An Application of Factor Analysis to Assess the Influences of Digital Marketing on the Brand Building

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Article Info	Abstract
	This study highlights how digital marketing has made people know more about brands and promote brands in the market through technology. The study focuses on the effects of digital marketing on the branding of a specific product, the Apple brand (iPhone). With a special focus on the factors that make the iPhone brand more popular than other brands. The purpose of this study is to investigate the concept of digital marketing and examine the effects of digital marketing on brand creation, as well as to investigate the factors that make Apple's mobile phones more popular than other brands. This study helps to identify the relationship between digital marketing and brand building in the Kurdistan Region. Through quantitative research methodology, judicial sampling was used to collect data from 184 respondents. The study targeted people who use iPhones. The scope of this study was conducted in Halabja, Sulaimani, and Erbil through questionnaire forms in South Iraqi Kurdistan. The findings show that digital advertising significantly differentiates the iPhone brand, increases brand awareness, and enhances familiarity with product variety. The study suggests businesses should incorporate digital marketing strategies into their marketing mix to build their brands effectively.

INTRODUCTION

With over 7 billion people utilizing the Internet daily, it has become the ideal tool for selecting items and services that most consumers require. According to the most recent Iraqi census, the overall population of Iraq is 45.00 million people, with 49% being female and 51% being male. The number of Internet users on each electronic device is 29.82 million, or 75% of Iraq's population. This number is growing by 55% per year, or 11 million people per year, and the number of people actively using social media is 21 million, or 53% of the total. (Kemp, S. 2020).

Furthermore, the use of social media for buying has grown in Iraq, particularly since the COVID-19 pandemic. Many people purchase goods and commodities through various social media sites. According to (Solomon, A.A 2022), during the COVID-19 epidemic, social media significantly impacted the developing of electronic marketing. This demonstrates that nothing beats social media, where most users spend most of their time both day and night (Kemp, S.,2023). This statistic emphasizes the significance of developing a digital brand. According to (Urban, 2004), "digital marketing uses the Internet and information technology to extend and improve traditional marketing functions." This wide definition focuses on the classic four P's of marketing.

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The activity of promoting products and services through digital distribution channels to reach consumers in a timely, relevant, personable, and cost-effective manner is characterized as digital marketing. This definition differs from more generic ones in that it includes a normative viewpoint: digital marketing should be timely, relevant, personal, and cost-effective, traits frequently acknowledged as potential benefits of adopting (Merisavo 2006). The digital media also underlines that, although digital marketing uses many of the same strategies and tactics as Internet marketing, it goes beyond this by utilizing additional methods of reaching customers who may not necessarily utilize the Internet. So, in addition to email, mobile devices, SMS/MMS messages, digital TV, banner ads, RSS feeds, blogging, podcasting, video streaming, instant messaging, and digital outdoors, digital marketing also includes these other channels or components. In this way, the phrase "digital marketing" encompasses a considerably wider range of activities than, say, "Internet marketing" or "mobile marketing," which are restricted to a single channel. The phrase needs to be open-ended enough to encompass all new digital channels and components because they constantly change and blend with one another (Merisavo 2008).

Digital marketing communication (DMC) is exchanging information and engagement between a brand and its consumers using digital channels (such as the Internet, email, mobile devices, and digital television). This acknowledges the possibility of two-way communication. External competitive pressure is the main factor influencing a company's decision to use digital media for marketing. Digital social media offers businesses several benefits. For instance, (Ainscough and Luckett, 1996) claim that the Web may be utilized for market research, online sales, publishing, and customer service. Other researchers believe the Internet can help with brand building, consumer word-of-mouth communication, buzz marketing, and crowdsourcing. (Whitla, 2009). In addition to assisting with the execution of marketing initiatives, the Internet may boost the firm's overall success. (Eid & El-Gohary, 2011). Managers rely significantly on digital marketing to establish their brands (Tiago and Veríssimo 2014). Relationship marketing is connected to digital marketing in that businesses must transition from "trying to sell" to "making connections" with customers. (Gordhamer, 2009) (Krishnaprabha and Tarunika 2020). According to (Boone and Kurtz,2002), a brand is "a name, term, sign, symbol, design, or a combination of these that identifies and differentiates the goods or services of one seller or group of sellers from those of the competition." A brand is a collection of practical and emotional qualities that offer stakeholders a one-of-a-kind and warm experience (Chang and Liu 2009). "The various ways in which consumers perceive a brand in response to marketing campaigns for that brand." A good brand is considered to make people feel good, whereas a great brand helps people feel good about themselves.

