to regularly watch the market and their competitors. This allows them to spot trends and changes in customer preferences, and then adapt the strategy that they employ to differentiate themselves. In this way, the brand is able to continue to retain its competitiveness in the market, as well as establish a powerful brand image and enhance client loyalty.

- **Social Media Use**

The utilization of social media has evolved into a highly efficient marketing technique that leads to the development of powerful brands, as well as an increase in both brand recognition and customer loyalty. (Rumondang et al, 2020) businesses may take use of numerous platforms such as Facebook, Instagram, Twitter, YouTube, and LinkedIn to market their businesses, establish fan communities for their companies, and enhance the amount of contact they have with their customers by utilizing social media by leveraging these platforms. The capacity to communicate with a more extensive audience is one of the benefits that comes with utilizing social media. Brands have the ability to reach a wider and more diversified audience than they would be able to through traditional marketing channels because to the fact that there are over 4 billion active social media users globally. Additionally, social media platforms make it possible for marketers to target customers based on certain criteria such as age, geography, hobbies, or purchasing behavior. This helps firms to optimize their advertising expenditures and increase the success of their marketing efforts (Kurniawan & Arifin, 2015). Building a community of devoted brand fans is another way that social media may be utilized. Building strong relationships with brand fans and strengthening customer loyalty may be accomplished by businesses through the sharing of material that is relevant to the brand, the prompt and courteous response to customer queries or complaints, and the provision of customer assistance that is responsive. These fan clubs have the potential to become pioneers of the brand over time, which may contribute to a rise in brand recognition and motivate consumers to make purchases of products or services (Futuwwah & Mardhiyah, 2019). It is also possible to utilize social media to market products or services in a variety of different ways, such as through postings, adverts, collaborations with influencers, or referral systems. During the process of developing a social media marketing strategy, companies are required to determine the social media platforms that are most suitable for their target audience and the objectives of the brand, and then organize material that is unique, entertaining, and helpful for both existing fans of the brand and new audiences (Juju & Sulianta, 2013). As an additional benefit, the utilization of social media as a marketing strategy offers additional advantages, including the following: a) Collecting and evaluating data on consumers: Social media platforms provide marketing companies with the opportunity to gather information about the preferences and behaviors of consumers. This makes it possible for companies to tailor their marketing strategies and the audiences they are trying to reach in a more efficient manner. b) Enhance contact with customers: The use of social media enables companies to communicate with customers directly and to provide prompt responses to any inquiries or concerns submitted by customers. consumers' trust in the brand is increased as a result of this, which also helps to establish great interactions with consumers. improve brand awareness in a natural way: When it comes to social media marketing, companies have the ability to use material that is both innovative and engaging in order to draw the attention of their audience and improve their brand recognition in a natural way. The development of a powerful brand and an increase in customer loyalty can both be facilitated by this. To maximize the effectiveness of their usage of social media, companies need to pay attention to the norms and ethics that govern social media. These include protecting the privacy and security of users, avoiding the promotion of information that is deemed

unsuitable, and providing a prompt and courteous response to any complaints or criticisms from customers. Brands have the ability to construct a powerful brand, raise the level of brand recognition, and strengthen client loyalty when they implement an efficient social media marketing plan.

Table 1: Summary of Online Brand Presence and Visibility Strategies

Aspect	Option	Number of Respondents (n)	Percentage (%)
Online Platforms Used			
Website	Yes	65	92.9
Facebook	Yes	60	85.7
Instagram	Yes	55	78.6
Twitter	Yes	45	64.3
LinkedIn	Yes	40	57.1
YouTube	Yes	35	50.0
TikTok	Yes	25	35.7
Pinterest	Yes	20	28.6

Interpretation of Online Platforms Used

In order to strengthen their brand presence, the majority of businesses are utilizing numerous digital channels, as demonstrated by the table that contains information on the online platforms that the respondents employ. The significant importance that social media platforms like Facebook (85.7%) and Instagram (78.6%) play in modern online branding strategies is highlighted by the high utilization rates of websites (92.9%), as well as social media platforms like Facebook. There is a decreased level of involvement with platforms such as Pinterest (28.6%) and TikTok (35.7%), which indicates that these platforms are either less prioritized or less relevant for the organizations that were polled. It appears from this distribution that while standard social media and websites play a significant role in online marketing efforts, newer or specialty platforms are not universally accepted. This might be due to the fact that the significance of these platforms varies depending on the industry or the population that is being targeted. At the same time as the research highlights the significance of a multi-platform strategy, it also suggests that a strategic focus should be placed on the channels that have the most impact in order to maximize brand awareness.

