

Prashanta Pathak and Saksham Gaire

**DIGITAL MARKETING AND BRAND IMAGE IN ONLINE
BUSINESS**

A study of Alma Artes company in Nepal

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

International Business

September 2020

ABSTRACT

Centria University of Applied Sciences	Date September 2020	Author Prashanta Pathak and Saksham Gaire
Degree programme International Business		
Name of the thesis DIGITAL MARKETING AND BRAND IMAGE IN ONLINE BUSINESS. A study of Alma Artes company in Nepal.		
Instructor Rothan Gurung		Pages 72+24
Supervisor Johanna Hallbäck		
<p>The thesis studies the role of digital marketing tools helping business in creating brand image. Digital marketing has brought a lot of changes in the past two decades. With the unpredictable growth in the digital revolution, the business and organization are changing its marketing behaviour from traditional marketing to digital marketing.</p> <p>The main aim of the thesis is to explore how Alma Artes company, a luxury product online retailer can improve its brand image by implementing better digital marketing tools in Nepal. During pre-analysis, Alma Artes was facing a lot of challenges building better goodwill and brand image of the company. The literature review of this thesis consists of major aspects of digital marketing and branding. Furthermore, there are some examples of the best digital marketing approach carried out by different companies to strengthen their company values and brand image. All the theoretical framework data were collected through articles, books, journals, magazines and online resources.</p> <p>The research part of the thesis was done by using both qualitative and quantitative methods. The data were collected through an online survey of Alma Artes customers as well as through interviews with employees of Alma Artes and three external digital marketing experts in Nepal.</p> <p>The research revealed that the digital marketing activities inside Alma Artes were poor on implementing better marketing tools, maintaining regular flow of content, search engine optimization (SEO) and websites resulting less visibility of brand in digital media. Alma Artes could invest in developing powerful content and should look for any additional opportunities that can attract new customers increasing its brand value and audience towards the company.</p>		

Keywords Brand image, Branding, Digital marketing, Social media

ABBREVIATIONS

CBE

Consumer-based brand equity

NTA

Nepal telecommunication authority

PPC

Pay per click

SEM

Search engine marketing

SEO

Search engine optimization

SERPs

Search engine result pages

ABSTRACT
ABBREVIATIONS
CONTENTS

1 INTRODUCTION.....	1
2 COMMISSIONER.....	3
3 BRANDING.....	4
3.1 Brand Identity.....	5
3.2 Brand Image.....	6
3.3 Brand Personality.....	8
3.4 Brand Equity.....	10
3.5 Aaker's Approach to Brand Equity.....	10
3.5.1 Brand Awareness.....	11
3.5.2 Brand Loyalty.....	11
3.5.3 Brand Association.....	11
3.5.4 Perceived Quality.....	12
4 DIGITAL MARKETING.....	13
4.1 Digital Marketing Channels.....	16
4.1.1 Social Media Marketing.....	16
4.1.2 Search Engine Optimization.....	19
4.1.3 Content marketing.....	20
4.1.4 Pay per click.....	21
4.1.5 Affiliate marketing.....	21
4.1.6 E-mail Marketing.....	22
4.2 Digital Marketing in Nepal.....	22
5. RESEARCH METHODOLOGY.....	24
5.1 Collecting Qualitative Data.....	25
5.2 Collecting Quantitative Data.....	26
6 DATA ANALYSIS AND RESULTS.....	27
6.1 Interview with Alma Artes Employees.....	27
6.2 Interview with Digital Marketing Experts.....	31
6.3 Analysis of Survey Data.....	34
6.3.1 Basic information of respondents.....	34
6.3.2 General Questions on Digital Marketing and Branding.....	39
6.3.3 Questions on digital marketing and Alma Artes Brand.....	46
6.3.4 Further analysis of relationships between digital marketing and brand.....	58
6.6 Reliability and Validity.....	66
7 SUMMARY AND CONCLUSION.....	67
REFERENCES.....	70

APPENDICES

FIGURES

FIGURE 1. Brand Personality Framework	9
FIGURE 2. Aaker's brand equity dimension	12
FIGURE 3. Chaffey RACE frameworks	15
FIGURE 4. Internet penetration in Nepal	23
FIGURE 5. Distribution of gender	34
FIGURE 6. Distribution of age	35
FIGURE 7. Representing total numbers of hours spent on the Internet by the respondents	36
FIGURE 8. Use of Internet for different purposes	36
FIGURE 9. Use of social media sites by the respondents	37
FIGURE 10. Activities in social media in the past 4 weeks	38
FIGURE 11. Trust on brands that are present in different media	39
FIGURE 12. Representation of agreement by the respondents on different statements concerning communication in social media and brand image	40
FIGURE 13. Usefulness of advertising in different platforms to respondents	41
FIGURE 14. Irritation in experiencing advertisements on different media channels to respondents	42
FIGURE 15. Demonstration of importance of brand page in social media	43
FIGURE 16. Considering brands as important element of life	44
FIGURE 17. Representing brands reflecting personality of respondents	44
FIGURE 18. Interacting with favourite brands online	45
FIGURE 19. Respondents' familiarity with Alma Artes company	46
FIGURE 20. Alma Artes advertising or other activities in different channels as seen by the respondents	47
FIGURE 21. Content seen among the respondents	48
FIGURE 22. Respondents' rating of the content they have seen	48
FIGURE 23. Respondents that have received email or texts from Alma Artes	49
FIGURE 24. Frequency of customers following Alma Artes in different media channels	50
FIGURE 25. Representing reason to follow Alma Artes on online platform by respondents	51
FIGURE 26. Visibility of Alma Artes advertisement in different channels	52
FIGURE 27. Representation of respondents perceiving Alma Artes as trustworthy, sustainable, responsible and transparent	53
FIGURE 28. Respondents' perceptions of Alma Artes as a brand	54
FIGURE 29. Representation of Alma Artes brand personality	55
FIGURE 30. Representation of overall impression of Alma Artes company	56
FIGURE 31. Rating of digital marketing activities of Alma Artes company	57

TABLES

TABLE 1. Crosstabulation table between favourite brand, positive image and gender	58
TABLE 2. Pearson Chi-square test between respondent interacting favourite brand online with the statement as communication on social media can create a positive image of the brand along with gender	59
TABLE 3. Crosstabulation table between the respondents following Alma Artes on Instagram and the expression describing Alma Artes brand as energetic.	59
TABLE 4. Pearson Chi-square analysis between the respondents following Alma Artes on Instagram to the expression describing Alma Artes brand as energetic	60

TABLE 5. Crosstabulation table representing the respondents following Alma Artes in Instagram with expressing Alma Artes brand personality as excitement	60
TABLE 6. Pearson Chi-square analysis of respondents following Alma Artes in Instagram with expressing Alma Artes brand personality as excitement	61
TABLE 7. Crosstabulation table between the content seen by respondents and familiarity with the company	62
TABLE 8. Pearson Chi-square tests between the content seen by respondents and familiarity with the company	62
TABLE 9. Descriptive statistics between the respondent following Alma Artes on Facebook with the respondent interacting with favourite brand online	63
TABLE 10. Descriptive Statistics between gender and digital marketing activities rating	64
TABLE 11. Spearman’s correlation table between content seen and digital marketing activities	64
TABLE 12. Correlation between content seen and Alma Artes as company	65
TABLE 13. Correlation between content seen and Alma Artes brand expression	65
TABLE 14. Case Processing Summary	66
TABLE 15. Reliability Statistics	66

1 INTRODUCTION

We are living in the era of the 21st century where innovation and technology have reached the apex point and still marching forward unknown to its pace, scope and depth of impact. The technology has changed the working life environment of the global world. The process of digital revolution started at the end of the 2000s when millions of people started using the mobile phone to surf the Internet (Vitalis 2016). According to the Statista research department, it is estimated that the number of mobile phone users will cross over five billion in the 2020s. Surprisingly, the digitalization has made a great revolution on business and industrial sector in two decades and a quick shift in every part of our life.

Digitalization has made drastic changes to the business firms. The use of the Internet and digital technology has driven a steady path in the concept of marketing and consumer behaviours. Advanced digitalization has provided an opportunity to many different companies to aspire, new business models, business cooperation between the company leading new product or services and creating a unique bond between the company and their customers. In today's context, the digitalization has grown its roots in every possible area of business and living. Hence by giving every chance to customers to reach their product online can make the right differentiation about the markets. Besides, this further encourages customers and makes digital marketing activities obligatory to the companies. (Chaffey 2017.)

The rise in the evolution of digital field has made a significant impact on marketing for all kinds of businesses and organizations. Many companies are already switching to digital marketing to expand their businesses and keeping their business updated in the present framework. At the present moment, digital marketing has become an essential factor in reaching out to the targeted customer. Digital marketing is reliable, effective and cheap in comparison to traditional marketing. Every big and small company is connected to it.

Nepal is a developing country, and it is getting developed in the sector of the digital market from the last five years. The first e-commerce was established in the late 2000s in Nepal with the name thamel.com. Despite the existence of online shopping in Nepal, many businesses started going digital last 2-3 years with the mushrooming growth. According to the data retrieved from NTA, Nepal added 2.25 million Internet users in 2019, and it is estimated that around 70% of the population is likely to be connected to the Internet in 2020, which concludes that many people in Nepal are living in a digital age.

The main purpose of this thesis is to explore how Alma Artes company, a luxury product online retailer can improve its brand image by implementing better digital marketing tools in Nepal. Thus, the thesis provides knowledge about the use of digital marketing to increase the brand image of the company and consumer perception towards the brand. In Nepal, many companies are switching their marketing trends from traditional to digital to reach out to their end customers and strengthen their brand.