The perceived value of a brand is a sign of a complex of elements that interact dynamically: quality, performance, prominence, communication, price, emotional value, market presence, online presence through the use of digital marketing tools and techniques (DMTTs), customer engagement, and so on (Niculescu, Dumitriu, et al. 2019). Simply said, a brand is the manufacturer's promise to their customers. According to (Philip Jones,1993), a brand is "a product that provides functional benefits plus added values that some customers value enough to purchase."(Indumathi, 2018). In a global market where numerous functionally comparable items are accessible from various providers, the brand name has become a differentiating tool for offering consumers the promise of value and quality. Building a strong brand allows businesses to reduce marketing costs and create the potential to demand premium prices for their products (Nigam and Kaushik,2011). (Harkness, 1992) argued that regularly monitoring consumer attitudes gave the most accurate measure of success. The literature considers the following consumer perception metrics to be the most relevant factors of brand success: brand awareness, brand identity, brand image, personality, and relationship. (e.g. Doyle, 1989; Pitta and Katsanis, 1995; Stephens,Hill and Bergman 1996) (Pitta and Katsanis,1995), for example, observed that for many low-involvement products, acquaintance with the brand name may be sufficient to influence purchase. According to (Joachimsthaler and Aaker, 1997), visibility must be combined with a defined brand identity so that people creating and implementing communications programs do not deliver contradictory or confused messages to consumers. According to (Doyle,1989) (Pitta and Katsanis,1995), successful brands had a "strong" image or personality, which occurred when customers regarded specific traits as strongly linked with specific companies (de Chematony, Dall'Olmo Riley et al., 1998).

In this point of view, many types of research conducted to assess the role of digital marketing in brand building (Karjaluoto, Mustonen, et al. 2015) try to investigate the use of industrial marketing communication tools, particularly the role of digital channels in the context of industrial firms. Based on existing literature, the study examines the goals and intended applications of industrial marketing communication. Empirical data was collected through a multiple case study involving six industrial firms to assess the current state of digital marketing communication (DMC). The research reveals three key insights. Firstly, despite being considered one of the most important industrial marketing communication tools, firms have not fully exploited the potential of DMC. Secondly, firms primarily use DMC to improve customer relationship communications, support sales, and create awareness. Thirdly, social media tools are not used as extensively as traditional digital tools in the context of DMC. (Jenyo Gabriel and Soyoye Kolapo 2015) Focuses on the consumer behavioral factors that affect e-marketing, focusing on the customer's perspective. The study aims to empirically validate the impact of Internet marketing on consumers' purchase behavior by analyzing firms engaged in Internet marketing in Nigeria. Specifically, the research examines how the internet infrastructure's functionality and security issues influence consumers' purchase decisions.

The results indicate that online marketing has significantly impacted consumer purchase decisions in Nigerian firms. There is a significant relationship between consumer purchase decisions and the internet infrastructure in Nigeria and between internet security and consumer purchase behavior. (Lamberton and Stephen, 2016) , Discusses the transformation of technology over the past decade and a study that aims to investigate the impact of digital marketing on consumer communication, self-expression, and market intelligence. The study analyzes different digital marketing tools used for promotion and identifies three eras of digital marketing: the first focuses on how digital media shapes and facilitates buyer behavior, the second on how consumers shape digital marketing, and the third on the rise of social media. The researcher explains how these eras have contributed to the growth of digitalization in the market and predicts how digital marketing will benefit producers and consumers. (Bhati and Verma, 2018), conducted a study on "Online Brand Building: Lessons from Top Brands."