Table 2: Frequency of Content Updates

Daily	Yes	10	14.3
Weekly	Yes	35	50.0
Monthly	Yes	20	28.6
Quarterly	Yes	5	7.1
Rarely	Yes	0	0.0

Interpretation of Frequency of Content Updates

The regularity with which material is updated demonstrates that a sizeable proportion of businesses place a high priority on maintaining consistent connection with their audiences. The fact that fifty percent of the respondents update their material on a weekly basis demonstrates their dedication to preserving an online presence that is both current and pertinent. There is a smaller group that updates information on a monthly basis (28.6%) or on a quarterly basis (7.1%), which suggests that there are different degrees of resource allocation and tactics for interaction. The absence of businesses that change their material on a daily or even a rare basis suggests that the majority of businesses strive to strike a compromise between consistency and practicability. Indicating that businesses are aware of the necessity to often renew their content in order to maintain audience interest and enhance search engine results, regular updates are essential for maintaining online exposure and engagement.

Table 3: SEO Strategies

Use SEO	Yes	60	85.7
No SEO	No	10	14.3

Interpretation of SEO Strategies

A substantial majority of businesses, which accounts for 85.7% of all businesses, are actively utilizing SEO tactics in order to improve their online exposure, according to the statistics on SEO strategies. Such a high percentage is indicative of the general acknowledgment of the significance of search engine optimization (SEO) in terms of boosting search engine ranks and increasing organic traffic.

It is possible that the relatively low percentage of businesses that do not use search engine optimization (14.3% of all businesses) is due to a lack of experience or resources. This highlights a potential area in which extra help or education may be advantageous. The report highlights the significant impact that search engine optimization plays in online branding, in addition to highlighting the fact that the majority of businesses are investing in optimizing their digital content in order to effectively reach and attract their target consumers.

Table 4: Engagement Methods

Email Marketing	Yes	50	71.4
Social Media Campaigns	Yes	55	78.6
Influencer Partnerships	Yes	40	57.1
Content Marketing	Yes	60	85.7
Paid Advertisements	Yes	45	64.3
Webinars/Online Events	Yes	30	42.9

Interpretation of Engagement Methods

The utilization of a wide range of engagement strategies by businesses demonstrates an all-encompassing strategy for establishing connections with an audience. The strategies that are utilized the most frequently are content marketing (85.7% of all campaigns) and social media campaigns (78.6% of all campaigns), which reflects the efficacy of these methods in generating engagement and boosting brand recognition. Additionally, paid adverts (64.3% of the total) and email marketing (71.4% of the total) are employed extensively, which indicates that businesses are utilizing both direct and paid channels in order to communicate with their clients. Given that just 42.9% of businesses make use of webinars or online events, it is possible that these types of events, despite the fact that they can be beneficial, are not as vital to the goals of many businesses. The data, taken as a whole, demonstrates that audience engagement may be approached from a variety of angles, with a significant focus placed on content and social media methods.

Table 5. Measurement of Effectiveness

Website Traffic Analytics	Yes	55	78.6
Social Media Engagement Metrics	Yes	50	71.4
Conversion Rates	Yes	45	64.3
Customer Feedback and Reviews	Yes	40	57.1
Sales Figures	Yes	35	50.0

Interpretation of Measurement of Effectiveness

For the purpose of determining whether or not online branding tactics are successful, the methodologies that are utilized reflect a significant emphasis on quantitative measurements. In order to evaluate their online presence, businesses rely extensively on data-driven insights, as evidenced by the fact that the key instruments for performance evaluation are website traffic analytics (78.6%) and social media engagement metrics (71.4%). The emphasis that is placed on direct indications of success and customer satisfaction is highlighted by the fact that conversion rates (64.3% of the total) and customer feedback (57.1% of the total) are also highly significant. The usage of sales numbers, which accounts for fifty percent of the total, demonstrates a focus in comprehending the monetary impact of online initiatives. The data presented here reveals that although businesses are monitoring a variety of performance measures, they are concentrating their attention primarily on engagement and financial outcomes in order to evaluate the efficacy of their efforts to promote themselves online.