The objective of the thesis is to discover how digital marketing efforts implemented within the company can affect the brand image of the company. The thesis will further analyze the followings:

What are the main digital marketing tools used in Alma Artes company?

- How digital marketing is influencing consumer's perception of Alma Artes brand?
- What are the current digital marketing tools that can be implemented to improve and strengthen the brand image?

This gives the clear sight of building a brand image using an effective digital marketing channel.

The research part includes both a qualitative and quantitative method of analysis. For the qualitative part, the interview was done with six individuals, three individuals from the digital marketing experts of Nepal and three individuals from the digital marketing team of Alma Artes company to find the current scenario and implement a better plan for brand upliftment. The quantitative research was carried out by a questionnaire survey for the current customer of Alma Artes. The data obtained from the analysis gives a clear view of the current digital marketing trends in Nepal and consumer perspective towards the brand.

At the beginning of the thesis, a small introduction to the related topic, background studies and objectives of the thesis are discussed. Similarly, the second part explores the literature review, branding, brand formation and essential theoretical elements that support to understand the overall research and critical factors to support the thesis.

The case company was discussed to analyze the current digital marketing efforts. In the research section, the different methodology is described leading to the research approach, followed by a targeted audience. The final part of the thesis processes the data obtained from the research. The acquired result presents the effectiveness of digital marketing and how the company can enhance its brand image along with the conclusion at the end.

2 COMMISSIONER

The commissioner for this thesis is Alma Artes company from Nepal. Alma Artes is the first Nepali online retailer of luxurious watch brand founded in 2018. During pre-analysis of the online activities of Alma Artes, it was found that the Alma Artes has not been able to portray the purpose of the brand to its audience with enriching graphics and interactive designs in both website and Social Media Platforms. The company has tried to tie the cultural value and traditions into the Alma Artes watches. A good brand always needs satisfied users. Alma Artes provides significant platforms such as website, Social Media, to connect with the users and provide support. Implementation of adequate support will be researched upon the study of the company and its working.

The term "Alma Artes" is borrowed from the Latin word which means to "nourish art". The story begins here with two classmates pursuing undergraduate degree studying at Islington college. Rothan Gurung was inspired by his grandfather and also fond of wearing tradition watch. He finds himself a passion for tradition design watch and is currently the founder and managing director of the company. Pranaya Chuke, founder of the company, found himself in the same shared path of passion. So, they decided to turn their passion for designer timepieces into the business.

In a year, Alma Artes watch has become successful in attracting many people. The watch is designed in Nepal, and they have tried to symbolize the cultural, traditional and heritage values of Nepal to their watches. For the first year, they were successful to sell over 400 watches which shows a good beginning. With their unique, elegant and relatively affordable feature, they are hoping to establish their brand globally. For the time being, the watches are designed in Nepal and are manufactured in Shenzhen, China because of capital, but soon they are going to manufacture in Nepal.

Alma Artes covers a different form of digital channels to implement marketing campaigns which include websites, SEO, email marketing and other forms of social media. The leading digital marketing areas that are active and currently in use are Facebook and Instagram. The company post their new products on these pages frequently as they can retrieve a large number of audiences. The company also uses SEO to ensure better visibility in search engine result pages. Email and texts are usually sent to customers to portray their promotional activities.

3 BRANDING

In the late 1950s-1960s, the marketing emphasis has been focused on the management of the four Ps: Product, Price, Place and Promotion, which includes branding as a part of the productional mix. During those days, most organization have placed more attention in the management function of advertising, sales promotion and public relation than on brands and branding. Thus, the management of branding is considered a diffused task, everyone in the organization has a hand in it, but no one has the responsibility in it. Brands have been identified as the core of advertising and selling from the beginning of the business period. However, it is not the long-time yet as accepted as essential ingredients to boost the market economy. Lindemann concludes that, brand has been regarded as a vital factor to uplift the marketing programs and have a high priority for business growth (Hansen & Christensen 2003.)

According to the Interbrand group, the term brand or "brandr" is derived from the ancient Norse word meaning "to burn and later on, the original term was developed to represent the source, maker or owner of the goods or items (Hansen & Christensen 2003). With the development of commerce, the brand started to signify the origin or source of the product or to differentiate the maker of the product with other similar product. At present, brand generally signifies the origin or manufacture of product goods or services.

According to the American Marketing Association, "A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers." (American Marketing Association 2020.) The primary value of a brand lies with the seller or marketer making different from other competitor and creating ownership protection value in the marketplace. Although this definition is relevant, it still does not define what we understand the value of brand in marketplace.

At the present era, brand is more than a term, sign, symbol or any other feature. The brand has stood as a bridge for bonding between the consumers and the organization. More than the ownership in the marketplace, it distinguishes the company from the competitors and helps to represent the business and how it to be perceived by the consumer.

Branding today has numerous definitions to it. As we already discussed on the evolution of the brand to the existing branding, it has innumerable numbers of scope. Many companies out there have failed to appreciate the process of branding. Branding is not developed only for the visual approach. There are

many different categories of branding, depending upon the structure of the company—a simple brand name with the slogan, brand name with some objects representing the products. Brands, according to Langmaid and Gordon move from simple verbal to aural to the visual association to branding devices to symbols, to analogies, to metaphors, to the tone of voice and ultimately to the structure (Chunawalla 2009, 18).

Application of brands:

- Brand strengthens the level of knowledge of products. They offer guidance and support to make the decision-making process more manageable.
- The purchasing risk is minimized, resulting trust relationship between the consumer and the buyer.
- It helps to ensure the legal right of the product.
- It eliminates the imitation of the product and denotes the standard of the product.

3.1 Brand Identity

Brand identity is the unique process of identifying product or services carrying distinguishing feature and characteristics, creating a different character to alike product or services. It is the process of representing the product into the market with the company point of view or promises. Brand identity is the recognition that the company wants to be perceived in the market. The organization introduces its product through the branding and marketing strategies to the customer. Every brand becomes unique with its identity. Brand identity includes following elements such as brand vision, brand culture, positioning, personality, relationship and presentation (Aaker 1996, 68).

Brand identity is composed of different emotional, mental and functional association which enhances familiarity and differentiation with the replicable product. These functional associations can include the signature, and trademark colour etc.it is the collective proposal made by the company to express as a brand to the global world. Brand identity also leads to brand loyalty, brand preference, trustworthiness and better financial value. The brand identity should be sustainable, futuristic and should reflect qualities of the brand, creating correlation with the consumers.

3.2 Brand Image

Brand image can be expressed as the perception of the brand within the mind of the customer. The consumer creates a brand image with various sources. It is the belief about the brand which is drawn inside customer (Riezebos, Kist & Kootstra 2003, 63; Parameswaran 2006, 123- 124; Wilson & Blumenthal 2008, 58). It also can be expressed as the organization's character; for instance, if we remember Audi, luxury comes in our mind. The brand image carries customer values associated with the brand. If the customer is purchasing a specific product, it is just not the product, and it is the values of an image associated with the product. Brand image is all about brand content, and it should be positive. The firms or organizations do not create the brand image, but it is automatically created when launched by the company.

The brand image also can be promoted by using different sources of brand communication, e.g., advertising, positive feedback and other promotional tools. It is practical that, "if your brand image is good, people might recommend to two other people, but if your brand image is terrible, they will tell ten more people resulting bad brand image". Brand image is the collective details of objectives, emotions and mental feedbacks towards the product or services. Brands having positive brand image increases the brand value of the company.

Every brand is using the available platform, current trends and data to increase their brand image and promote their sales. To make more evident, the authors have gone through couples of examples about what specific type of content works at present world and how better digital marketing efforts can help to increase the brand image of the company in the global world. Below this paragraph, a few examples of companies such as Uniqlo, Heineken and Airbnb are discussed.

Uniqlo is a Japanese casual wear designer company established in 1949. The Uniqlo company is different from any other garment's manufacturers. It uses Uniqlo's life wear and HEATTECH technology which allow the skin to breathe when it is hot and stay warm when it is cold. Unfortunately, this feature remained hidden, and the company is mostly known for its fashion brand that inspires the world to dress casual with its modern wearable designs. However, the company wanted to help the customers to see Uniqlo more than a fashion brand. They wanted to build their brand image on the statement of Uniqlo president and CEO Tadashi Yania's "we are not a fashion company; we are a technology company" (The shorty awards.)

They came up with the effective digital marketing campaign called "uncover" to aware of their brand as a technology-based company. They make the world first campaign and activated over hundreds of locations in Australia. The campaign utilized fast-moving images with the speed of frame rate 20-30 and was installed into the billboards within the high traffic area near the Uniqlo stores. The image displayed over the billboards contains constantly changing unique product code that was unable to capture with naked eyes. Consumers could decipher the unique code by capturing a photo of the display unit. Then the customers were asked to upload a unique code to the campaign website to redeem for a sample from HEATTECH clothing range (The Shorty Awards.)

When the customer entered the code to the campaign websites, they were drawn to visualize the series of screens to teach about the HEATTECH clothing's and its benefits before taking them to the final page where they get a sample T-shirt or the discount vouchers for online stores. This experience makes people shareable between their friends and helps others to find their code through social media. The result was astounding where their campaign reached over 4 million people adding up 35000 new customers. Not only that the online video was viewed 1.3 million times and over 25000 people signed up for Uniqlo magazine (The Shorty Awards.)