This conceptual paper aimed to identify the components of online brand building by examining successful brands through a literature review and mini-case studies. The paper was based on a comprehensive literature analysis and an extensive online search. The research discovered that online brand-building initiatives must be consistent with the evolving technology, and the findings serve as a foundation for creating and executing effective online branding strategies. (Beig and Khan, 2018) investigated the impact of social media marketing on brand experience for select apparel brands on Facebook. Their research revealed that content sharing and interaction on Facebook significantly positively impact all four dimensions of brand experience, including sensory, affective, behavioral, and intellectual experiences. The findings suggest that social media marketing can effectively enhance the brand experience and create a positive and memorable experience for customers. The study underscores the importance of developing effective social media marketing strategies that engage customers to achieve positive brand experiences, particularly for apparel brands on Facebook. (Makrides, Vrontis et al, 2020). Try to examine the effectiveness of various digital platforms and practices in increasing brand awareness internationally. A survey methodology was employed, with a final sample of 200 respondents. The results indicate that digital marketing offers significant potential for small- and medium-sized enterprises, with internationalization being a dominant digital attribute. The study also highlights the rapid emergence of digital marketing techniques serving various market segments.

METHOD

This paper focuses on understanding the effects of digital marketing on brand creation and the factors that affect the iPhone brand. In addition, reasons to use more than other brands. The study targeted iPhone users. The scope of this study is ultimately to understand the many characteristics of the effects of digital marketing on brand amplification and the benefits of digital marketing in building a brand. The study was conducted in Halabja, Sulaymaniyah, and Erbil through questionnaire forms in southern Iraqi Kurdistan. About 184 respondents answered our questionnaire, and we collected the data using convenience sampling, which was the appropriate

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method of distributing our questionnaires as we are distributing them to citizens who use a certain type of mobile phone (iPhone). Respondents are of different genders and ages and have different demographic profiles. We created survey forms in Google Forms and disseminated them through social media and networks. Finally, we analyzed the data using factor analysis, and regression models using the SPSS program.

RESULTS AND DISCUSSION

Table (1) shows that most of the students in this survey are female (57.2%) and single (71.7%) in the fourth grade (44.6%). On the other hand, they have a good economy (48.9%) with a young age (62.0%).

Table 1. Descriptive Statistic for Demographic Questions

Data		Frequency	Percentage
Gender	Male	87	47.3%
	Female	97	57.2%
Certification	No educational background	24	13.0%
	Below diploma	27	14.7%
	Diploma	27	14.7%
	Bachelor	82	44.6%
	Master	15	8.2%
	P.h.D	9	4.9%
Age	Below 18	14	7.6%
	18-25	114	62.0%
	26-35	27	14.7%
	36-45	9	4.9%
	Above 45	20	10.9%
Economic status	Bad	4	2.2%
	Moderate	72	39.1%
	Good	90	48.9%
	Very good	18	9.8%
Marital status	Single	132	71.7%
	Married	52	28.3%

Results of Factor Analysis

Factor Analysis is used to examine data resulting from more than one variable. When information is kept in large database tables with many rows and columns, multivariate analysis is used to analyze the data meaningfully. It investigates the relations between many variables and then gives underlying theories or conceptions of highly correlated variables. (Chopra, A. N).

The communality is each variable's proportion of variability that is explained by the factors. The communality value is the same, regardless of whether using unroasted or rotated factor loadings for the analysis. In this study, we examine the communality values to assess how well each variable's

variability is explained by the factors defined with 50% of the variable's variance. Therefore, the amount for every variable is somehow 0.50 or greater.