Table 6: Challenges Faced

Limited Budget	Yes	40	57.1
Lack of Expertise/Knowledge	Yes	30	42.9
High Competition	Yes	50	71.4
Difficulty in Measuring ROI	Yes	25	35.7
Insufficient Content	Yes	20	28.6

Interpretation of Challenges Faced

The difficulties that businesses have when attempting to improve their online brand presence shed light on a number of important areas of concern. There are a number of challenges that many businesses face, the most major of which are high competition (71.4%) and restricted budget (57.1%).

This indicates that many businesses struggle to compete in a crowded market and to manage financial restrictions. Both a lack of skill or knowledge (42.9% of respondents) and difficulties in determining return on investment (35.7% of respondents) are noteworthy concerns that imply problems with resource allocation and evaluation of performance. The smaller number of businesses that cited inadequate content (28.6%) implies that the generation of content is less of a problem in comparison to other obstacles. The data, taken as a whole, shed light on the necessity of developing strategies to meet financial constraints and competitive challenges, as well as providing assistance for the improvement of measurement and competence in digital marketing.

Table 7: Future Strategies

Expanding to New Platforms	Yes	40	57.1
Investing in Influencer Marketing	Yes	35	50.0
Enhancing SEO Efforts	Yes	50	71.4
Increasing Paid Advertising Budget	Yes	45	64.3
Developing Interactive Content	Yes	30	42.9

Interpretation of Future Strategies

Future ideas for strengthening the online presence of the company demonstrate a strong intention to develop and adapt to new circumstances. As a result of a desire to investigate new channels via which consumers may interact with brands, a sizeable number of businesses are contemplating expanding their operations to new platforms (57.1% of them) and investing in influencer marketing (50%) respectively. Expanding the budget for paid advertising (64.3% of the total) and improving search engine optimization (SEO) efforts (71.4% of the total) are both indications of a focus on enhancing current methods and expanding exposure. In addition, the creation of interactive material is being considered by 42.9% of respondents, which indicates that there is a desire to get audiences engaged through the use of novel forms. Taking this forward-looking strategy displays a commitment to modifying strategies in response to shifting digital trends and the preferences of audiences.

Table 8: Investment in Online Branding

Increase Investment	Yes	55	78.6
No Change	No	10	14.3
Unsure	Unsure	5	7.1

Interpretation of Investment in Online Branding

There is a significant commitment to increase the resources that are dedicated to digital marketing, as shown by the statistics on investments in online branding campaigns. Seventy-eight percent of those who participated in the survey want to raise their investment, which is an indication that they are aware of the significance of boosting their online presence. A more cautious or indecisive posture is reflected in the lesser number of enterprises that do not intend to adjust their investment (14.3%) or those that are doubtful (7.1%). The current trend in investments indicates that businesses are placing a higher priority on online branding as an essential component of their marketing strategy. Furthermore, they are prepared to commit additional resources in order to maintain their competitive edge and successfully interact with their target audiences.

Conclusion

Any company that wants to succeed in today's hyper-digital market must prioritize building a solid reputation for itself online. Brands can connect with audiences and stand out in the crowded digital landscape by implementing the strategies discussed in this paper. These strategies include search engine optimization (SEO), social media engagement, content marketing, influencer partnerships, and user-generated content. Search engine optimization (SEO) is an essential part of digital marketing that raises a company's profile by increasing its exposure in search engine results and attracting natural, unpaid visitors. Brands may take advantage of people's natural curiosity to find what they're looking for online by learning about and applying search engine optimization (SEO) best practices. Brands may connect with their audience in real-time on social media, which helps build loyalty and a feeling of community. Brands can display their personality, engage with consumers in meaningful conversations, and get useful feedback by using the interactive features of social media. When it comes to establishing credibility for a business and satisfying customer needs, content marketing is king. Brands may become industry leaders and trusted resources by regularly providing high-quality content that caters to their target audience's interests and demands. A brand's reach and reputation may be significantly increased

via the use of influencer marketing and user-generated content. Brands can reach a wider audience and reach more people with their message when they team up with influencers that share their beliefs and audience. Furthermore, user-generated material acts as genuine social evidence, which boosts the reputation of the company and gets people involved. Brands need to fine-tune their strategy in response to changing customer behavior and new trends if they want to succeed in the dynamic digital market. With the use of data analytics and a keen awareness of their target demographic, companies can design memorable, engaging, and loyal customer experiences. Ultimately, companies aiming for long-term success in the digital era must take a planned and coordinated strategy to increasing their brand's exposure and presence online. Brands may succeed in the long run by using the correct mix of digital marketing tactics to attract customers' attention, create genuine relationships with them, and sell their products.

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