Heineken came up with a great marketing content which increases their brand recognition and stops the opposite talk conflict that is going around the world. The content creates a positive path rather than segmenting and polarizing people. The idea behind the content was to pair up a handful of individuals with opposite viewpoints. For example, they paired someone who thought that men should be men and women should be women with a transgender person. Then the pair were given general tasks which have to be done together. During the tasks, they let them chat for the moment and know each other before they revealed their disagreement. After finishing the general tasks, they revealed their disagreement, and they were given a choice either to leave or to sit down for a beer and discuss their differences (Heineken World Apart 2017.)

They promoted the video on Facebook, which went over 138,000 shares and 324,000 engagements. The video went surprisingly viral with 3 million views in the first 8th day of upload and reached over 17 million views. Heineken was able to receive an extra boost in publicity for executing the theme of "coming together despite the tension". They tweeted their message as hashtag, #OpenYourWorld and earned 22,000 tweets, of which 87% were overwhelmingly positive.

Airbnb is an online community travel marketplace established in 2008. It offers various range of facilities such as lodging, accommodation and homestays. The company allows people to list or rent unique accommodation around the world and is very cheap in comparison to hotels and other accommodation facilities. The company does not own any real estate property but instead works as a broker and earn a commission from its booking. At present, the Airbnb operates in more than 100,000 cities worldwide and over 220 countries. The Airbnb company website has now over 150 million users, over 7 million listings and the company worth total valuation of 38 billion dollars in 2018 (Airbnb Statistics 2020.)

In 2015, the company wanted to attract new customers with its amazing experiences with Airbnb. To accomplish their objective, they came up with the digital marketing strategy that relies on images or videos on Facebook, Instagram and twitters posted by their customer and sharing their unique experiences of Airbnb. The shared image and videos show that they could have new experiences offered by Airbnb host. With this approach, the Airbnb was bombarding in social media and turned out as a successful campaign for Airbnb. The company earned 13.3 million interactions and increased its followers by 341% (Mahoney 2020.)

3.3 Brand Personality

For a long time, brand personality has stood as the subject for discussion among the researchers. Brand Personality gives an impression on the personality of the different brands. Before we start to discuss brand personality, first, it is essential to understand what brand personality is?

According to the Aaker (1997), it is defined as the sets of human characteristics associated with the given brand. Although human and brand personality traits might share a similar conceptualization (Epstein 1977), but they differ in terms of how they are formed. The perception of human personality traits is inferred based on individual behaviour, physical characteristics, attitudes and belief and demographic character (Park 1986). In contrast, the perception of brand personality traits can be formed and influenced by any direct and indirect contact that the customer has with the brand (Plumber 1985).

Jennifer Aaker (1997) had introduced a framework to identify brand personality by classifying into five cores of dimension, and each of these factors is related to facets with the highest degree of correlation. The five cores of dimension and their facets are:

Sincerity (down to earth, honest, wholesome, cheerful)

Excitement (daring, spirited, imaginative, up to date)

Competence (reliable, intelligent, successful)

Sophistication (upper class, charming)

Ruggedness (outdoorsy, tough)

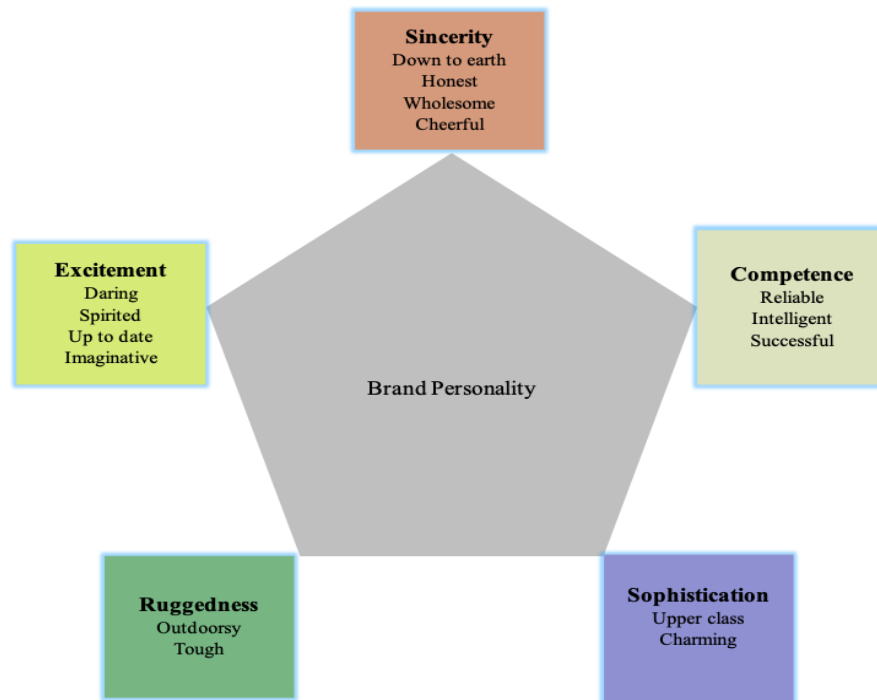


FIGURE 1. Brand Personality Framework (Adapted from Aaker 1997, 347)

Aaker's (1997) brand personality model does not rely on the single-dimensional concept. It includes multiple dimensional aspects placing each brand on five different dimensions. This means, there are many possibilities of a brand scoring high score on one dimension and low on other dimension or can score high or low in all five dimensions. To make it more transparent, Aaker has identified Hallmark cards for sincerity, MTV for excitement, Wall Street Journal for competence and Nike tennis shoes for ruggedness.

Aaker's five-dimension model can help all the business holders and practitioners to obtain a perception and attitude of a consumer towards the brand. This model also helps to differentiate between the competitors. Finally, it suggests that brand personality increases consumer preference and usage (Sirgy

1982), evokes emotion in consumers (Biel 1983) and increases the level of trust and loyalty (Fournier 1994).

3.4 Brand Equity

Konopp (2000) describes brand equity as "totality of brand's perception", which includes the feelings of customers and stakeholders. In simple terms, it is described as the total accumulated value of the brand. Keller (1993) defines "Brand equity is the differential effect that brand knowledge has on the customer response to the marketing of the brand". He mentioned that the chances of equity occur if the customers are closer with the brands and exhibit favorable, unique and robust brand association in memory.

We should understand that brand equity is the collective value of brand messages, brand contacts, brand association and brand networks manage the flow of information on the perception of customers. This type of arrangement is also known as consumer-based brand equity (CBE). It is clear that there should be the presence of the brand to have brand equity. Brand equity is an essential factor that helps in the decision-making process for customer reducing uncertainty to relate a specific brand rather than another competitive brand. Brand equity has a significant advantage to the company or organization. It helps to promote the value of the brand by increasing performance in the cashflow. It also acts as a catalyst to attract new customer and also gives opportunities for the brand extension.

At present, we see many customers are paying higher capital to a particular brand which clarifies the values of the brand in terms of the financial grid. Brands can draw useful patterns creating brand value inside the customer's head. For instance, Apple customer is unlikely to switch other different brands until they create a compelling image on customer's perception of buying behaviour. This also illustrates the loyalty of consumers towards the brand on account of their perception.

3.5 Aaker's Approach to Brand Equity

According to Aaker (1992), brand equity is the set of assets associated with the brand. In general, there are a set of factors or assets which, when linked to a brand gives brand equity. He pointed out four different brand assets which are brand awareness, brand loyalty, brand association and perceived quality.

These four assets are highly being followed by brand managers to build brand equity (Aaker 1991). A small summary on each asset is written below.

3.5.1 Brand Awareness

There are infinite numbers of the company that spends much capital to make aware of their brand. We are aware of the brand until we memorize the value of the brand in our mind. There is also a certainty level of awareness about the brand. We might be strongly connected to the brand while others might have heard rarely. For instance, if we think about mobile phone Apple, Samsung, One plus etc. strikes in our mind. It is good to know about the brand, having said that, it does not mean we recognize a strong brand, we recognize a weak brand too. It is relevant that promotional activities through any channel are effective for brand equity.

3.5.2 Brand Loyalty

Brand loyalty is an essential factor which helps to make the market stable and gradually increase market share value. It maintains existing customers in uniform motion and also increases new customer. Strong brand loyalty can have an effective barrier to strong competitors. Brand loyalty also can be expressed in terms of consumer behaviour and attitudes. Brand loyalty occurs when the customer is committed to the brand or due to habitual action, e.g. smoking specific brand cigarettes, wearing specific brand shoes. The brand loyalty was early established in a group of family members, groups of friends etc. Brand loyalty can be enhanced by brand awareness, improving perceived quality and making the clear identity of the brand. There are other possibilities to boost up brand loyalty by setting up customer benefits like customer club, sales promotion etc.

3.5.3 Brand Association

Brand association are the compelling nature of the brand that consumer once herds the brand can structure the brand in memory or have lived with the experience. In simple terms, consumer uses a connection of relationship with other concepts, ideas, activities leading to experiences and develop brand

and product memory. In general, brand association is linked with consumer's perception towards the specific brands (Elangeswaran & Ragel 2017, 40). Furthermore, Aaker and Jacobson (2001) justify that the image of the brand may vary depending on the nature of the investment. The associations are mostly developed from brand identity and brand image with which consumer has experiences or knows or feels or believes e.g., Coca-Cola with thirst and cold feeling.

3.5.4 Perceived Quality

Perceived quality is a crucial asset of the brand as it is directly related to the perception of customer towards brands. This quality is also referred to as the mission statement of the company. It also affects the crucial elements of brand identity. The company financial performance is mostly driven by perceived quality. In contrast, perceived quality is not just a quality thing. Even after improving the physical quality of the product, if the customer is still carrying a poor image towards the product had before, then the perceived quality is lost. Therefore, it is crucial to develop valid parameters to resemble the quality of the product to the customer.