Table 2. Representation of the Communalities of Variables

Communalities		
	Extraction Iteration1	**Extraction Iteration 2**
This phone is reliable	.518	.586
This phone is powerful	.721	.736
This phone has features that set it apart from the competition	.630	.635
This phone is of high quality	.670	.659
I am satisfied with the product this phone offers	.592	.593
This phone provides good value for money	.562	.574
I would recommend this phone to others	.661	.678
I am satisfied with the ease of service on this phone	.605	.602
This phone has its style	.491	
I agree with the advertisements	.488	
I will buy the same brand again in case I change my phone	.773	.782
I recognize the brand whenever I see ads on my phone	.612	.585
I am satisfied with the decision to buy the phone	.750	.751
Digital advertising will increase the marketability of this phone	.598	.598
Digital advertising helps to keep you up to date with the latest products or services	.564	.538
Digital advertising provides clear information about products or services	.605	.666
Digital advertising helps you associate more with products	.619	.653
Digital advertising raises brand awareness	.655	.653
Digital advertising increases our inclination toward mobile services	.652	.670
Digital advertising enables instant purchases through the given link	.579	.601
Digital advertising helps to differentiate phones	.624	.633
Digital advertising enhances our familiarity with the diversity of products	.587	.584
I feel at ease when doing online shopping	.678	.671
Choosing goods online gives consumers more options	.738	.767
Buying online offers more discounts and rewards	.673	.677
Online shopping saves time	.570	.578
I much prefer print ads or TV ads to get brand awareness	.633	.655
Extraction Method: Principal Component Analysis.		

Table 2 shows two variables with communalities smaller than 0.50 in the first iteration. The two variables with the lowest communality are chosen for removal: the variable with the lowest

communality (X10) = 0.491 and the variable with the lowest communality (X11) =.488. After removing two variables, the communalities in all other variables include parts greater than 0.50, satisfying the Factor Analysis criteria.

The reliability and validity of the resulting reduction must be established to determine the strength of the factor analysis solution. This is accomplished using KMO and Bartlett's sphericity test, which is shown below:

Table 3. KMO and Bartlett's Test

		Iteration1	**Iteration2**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.873	0.88
Bartlett's Test of Sphericity	Approx. Chi-Square	2275.320	2098.161
	df	351	300
	Sig.	0.000	.000

Table 2 shows the results for KMO and Barlett's test, all measurements of Sampling Adequacy (MSA) were 0.88 in the rest of the factors, which has gone beyond the basic requirement of 0.50 indicating that factor analysis could be used for given data. The further 25 variables form the foundation appropriate for factor analysis. The Significance test determines the model's significance by looking at the hypothesis.

Null hypothesis: The model is not appropriate for the Factor Analysis
Alternative hypothesis: The model is appropriate for the Factor Analysis

Principal component analysis requires that the probability associated with Bartlett's Test of Sphericity be less than the significance level. The probability associated with the Bartlett test is < 0.000, which satisfies this requirement.

Table 4. Total Variance Explained for a Principal Component Analysis of Brand Building

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative e %
1	8.053	32.211	32.211	8.053	32.211	32.211	3.871	15.485	15.485
2	2.669	10.675	42.886	2.669	10.675	42.886	3.136	12.545	28.030
3	1.886	7.544	50.430	1.886	7.544	50.430	2.872	11.487	39.518
4	1.283	5.131	55.561	1.283	5.131	55.561	2.740	10.959	50.476
5	1.193	4.773	60.334	1.193	4.773	60.334	2.215	8.859	59.335
6	1.041	4.166	64.500	1.041	4.166	64.500	1.291	5.165	64.500
7	.833	3.333	67.833						
8	.813	3.251	71.083						
9	.708	2.833	73.916						
10	.668	2.671	76.587						
11	.624	2.497	79.084						
12	.583	2.331	81.414						
13	.530	2.119	83.534						

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative e %
1	8.053	32.211	32.211	8.053	32.211	32.211	3.871	15.485	15.485
14	.504	2.016	85.550						
15	.496	1.985	87.535						
16	.455	1.819	89.354						
17	.404	1.618	90.972						
18	.395	1.581	92.552						
19	.345	1.379	93.931						
20	.328	1.312	95.243						
21	.295	1.180	96.422						
22	.273	1.092	97.515						
23	.225	.901	98.415						
24	.224	.896	99.311						
25	.172	.689	100.000						
Extraction Method: Principal Component Analysis.									