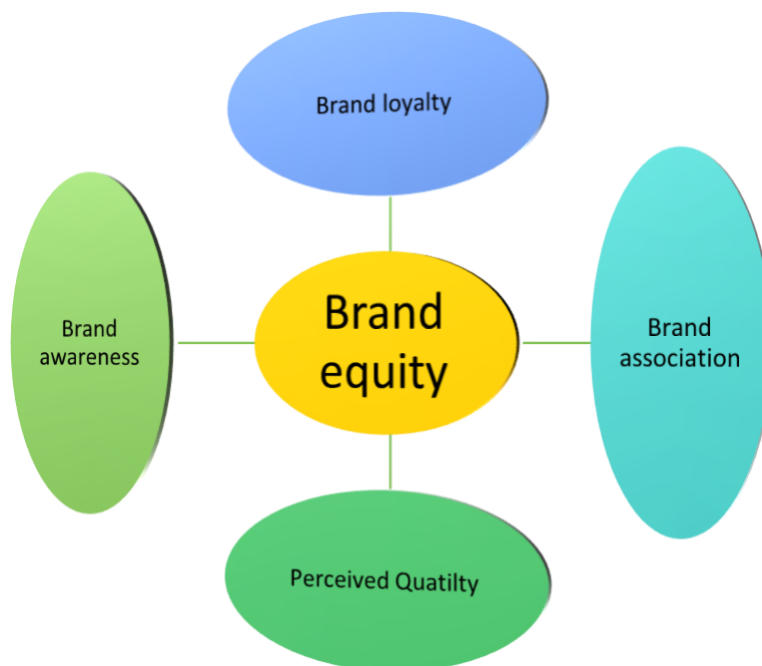


FIGURE 2. Aaker's brand equity dimension (Adapted from Aaker & Joachimsthaler 2000, 31)

4 DIGITAL MARKETING

The development of the Internet and an increase in the use of digital media and technology has resulted in the vast upliftment in the context of marketing strategy with higher complexity, especially in the area of online businesses. Digital marketing is the approach to implement digital technology and tools to achieve the marketing objective of the company (Chaffey & Smith, 2017). In simple words, it can be expressed as the way of making customer closer, understanding customer, creating values to the product by using Internet marketing. In the present time, Digital marketing has overtaken the business world with its cutting-edge technology. It has created huge impacts on businesses and is yet unknown to the degree of impact in the coming future. Many companies have switched from traditional marketing to digital marketing for the existence of their brand. The company should update its latest trend about their brand. If we look at the present scenario, there are many target audiences with smartphones, laptops and other electronic devices which uses the Internet for a source of information. No matter what type of company it is, it should have an online presence in order to exist in the current market.

Today, digital marketing has become more useful to bring customization and distribution together to obtain marketing goals. The existing technology, along with the evolvement of advance smartphones and devices, has resulted in the numerous ways of marketing which have created the new concept of digital marketing more effective and reactive. The proper development of digital marketing strategy can offer huge significance to the company.

Chaffey (2015,44) developed a RACE framework to make the digital marketing strategy more efficient. RACE covers the full customer life cycle, and it stands as react, act, convert and engage. It is vital to define the company's approach to reach digital marketing objectives. To define these approach, tactical digital tools with different range are used. Tactical digital tools include websites, landing pages, digital media channels etc. In order to reach and engage the customer to meet up company objectives, RACE planning framework is discussed.

Plan

It is simple to build a website a create a social network without proper strategy. It is essential to think about obtaining company goals to maximize brand value. Therefore, proper planning should be engaged with different fundamental factors like consumer research, segmentation, positioning and value proportion.

Reach

The primary function of reach is to increase brand awareness, products or services into the websites and other social media. This increases the traffic to different websites, mainstream, microsites or pages. This can create various means of reaching point by engaging other paid, owned and earned media touchpoint.

Act

Act is another important function which is the first impression of the customer when they reach company sites or social media platforms. It is very crucial at this stage that the customer visits the websites, follows the instructions, browse product and gather information. However, there are still chances of a customer turning back from the visited sites or pages. Hence, proper navigation should be developed to engage the target audience.

Convert

It involves the customer to build the next relationship with the company or organization. This relation is established when the customer creates commercial value for the business. It is all about maintaining marketing goals as leads or sales on web presence online and offline.

Engage

This is the last step to bring the first handed customer into a long-term relationship by increasing customer loyalty. This engages the customer to purchase products consistently using various communication on websites, social media, email and face to face interaction to boost up customer lifetime value towards the brand. Furthermore, it also involves the repetition of sales and sharing content through different social media. It also takes account of the number of active users, subscribers, customer satisfaction and further recommendation using other systems.

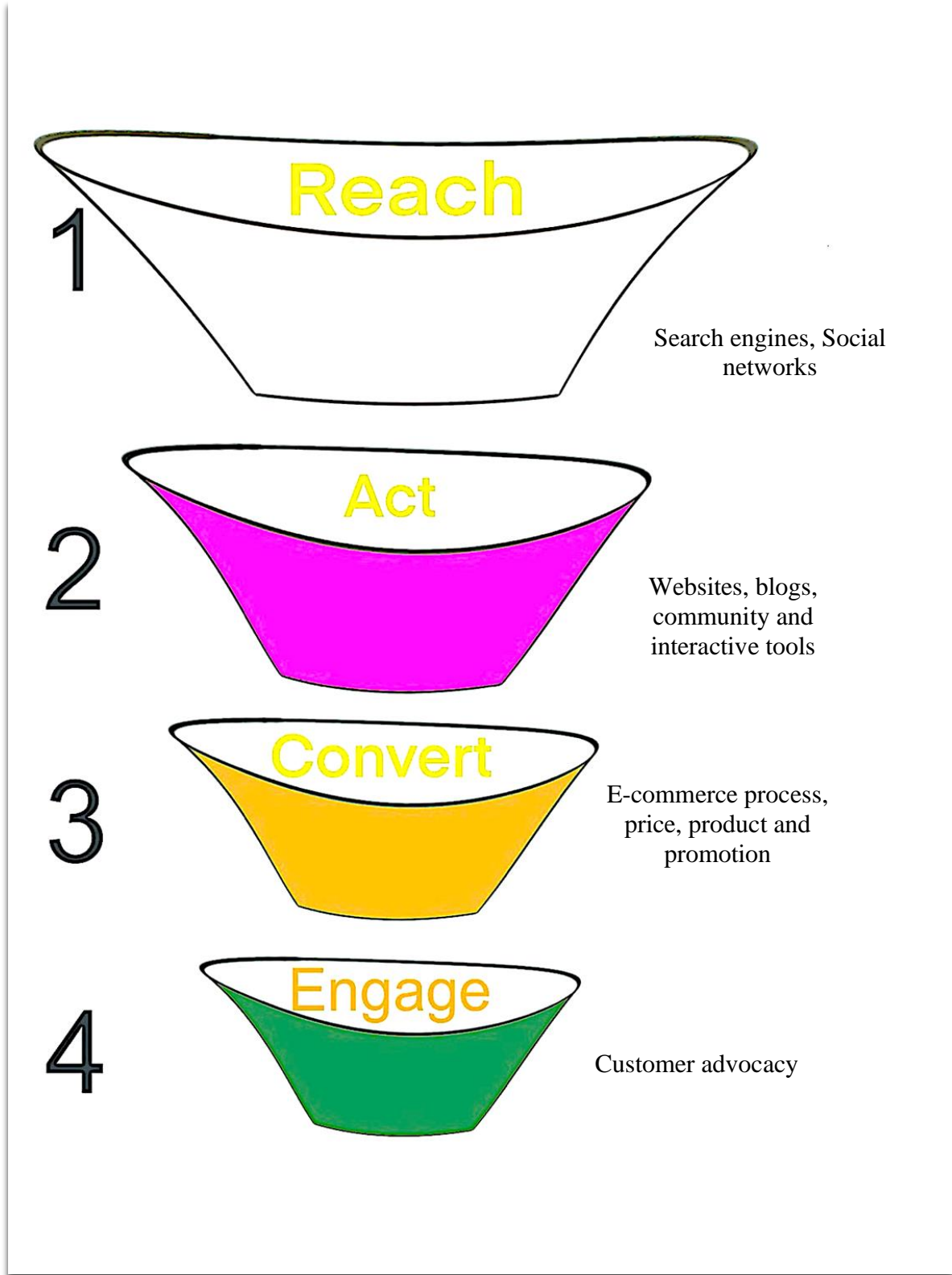


FIGURE 3. Chaffey RACE frameworks (Adapted from Chaffey & Smith 2017, 45)

4.1 Digital Marketing Channels

For the development and research part of this thesis, the literature about digital marketing channels such as social media, search engine optimization, content marketing, affiliate marketing, PPC, SEO and email marketing will be discussed. Most of these tools are also being used by Alma Artes company as a digital marketing tool in Nepal. Many companies use digital marketing tools for their communication activities. These tools can have significant impacts on their businesses and the perception of customer towards the brand image of the company. The aforementioned digital marketing channels will be discussed in the following subchapters.

4.1.1 Social Media Marketing

Social media has been divided by Safko (2012) into two terms, social and media. To be connected with each other's is human's need which represents the term social. Furthermore, we intend to be nearby with people and share with them. Media term speaks for means used to communicate with people; it can be email, texts, video, TV, mobile phone, everything. Ultimately, media is known as a tool to join, interact.

Furthermore, according to Agresta & Bough (2011), social media is a new approach to the connection where people design captivates. In order to bring humanity's closer, it has opened new turmoil. Now people are free to talk. The barriers have been removed, and a single person can interact with hundreds, not even thousands of individuals over the world by using social media applications such as Facebook, Instagram, Twitter. The promise to create a connected society is completed by social media, which is the result of the Internet and Technology (Agresta & Bough (2011)).