Table (4) shows the proportion of variability described by all factors initially and simply by the components before and after rotation. The results reveal that the six initial common components explain 64.500% of the total variance, which is a respectable proportion if an Eigen Value exceeds 1. This proportion does not change after the rotation procedure; however, it does change the percentage that describes each element. These percentages are altered specifically to minimize the discrepancies between them following rotation.

Table 5. Rotated Factor Matrix of the Brand Building

Rotated Component Matrixᵃ					
	Component				
	1	2	3	4	5
X19 (Digital advertising helps to differentiate phones)	.761				
X17 (Digital advertising increases our inclination to mobile services	.721				
X20 (Digital advertising enhances our familiarity with the diversity of products	.717				
X16 (Digital advertising raises brand awareness	.647				
X12 (Digital advertising will increase the marketability of this phone	.621				
X10 (I recognize the brand whenever I see ads on my phone	.608				
X13 Digital advertising helps to keep you up to date with the latest products or services	.527				
X9 (I will buy the same brand again if I change my phone.		.820			
X7 (I would recommend this phone to others.		.766			
X11(I am satisfied with the decision to buy the phone		.689			
X8 (I am satisfied with the ease of service on this phone.		.669			

Rotated Component Matrix[a]					
	Component				
	1	2	3	4	5
X19 (Digital advertising helps to differentiate phones)	.761				
X5 (I am satisfied with the product this phone offers		.517			
X22 (Choosing goods online gives consumers more options			.793		
X23 (Buying online offers more discounts and rewards			.770		
X21 (I feel at ease when doing online shopping			.742		
X24 (Online shopping saves time			.603		
X18 (Digital advertising enables instant purchase through the given link			.515		
X2 (This phone is powerful.				.806	
X3 (This phone has features that set it apart from the competition.				.726	
X4 (This phone is of high quality.				.656	
X1 (This phone is reliable.				.534	
X14(Digital advertising provides clear information about products or services					.717
X6 (This phone provides good value for money.					.647
X15 (Digital advertising helps you associate more with products					.588
X25 (I much prefer print ads or TV ads to get brand awareness					
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 7 iterations.					