The social media grid is the web platform where users have opportunities to explicit their perception by sharing statuses, posting pictures and commenting on each other's posts. The popular social media applications nowadays are Facebook, Instagram, Twitter, Youtube, LinkedIn. Social media is growing up productively, and we cannot refuse the experience that social media has spread like a conflagration in recent years. The new and highly potential platform to get more engaged with customers in the aspect of marketing.

Moreover, social media represents the user identity; it relies on the synergy amidst individual and public. It is not logical that Facebook abruptly becomes one of the most popular sites. It is all about "the users". People are always curious about other people's lives, even if they know them in real life or not Agresta & Bough (2011).

There is no barrier to becoming popular nowadays, just upload something interesting on web pages and get likes, shares and comments from viewers. IBM consumer survey (2007) indicates that people nowadays are spending more time on the Internet than on TV and radio. The thriving of social media plays a vital role to mitigate traditional advertising. Out of 7.3 billion people, 3.17 billion are Internet users out of which 2.3 billion are active social media users (who have accessed their social media accounts in the last 30 days). In addition to this, Facebook has 1.71 billion users, YouTube got over 1 billion users, Twitter currently has 320 million users, and Instagram has 400 million users. Notably, the social network earned much profit from advertising during 2015 (Brandwatch 2016).

Last but foremost, offline publicizing is costly and difficult to measure when the purchaser has turned their favour to the innovation and social web. Social media is getting more grounded in recent time, and it contains two different ways of communication, where a marketer can convey data to a person in various methods. The customer can give criticism immediately after accepting the administrations. Besides, social media speaks to low-cost tools joining innovation and social cooperation by utilizing words. Since it is a free platform, in this manner, it is appropriate for start-up or small business, and they can utilize it as a communication apparatus to create marketing campaigns, open connection to bringing their item closer to the customer.

Social networks are nowadays being used as a beneficial tool for advertisement, marketing campaigns and customer services. There are different social sites with different purpose of use. Every site has their perspective for their features to use by general users and business users. Some of the functional and successful sites for marketing are Facebook, Youtube, Instagram, Twitter etc.

Facebook is the platform where the users can create their profile account and share their status with friends or beyond that to the public. Users can view and share statuses post's, photos, videos and also a better option for communication by chatting. Facebook also allows members to see their friends' activities which makes users comfortable to comment on other's posts. Notably, Facebook is free for users to use, and people can connect around the globe without any barriers.

Facebook is giving its services by dividing into three sectors: Facebook Groups, Facebook Business Page and Personal Facebook. Facebook group is focused on a group of people with the same hobbies, ideas, interests, exchange of pieces of information and selling. The Facebook Business page is built in a professional a way which looks excellent, and off course, it helps to get the attraction. Facebook is booming, and the developers are working hard every day to create new features and improve the site to get more people. (Amplifir's SMM guide 2017.)

Youtube is a platform where users can watch movies, personal blogs, music, videos, entertainments, advertisings, news, online study materials without paying any fee. This site is much popular because it is free to use. Everyone from amateurs to professionals can upload and share their video clips. It was established in 2005 by three PayPal employees: Jawed Karim, Chad Hurley and Steve Chen. The idea to develop YouTube came when Karim was unable to find and share any videos, and they started working together. In May 2005 the first beta version was published, and the very first YouTube user was Cobalt Run, and he got 264,000 views with 11,000 subscribers (Jarboe 2011, 3-5.)

In the first month, YouTube got 3 million visitors, 9 million in the third month and at the end of the year, more than 38 million visitors. This result is the reason behind becoming YouTube one of the top fastest-growing websites. Google witness the success and realize the potential future of this brand and in November 2006 decided to buy on \$1,65 billion. After Google purchased, YouTube is growing dramatically (Miller 2011).

Kevin Systrom and Mike Krieger created and launched Instagram in October 2010 on iOS, and later Android version was released in April 2012. Instagram is a photo-sharing mobile app and a social network. Since its establishment in 2010, it is providing a secure upload service where users can give instant feedback (Sponder 2018). The app allows users to upload videos and photos, which can be organized with tags and location and also can be edited with filters. Users can follow other users and are able to view, like, comment, share content on one's own feed. Instagram allows users to post their statuses, photos, videos publicly or with only approved followers.

Today Instagram is not just an online platform for users to upload their daily posts, but it is attractive ways for a business to show their products to the customers to purchase online or in-store purchase. Instagram is gaining its popularity in skyrocketing speed, and more users are on the platform regularly. The features of Instagram using multiple hashtags let users find the relevant posts, relevant products or

services easily. For business, it is an effective way to get reached by many people, so to build customer loyalty and raise the company's brand awareness, it is a perfect tool.

Twitter is an online microblogging service where users can read and post "tweets". Microblogging is a small scale of blogging where users publish and exchange short messages, including images, text or links to other websites (Sponder 2018). With over 280 million active users around the globe, Twitter is getting popular day by day. Twitter can offer an immediate and remarkably authentic barometer of public opinion on the web (Ryan 2014).

Twitter is an easy platform to invent channel between a customer and a company. It helps the company to be in touch with customers. However, it is not much popular as Instagram or Facebook for conducting any marketing campaigns. Users can easily access the company's website from the description in the Newsfeed by following them. Twitter has limited its tweets to 140 characters, so Twitter becomes an effective platform for business accounts for short tweets. Company has higher chances to be noticed by a wider audience which credit goes to Twitter for allowing users to use hashtags and images.

4.1.2 Search Engine Optimization

Search engine optimization is the most crucial part of online marketing on webpages these days. For other normal Internet users, it acts as a search engine to find out the required search results. The term SEO was introduced in 1997 by industry analyst Danny Sullivan. Search engine increases the visibility of websites with being unpaid for the visibility efforts as organic earned results. For the company who are going digital, it is very demanding to list their webpages on the top of the web search. It makes websites more visible on the top of the page, which is likely to be visited frequently. According to Sheehan (2010), 62% of the visitors do not go beyond the first page. Many digital marketers practice SEO to increase brand awareness in the market. A brand is seen and recognized by consumers in a top search result once a branded term or the name of the brand is searched for. (Sponder 2018.)

Search engine has two different forms of variation, which are organic or paid search. These are generally known as search engine optimization and search engine marketing. SEO is the part of SEM, and both of these aims to increase the visibility in the search engines. To understand what makes SEO and SEM different from each other, the clarification is done below this paragraph.

In the year 2003, Google introduced "sponsored links" to its results pages giving rise to effective marketing tools like Search engine marketing. These links are buyable text ads which are displayed on the search pages. SEM is defined as "the form of Internet marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of paid placement".

Although SEM and SEO have a similar application of use but are fundamentally different, SEM is the way to increase the visibility and traffic, which is beneficial for newly developed brand, websites of the company. However, the visibility depends upon the rate of capital that the company invests simultaneously to advertise in the online market. It depends on the bidding. The moment we stop investing, the brand can get easily lost. Digital marketers cannot rely on SEM because of its cost.

Moving on to SEO, SEO is a long-term solution for the proper ranking in SERPs. It naturally gives the meaningful output like the quality and value of the sites without any bidding. It takes longer time, patience to optimize the websites, and respectively to the SERPs.

4.1.3 Content marketing

According to the Content marketing institute (2010), "Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action". It involves creating valuable and relevant content with the aim of increasing brand awareness and attracting customers towards the company. Content marketing can also include forms of social media marketing. In a study done in 2013, the study reveals that 93% of B2B marketers are exercising social media channels for content marketing (Kaufman 2015).

There is a famous quote "Content is King, but Context is King Kong". Everything that we post online, for instance, a photo on Facebook; it is content. The means of information transfer has gone so far in the world to date. People want something exciting, something catchy so that would take up their concentration towards it. It is very easy to swipe the content without viewing since the average span of customer attention is 8 seconds. Content can be text, image, vlogs, video etc. Content should not be only focused on selling products or marketing propose; it should highlight the passion of the company,

joyfulness of their products or services and also the image of the organization. To create a sustainable brand image and sustain customer loyalty, content marketing is an effective way as it conveys the relevant information in a clear and understandable form of source. According to Ryan (2014), content is one of the few marketing channels that allow marketers to contact their potential customers along with all phases of the customer cycle, during research, purchase and review.

4.1.4 Pay per click

PPC stands for pay-per-click. It is search engine advertising tools which pop up occasionally alongside, above or below the organic listings on the search engine results page. (Ryan 2014) There are mainly three different searching platforms for PPC, which are Google with its AdWords, Yahoo! with Search Marketing and Microsoft Live with Search Advertising. There are many different types of PPC; some of them are listed below:

- Search Ads: Mostly visible in SERPs.
- Social media Ads: Mostly visible in Social media like Facebook, Instagram, twitter.
- Shopping Ads: Mostly pops up in search engine and partner websites.
- In streams Ads: Mostly pops up in Youtube and Google partner websites.

PPC is a combination of attractive graphical data and text. It is timesaving and very practical to use. Unlike the SEO which takes longer time to get updated and shows up in the first place, PPC appears in the SERPs creating high chances to get noticed by the large audience group. It is very affordable because of its payment structure. The company only pays if the user clicks the link.

4.1.5 Affiliate marketing

Affiliate marketing is the process of marketing their own business goods or services by using third party resources to increase brand awareness and to create traffic to their website. One of the best websites of affiliate marketing would be Alibaba.com. It drives the potential customer to own company websites, social media and markets on behalf of owners. For this action, the company have to pay some amount

of money to the third party as a commission. This type of marketing is quite famous in Nepal. Some of the examples are Daraz, Harmo Bazar, Sasto Deal etc.

4.1.6 E-mail Marketing

Email marketing is a standard tool in any company these days. It is the use of electronic mail to promote the product or services in an effective manner directly to the end customer. It also prolongs the relationship between the present customer and tries to reach potential customers. This also can be used to notify customers as new changes to their products, updated products, sales and promotion. Furthermore, it can act as brand awareness to the new customer.

In the year 2017, 269 billion emails were sent and received on the same day. That is a staggering number of daily emails. This is just the beginning; this figure is expected to increase to over 333 billion daily emails by the year 2022. Although we see email marketing is being used in marketing purposes and increasing rapidly, there are still high chances of mail being remained as spam. This means the mail was not authorized to send by the customer. Such an incident can hamper the brand image perception of the customer. It is always mandatory to make proper strategies for email marketing by the company (Statista 2018).

4.2 Digital Marketing in Nepal

Still 3-4 years ago, digital marketing was new to businesses and organizations in Nepal. Nevertheless, there is also a bright sight. At present condition, going digital is new to the Nepalese community, but many companies and organizations have started going digital to reach out to their customers and enhance their business performance. They are aware of digital marketing as an essential factor to increase their digital growth. As the numbers of Internet users are multiplying day by day in Nepal, there are high chances of reaching customers digitally. Digital marketing is the most beneficial way to attract consumers with low capital. However, digital marketing has not reached a peak level in Nepal due to the absence of information in public. The main cities such as Kathmandu, Pokhara, Chitwan etc. are exercising a digital marketing platform with a growing scale.

Nepalese people are realizing the importance of digital marketing to achieve the business goal in the global world. According to the Internet penetration stat obtained from Digital Nepal Framework "In the year 2017, 16.67 million Nepalese had been connected to the Internet, up to 7-10 per cent every year." Which means nearly 57 per cent of the total population of Nepal is connected to the Internet. The government agency, private firms, NGO's and INGOs are starting to increase Internet reach and awareness in Nepal, which indicates the startup of the digital age in Nepal as the data clarifies that there is a massive potential in the field of digital marketing. Nepal has stood up as a playground for firms and organizations to create competition between the respective competitors. It is obvious that this playground will turn to the battleground in the context of digital marketing in the coming years.

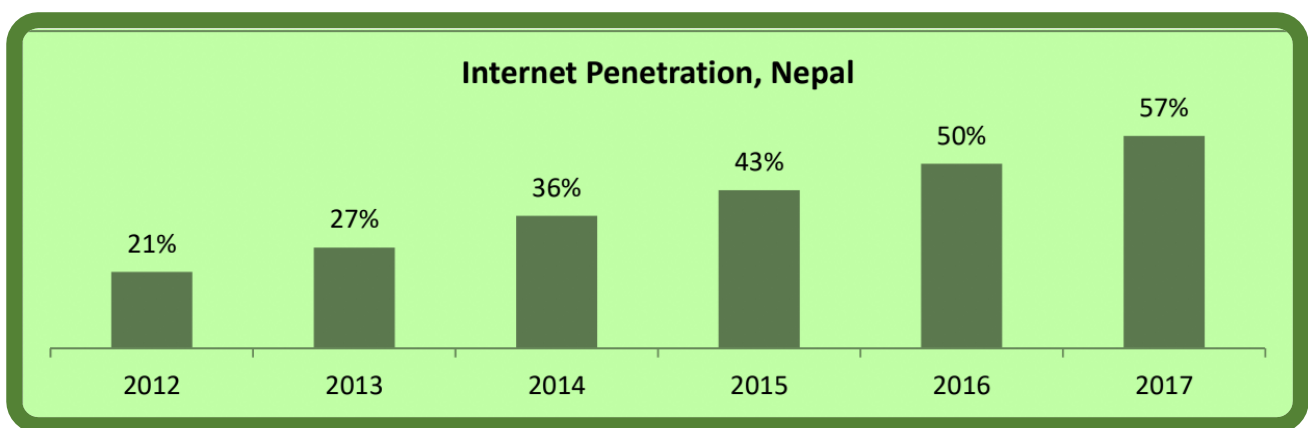


FIGURE 4. Internet penetration in Nepal (Digital Nepal Framework 2018, 13)

5 RESEARCH METHODOLOGY

The research part is the most crucial parameter that will help to produce results on a specific topic. Selection of better research approach is vital to handle the empirical part of the research. The Advanced learner's dictionary of current English (1948) lay down research as "a careful investigation or inquiry, especially through search for the new facts in any branch of knowledge." Redman and Mory (1933) define research as a "systematized effort to gain new knowledge". According to Clifford Woody (Kothari 2004) research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last, carefully testing the conclusions to determine whether they fit formulating hypothesis. In short, we can elaborate research as a pursuit of truth with the help of study, observation, comparison and experiment.

To conduct and obtain the required result from the research, it is first necessary to organize the research procedure with a suitable plan which will lead towards to research decision helping further to answer research objectives of the thesis. For the research approach, the authors aim to receive data from both internal and external environment of the Alma Artes company, meaning that it will deal with both employees and customers of the company. This research is based on mixed methods, i.e. both qualitative and quantitative.

The qualitative part of this research was done with the semi-structured interview research approach. An interview is a very efficient tool for the research approach. The interview can provide more detailed information to the researcher and researcher can ask an additional question to clarify or to get additional answer raising with the research question. The interview can also be combined with other approaches in a multi-method design which may incorporate, for example, questionnaire measures or observation (Brewerton 2001).

Thus, a questionnaire was also used to analyze quantitative data. A questionnaire is a useful method to collect data and information. It is most commonly used by the researchers at present. Besides, it's low cost, minimal resource requirements and potentially large sample-capturing abilities make the method an attractive research method for academics and practitioners (Brewerton 2001.)

5.1 Collecting Qualitative Data

Monette, Sullivan and DeJong (2010) credit qualitative methods with the acknowledgement of abstraction and generalization. Polonsky and Waller (2011) categorize vision, images, forms and structures in various media, as well as spoken and printed word and recorded sound into qualitative data collection methods. In simple form, qualitative data are a set of emotion or perception of the people. These types of data are exploratory in nature, focusing mainly on depth insight, reasons and motivation.

The primary data for the qualitative part of the study was collected by organizing an interview with the open-ended question with employees of Alma Artes company and digital marketing experts of Nepal. The interview was done with three employees who are currently working in the digital marketing department of the company. On the other side, the interview was done with three personnel of Hansikar technology who are currently working as digital marketing experts in Nepal.

The interview was organized individually during the data collection process. The interview was conducted through the phone call for the employees of Alma Artes. The interview duration was around 40 minutes. The interviewees were switched in the middle of the interview in according to the question concerning with their responsibilities. On the other side, the interview was done with three personnel of Hansikar technology working currently as a digital marketing expert in Nepal since 2017. Three suitable experts were chosen working in the specialized field of digital marketing. The candidate A works in maintaining SEO, PPC and Pop-up ads management, B works in monitoring social media marketing activities and C works in Graphic and content design management. The interviews were conducted through the phone call for around 15-20 min for each marketing experts. The interview was agreed with different time schedule for each interviewee in contrast with their available time. The names were not displayed in the thesis as agreed with the terms and conditions of the interviewee.

The interview focuses on the digital marketing activities carried out by the Alma Artes company. The ultimate aim is to obtain qualitative information about the digital marketing strategy, study employee perspective to maximize current digital marketing activities, receiving general feedback from the digital marketing team and establish the genuine brand image of the company into the global world.

Another interview which was done with the digital marketing experts of Hansikar provides the current scenario of digital marketing in Nepal. The information obtained from the expert's interview will provide

suitable digital marketing ideas to the new organization helping them to march onwards parallelly with digital marketing trends along with the brand image. The overall structure of the interview was proposed to receive depth information and be able to gain information from their thoughts, desires and expectation of the interviewees based on their performance in digital marketing activities.

5.2 Collecting Quantitative Data

Quantitative data is defined as the collection of numerical value data which modifies big data into more manageable and understandable form by drawing up conclusions and revealing patterns. Quantitative data can be used for mathematical calculations and statistical analysis, and it may contain the calculation of frequencies and variables. Quantitative data are collected through surveys, polls or questionnaires. The data obtained from the quantitative analysis can be linked to find out evidence or to reject the hypothesis. The data can be interpreted in different ways and information can be received in a different form of variations, so it is very crucial to carry out clear judgement.

For the quantitative research part of the thesis, the survey questionnaire was prepared, consisting of 28 questions. The questionnaire was prepared with the help of Webropol. The questionnaire consists of different range of questions from nominal questions to matrix scale, Likert-scale and semantic differential scale questions. For the research, the questionnaire was sent out to 100 customers of Alma Artes company with the help of the marketing director of the company. The questionnaire was divided into two different section, section A and section B. The section A deals with the demographic figure, use of the Internet and general thoughts of customer towards the digital marketing activities and how they perceive digital marketing in their daily life. The section B is concerned with digital marketing activities of the Alma Artes company and how Alma Artes company is perceived as a brand. These findings will provide the current picture of Alma Artes company and important factors which will maximize the digital marketing efforts to strengthen the brand image of the company.

6 DATA ANALYSIS AND RESULTS

This chapter explains the qualitative and quantitative research results. To analyze the qualitative data, content approach analysis is used describing every aspect of the collected answer. For the quantitative part, SPSS and Webropol program are used to represent the charts, table and statistical part of the research.