We are only interested in rotation sums of squared loadings for analysis, and interpretation factor analysis results in tables (4 and 5). It should be noted that the initial components account for 15.485% of the total variation and comprise seven variables (X19, X17, X20, X16, X12, X10, X13). The second factor explained 12.545% of the total variance and included variables (X9, X7, X11, X8, X5). The third factor explained 11.487% of the total variance with variables (X22, X23, X21, X24, and X18). The fourth factor explained 10.959% of the variance. It included four variables (X2, X3, X4, X1), factor five explained 8.859% of the total variance and included variables (X14, X6), and finally, factor six, which explains (5.165%) of the total variance by one variable (X25). All of the remaining variables are insignificant.
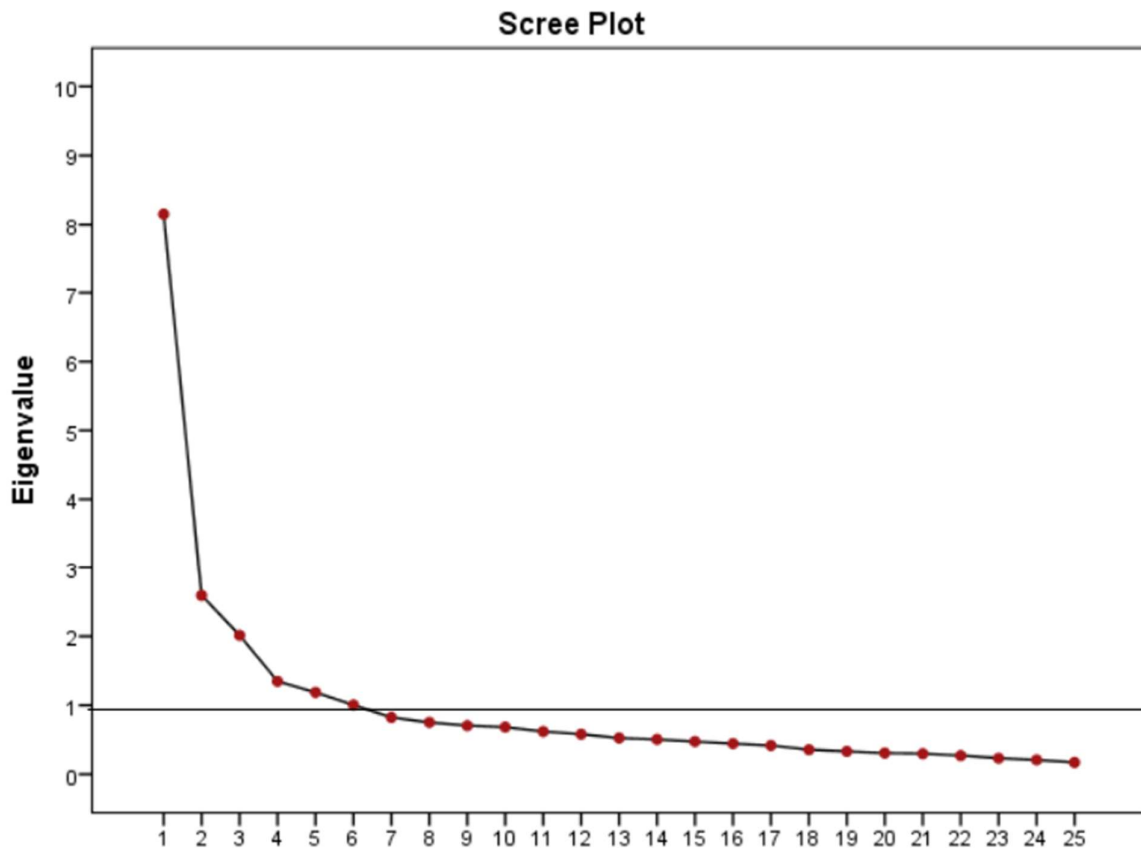
Figure 1. Representation of the Scree Plot of Factor Analysis

This scree plot demonstrates that the first six brand development criteria (iPhone mobile) account for the majority of the entire variability in data (given by the eigenvalues). The first six elements all have eigenvalues greater than one. The other variables account for a very small part of the variability and are most likely insignificant.

Table 6. The Correlation Matrix between Digital Marketing and Brand Building

Correlations		score1	score2
score1	Pearson Correlation	1	.532**
	Sig. (2-tailed)		.000
	N	184	184
score2	Pearson Correlation	.532**	1
	Sig. (2-tailed)	.000	
	N	184	184
**. Correlation is significant at the 0.01 level (2-tailed).			

As seen in Table 6, there is a positive correlation between brand building and digital marketing (0.532). Regression tools are used to find the relationship between Brand Building and Digital Marketing.

H0: There is no significant relationship between brand building and digital marketing.