6.1 Interview with Alma Artes Employees

The first part of the empirical study consisted of interviewing three digital marketing employees of Alma Artes, each associated with different responsibilities. The interview findings are summarized in a narrative manner to make it easier for the reader. Below is the summarized interview with the digital marketing team of Alma Artes.

Inside the Alma Artes company, there are altogether six employees working in the digital marketing department. Every employee is categorized into different aspects of digital marketing. Each of them is linked with certain responsibility like graphic designing, ads management, content management, SMM, SEO and email marketing. They do not exchange the roles inside the digital marketing department, but everyone can bring their new idea to the table.

For the digital marketing team of Alma Artes, their main strategy is to bring creative and fresh ideas consistently for the content-based marketing, SMM and to maintain SEO up to date. According to the digital marketing team, during the first year, they used to focus on increasing the sales rather than creating brand recognition. At the moment, their main goal is to develop a concrete model for content marketing that can relate to every group of targeted customers. For the time being, SMM is the main digital marketing platform for the Alma Artes company. Alma Artes accounts for about 80 % in social media marketing, 20% in SEO, SEM and traditional marketing.

Inside Alma Artes company, social media marketing is mostly used for the purpose of marketing and generating new customers. The company mainly relies on Facebook and Instagram channel as it is commonly used apps. According to the recent research, Facebook and Instagram are the most popular apps among the target audience between 18-30. Alma Artes update its content like photo, video, product display, stories, advertisement in these channels. The company is active in responding to messages and comment of the customer. The company does not have any specific timeframe to upload its content in these channels. As Facebook and Instagram are the most up to date and featured channels, they believe that these tools are highly effective in terms of advertisement and are perfect tools for increasing brand reputation and acknowledging brand perception.

The company is also on the testing phase for targeting their customer on Pinterest and Quora. They have set a new target to increase its brand awareness by providing information about the watch. Pinterest is simply targeted to reach out to enthusiastic customer and Quora for sharing information about the watch. Currently, the Alma Artes own 2098 followers on Instagram and 18257 followers on Facebook (30 April 2020).

Alma Artes company is developing a concrete model for content marketing. According to the company, the past activity of content-based marketing was not effective relying on the normal theme of the product. The company is aiming to create organic feeds, stories and community campaign covering the customer lifestyle. They have also mentioned the use of vlog for covering customer stories and inspiring new customers. Their main model is to create effective content which would relate to customer day to day lifestyle. Apart from this, the company is focusing on tutorial videos about reviewing the product and blog for maintaining and cleaning the product and additional information on the accessories.

SEO and SEM play a vital role in any online retail business. In Alma Artes company, SEO and SEM are commonly used for making the website visible on the landing page. The company have used all the relevant resources to the possible limit to be visible on search engine landing page. SEO is commonly used to drive more traffic to the landing page. Since SEM is costly in price, it is rarely used by the company if there are important announcement like promotions and offers with a short time limit.

The Alma Artes company's website is handled by the website designer. In the meantime, Alma Artes website is simply designed as the landing page. The websites consist of few features like product gallery, social media links and shipping information about the product. The website is not updated frequently at

the moment, but the company is planning to recruit new members for websites management. The company want to build better websites with information, blog, stories and organic feeds.

As Alma Artes company is an online retail business, the company is also exercising email marketing to have a direct link with the targeted customers. The company frequently sends emails to the customers concerning about their product feedback, advertisement and sales. According to the company, there is a high potential that the mails getting inside the spam box since the messages are not filtered. They have also received a positive and negative response from the customer regarding the email. At present, they have around 120 email subscribers and only have email communication between subscribed customers and new targeted customers but still, the chances are likely to get to spam box more.

Alma Artes company is preparing to stand on affiliate marketing with a company called Daraz and other possible companies soon in future. Coming to PPC, Alma Artes does not exercise PPC at the moment, but they are on a testing phase to implement PPC in the near future.

Alma Artes company is following concrete digital marketing strategy from the evolvement of the company. Previously, the company focused on creating sales rather than building brand identity. Now, the company have come up with a set of strategy from improving display ads to the product theme. Alma Artes is currently using social media for creating product awareness and brand reputation. The concrete model includes improvements of content-based marketing, development of new and creative content for social media. The company is currently working for the development of organic feeds, community campaign and introduction to new social media platform to reach out to more target customers.

All of the employees working in Alma Artes company have rated 5 out of 5 regarding the importance of the use of digital marketing activities. The company believe that they exist through digital marketing. Primarily, their sales and product are dependent on social media marketing activities. To exist in this competitive world, the company is marching forward in different digital channels parallel to the current trends of digitalization. For the successful business ahead, Alma Artes believed that their customers require organic and original content which could express their joy, feelings and should carry values of customers being friendly, entertaining, trendy which would create a better relationship between the company and customers.

SMM was considered an important factor that is efficient for the company. They are creating meaningful content to inform the masses about their product brand equity by awareness content related to product

information, blog etc. Potential customers spend most of their time on the Internet. Their presence in social media platform like Facebook, Instagram have high chances of tracking down the target audience. This will definitely help the company to create brand awareness and might strengthen its brand image.

At the present moment, the main challenges for Alma Artes company is to create proper and relevant content on a regular basis which can promote brand rather than triggering the sales. They believe that the content should be optimized in an effective manner which could reflect the company's values and vision attracting a wider audience along creating brand awareness. The company websites and email marketing also should be maintained in a standard form so that every information shared by the company remains valuable and countable. For all of these issues, the company is trying to push their product through different digital channels to get connected with different customers having different interest. The ultimate solution is to offer different ways of presenting the same product into different target groups.

Alma Artes is currently receiving its feedback through social media, phone contacts and emails. In most of the cases, customers were eager to ask about the product in different colour variant, design and information. Many of the customers also suggest making their brand more visible in the market as the customer have a positive attitude towards the brand. This is of course due to the absence of brand awareness about the product in the market.

The measure of success on digital marketing activities depends upon the progress of the company made since its establishment until the present time. Alma Artes is growing gradually in its own pace. Digital marketing team is working hard to increase brand awareness by increasing the number of customers every year. According to the team, they are happy with the result but are not satisfied. The team is looking forward to making changes to increase brand reputation leading to establish positive brand image on consumers perspective.

The primary goal of the company is to establish Alma Artes company as one of the top-selling watch brands in Nepal. The company is aiming to develop sustainable SMM tools to attract the target audience and increase brand awareness among the customers. The company is quite curious about the image of their brand. Since it is a newly established company, the company ought to earn loyal fan encouraging brand loyalty and become more trustworthy, transparent and sustainable among the target customers.

6.2 Interview with Digital Marketing Experts

The interview was organized with the three employees of Hansikar technology working currently as a digital marketing expert in Nepal. Suitable interviewees were selected for the interview working in a different section of optimizing digital marketing activities. The findings of the interview are written in a summarized manner.

According to experts, digital marketing is getting bigger day by day with increasing its marketing application in Nepal. There is no doubt that digital marketing is a global trend, and every small and large company is taking advantage of it. To talk about the context of Nepal, digital marketing in Nepal is profiled in various forms such as mobile marketing, SMM, influencer marketing, SMS marketing, SEO, Google ad words and even more. Most of the businesses in Nepal reach their customers through search engines, social media, podcasts, display ads, vlog, websites etc.

According to interviewee B, onto the current context of digital marketing in Nepal, Ads format, Facebook and Instagram, search ads, banner ads and video ads are mostly used to target potential customer. These ads format is often used by government agencies, NGOs, INGOs, private company, large and small businesses. But if we look at a different angle, every business does not succeed to utilize digital marketing in a proper manner.

Many businesses fail to analyze different problems such as identifying key performance indicator, different sorts of advertisement practice, conversion goal and proper report. There are many different challenges to maintain marketing activities in a strategic approach. Most of the experts generalize different challenges with proper landing pages. Most often customer seeks to websites to get more details or service about the company that they offer. Secondly, another challenge strikes most of the company to understand their audience or potential customers. By understanding potential customers, companies can have a general idea about the content. They can have better knowledge to create valuable content that can be pleasing to customers. Similarly, they often see other challenges such as effectively promoting content, generating new leads to the marketing strategy and thriving sales frequency.

The interviewee C points out that the most common mistakes made by the small startup business are to identify themselves as a company and what they are and what they want to achieve in the upcoming future. In Nepal, many businesses enter digital marketing platform without any strategic approach. Into the working life experiences of these interviewed experts, they had discovered many companies with

unclear objectives and messages. It is very crucial to understand that the concentration of potential customers is being bombarded with other different factors in their daily life. At present, the Internet is full of competitors such as numerous numbers of brand presence and businesses. Many companies upload their ideas, new content just to get little attraction from the potential customers. It is always better to identify who you are at the first place and start from scratch with the strategic approach.

Moving on, they get to experience many of the business avoiding different strategic factors that can work perfectly in search of creative content. Majority of the company want to highlight creative content believing that only those content would work in the market. According to the experts, this concept is driving a lot of businesses in the wrong wheel. In search of creative content, there is certain fluctuation in the updating frequency which might affect the visibility of content leading the content in a lower rank or lost in between the newsfeed. The content should be based on what customer love or should reflect that customer's feeling are being taken care of by the company. There are many different contents based on giveaway, quizzes, puzzle which might seem normal but can engage more attention of the customer.

According to the interviewee A, another common mistake is believing in only social media platform to thrive their market. All company should acknowledge themselves that social media platform is one facet of digital marketing. There are other important channels like SEO, SEM, PPC which are less preferred or discarded while marketing through digital marketing channel. This is the biggest mistake that most of the company makes while working with digital marketing. Every company who are wondering to enter digital marketing platform should try to consider every channel of digital marketing to remain active in the present market. For instance, website is the main identity for any company. Every business should ensure that the company website is visible on SERPs and be visible to your customers. There is a surprising phenomenon of human psychology process and it is tuned in such a way that, if your business ranks up at the first position of the landing page, the customers are likely to feel more authentic towards your business and credible brand.