H1: There is a significant relationship between brand building and digital marketing

Table 7. Simple Linear Regression Analysis between Independent Variable (Digital Marketing) and Dependent Variable (Brand Building)

	Coefficients			Model Summary		ANOVA	
	B	t	P-Value	Correlation	R Square	F	P-Value
(Constant)	1.985	8.028	.000	.532	.283	71.826	.000
Digital Marketing	.540	8.475	.000				

Table 7 demonstrated a favorable relationship between the dependent (Brand building) and the independent variable (Digital marketing). After finding a minor positive relationship between the dependent variable (Brand building) and the independent variable (Digital marketing) and Pearson's correlation analysis results, it is critical to understand the prediction and influence rate of Digital marketing on Brand building in this study. The same table also displays the ANOVA table for determining the goodness of fit for the explanatory variable (brand building) on the response variable (Digital Marketing), indicating that the model is appropriate (F=71.826 and P-Value=0.000), so we accept H1. The results of the constant, Slope, t-value, and coefficient of determination are shown in the table above (R Square). The digital marketing regression coefficient (B) is .540, which suggests that raising one digital marketing unit increases brand building by .540. R Square denotes how much variance in the dependent variable is explained by the independent variable. Calculation of Coefficient (R^2) reveals that 28% of digital marketing variance is determined by brand building, with the rest of the variation attributed to other factors that influence brand building.

DISCUSSION

Based on the correlations among the great values of qualitative variables, factor analysis (FA) is used to reduce the value of the initial variables by finding a reduced value of the latest variables to be known as factors. Note for the first component, which is of great significance in the interpretation of factors that affect the brand building (iPhone mobile) (15.485%) of the total variance is explained as it has a set of variables affecting the phenomenon such as Digital advertising helps to differentiate phones (X19), Digital advertising increases our inclination to mobile services (X17), Digital advertising enhances our familiarity with the diversity of products (X20), Digital advertising raises brand awareness (X16), Digital advertising will increase the marketability of this phone (X12), I recognize the brand whenever I see ads on my phone (X10), and Digital advertising helps to keep me up to date with the latest products or services (X13) respectively. For the second component, where (12.545%) of the total variance is explained, there is a set of variables affecting the phenomenon, such as " I will buy the same brand again in case I change my phone (X9). I would recommend this phone to others (X7). I am satisfied with the decision to buy the phone (X11), I am satisfied with the ease of service on this phone (X8), and I am satisfied with the product this phone offers (X5). The component records (11.487%) of the total variance and has a set of variables affecting the phenomenon, like Choosing goods online gives consumers more options (X22) and buying online offers more discounts and rewards (X23). I feel at ease when doing online shopping (X21). Online shopping saves time (X24), and Digital advertising enables instant purchases through the given link (X18), respectively. The fourth component represents (10.959%) of the total variance. It has a set of variables affecting the phenomenon like this phone is powerful (X2), this phone has features that set itself apart from the competition (X3), this phone is of high quality (X4), this phone is reliable (X1),

respectively. The fifth component shows (8.859%) of the total variance. It has a set of variables affecting the phenomenon. Digital advertising provides clear information about products or services (X14), this phone provides good value for money (X6), and Digital advertising helps me associate more with products (X15). Finally, the sixth component, which explains (5.165%) of the total variance, has one variable affecting the phenomenon, such as I prefer print ads or TV ads to get brand awareness (X25).

CONCLUSION

The quantitative research results we conducted on the impact of digital marketing on brand building show a positive relationship between digital marketing and brand building. The findings of this study show that digital marketing primarily has a significant impact on brand building and also helps to differentiate mobile phones, increasing our inclination to mobile services and increasing our familiarity with the variety of products and brand awareness. Being aware of services and digital will encourage iPhone users to buy and use more. In contrast, digital advertising has a significant impact that provides clear information about products or services and helps you become more engaged with products. Another factor that affects users' satisfaction with the brand in terms of service, products, and quality is that it makes the user buy the same brand again in case of changing his phone and recommending this phone to others. Another factor that affects online shopping is that it gives users more choices, discounts and rewards, and a sense of comfort when shopping online, and buying online saves time. Another factor is the power of this phone. It sets itself apart from its competitors with high quality and reliability.

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