Experts analyze next issues which is quite important when optimizing digital marketing activities. There are handful of business hiring less employee or working without a team to cover the marketing activities. It is obviously not possible to handle digital marketing channel by one employee or without teamwork. Digital marketing does not look harder from the surface, but it is more difficult when you dig inside it. It is similar to digging the hole inside the earth crust. There are numerous functions to optimize, analyze and study the data to carry out to next step. Moreover, from creating content to the targeting customers,

the company should build a team to ensure every aspect of marketing campaign are running smoothly and effectively.

From the expert's point of view, digital marketing in Nepal has brought drastic changes. There are three major changes which are increase in connectivity, authenticity and style. With the reach of the Internet, the company are likely to find potential customers online, where customers spend most of their time. Digital marketing benefits in building long term relationship with the customers and also has accelerated in terms of reach, option and opportunities. Apart from this, digital marketing has brought high level of engagement with customers. For instance, if the customer is satisfied with the provided service, the customers are likely to suggest your business to others. This enhances word of mouth marketing which is more effective to build your brand and creates brand awareness.

As for the conclusion, experts conclude that digital marketing works with the data-driven approach, meaning that digital marketing can track all the required parameter like key performance indicator, audience visit, ads clicks, tracking cost per leads (conversion rate), tracking numbers of visitor etc. Digital marketing has become more effective and less expensive for company to follow. It can help company to save the budget and utilize for other development purpose of the company. Many small-scale companies having a limited budget are taking advantage by implementing digital marketing for marketing their products or services. There is no doubt that digital marketing has brought tremendous changes in Nepal. Thus, studying accurate measurable data and working with better digital marketing approach in Nepal has become more effective platform to promote the business at a faster pace.

6.3 Analysis of Survey Data

The survey prepared for the research was first tested among the company employee and colleague to find out whether the question was reliable to thesis research and understandable. The survey was sent out to 100 subscribed customers of Alma Artes of which 36 customers took part in the survey. The survey questionnaire was divided into two different sections A and B. Section A accounts to general demographic data and customer behaviour towards digital marketing activities whereas, Section B enquiry about Alma Artes digital marketing activities and attitude towards Alma Artes as a brand. Upon receiving the questionnaire result, we can testify the correlation between digital marketing and perceived brand image.

6.3.1 Basic information of respondents

1. Gender (N= 36)

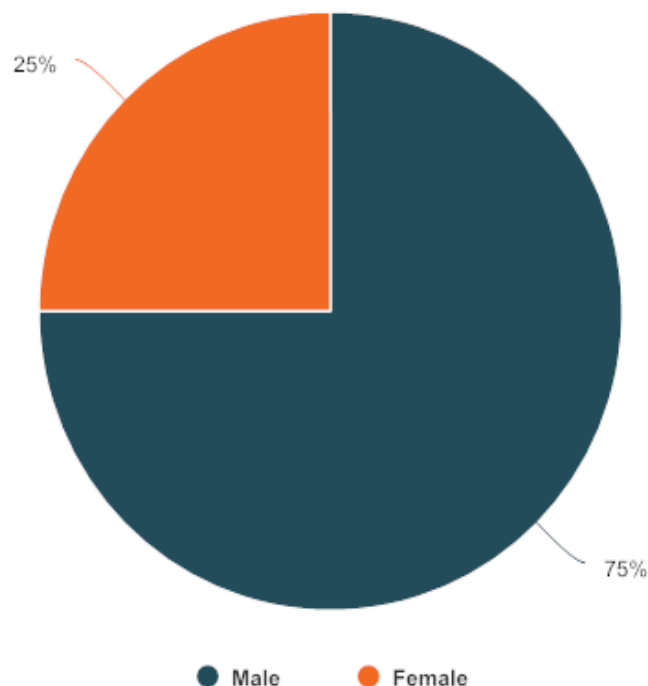


FIGURE 5. Distribution of gender

As figure 5 illustrates, 75% of the respondents were male and the rest of 25% were female. Although the research shows the number of likely customers to be male, we cannot conclude based on data since the company have more than 18000 followers on Facebook and over 2000 on Instagram.

2. Age (N= 36)

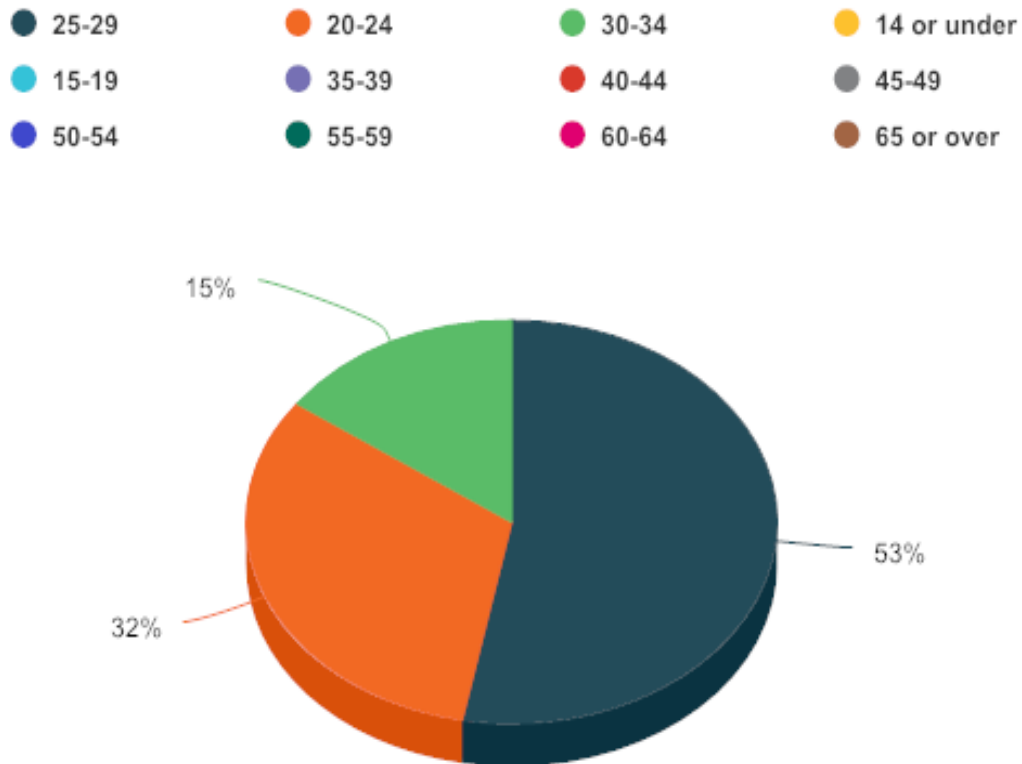


FIGURE 6. Distribution of age

The above pie chart elucidates that about 32% of customers belong to the age group of 20-24, 53% belongs to 25-29 and 15% belongs to the age group of 30-34 distribution of age. This data is very impressive for the Alma Artes company to have a presence of customers on the age group between 20-34. According to the research, customers that are between 20-29 years old are very active in social media and the company can take advantage of this by targeting more customers through social media.

3. How many hours do you spend on Internet per day? (N= 36)

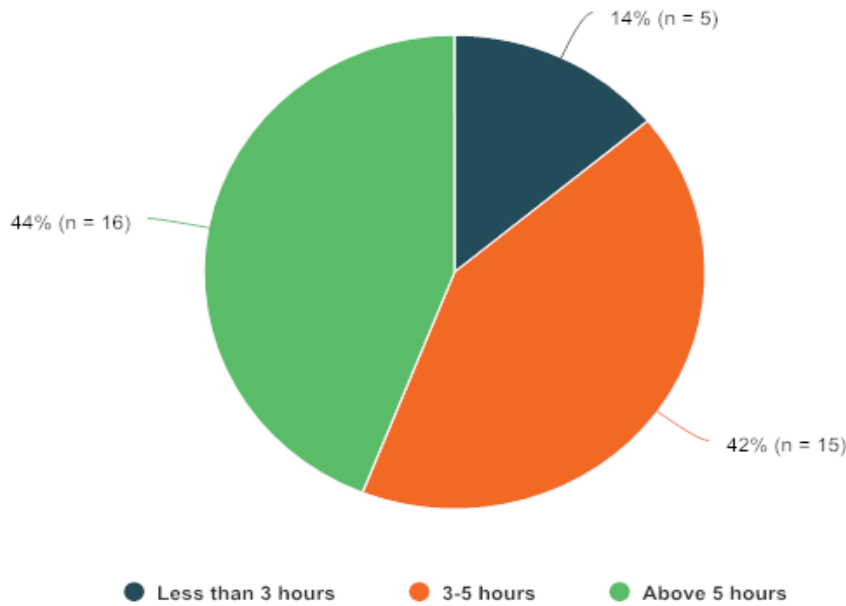


FIGURE 7. Representing total numbers of hours spent on the Internet by the respondents

According to the respondents about 44% of customers spend more than five hours on the Internet on a daily basis, 42% of them spend around 3-5 hours and 14% of them spend less than 3 hours on the Internet daily (see FIGURE 7). From the obtained data, there are high chances of customers browsing social media on this timeframe since most of the customers spend more than 5 hours surfing the Internet daily.

4. On a scale of 1 to 5, how often do you use Internet for the purposes listed below? (N= 36)

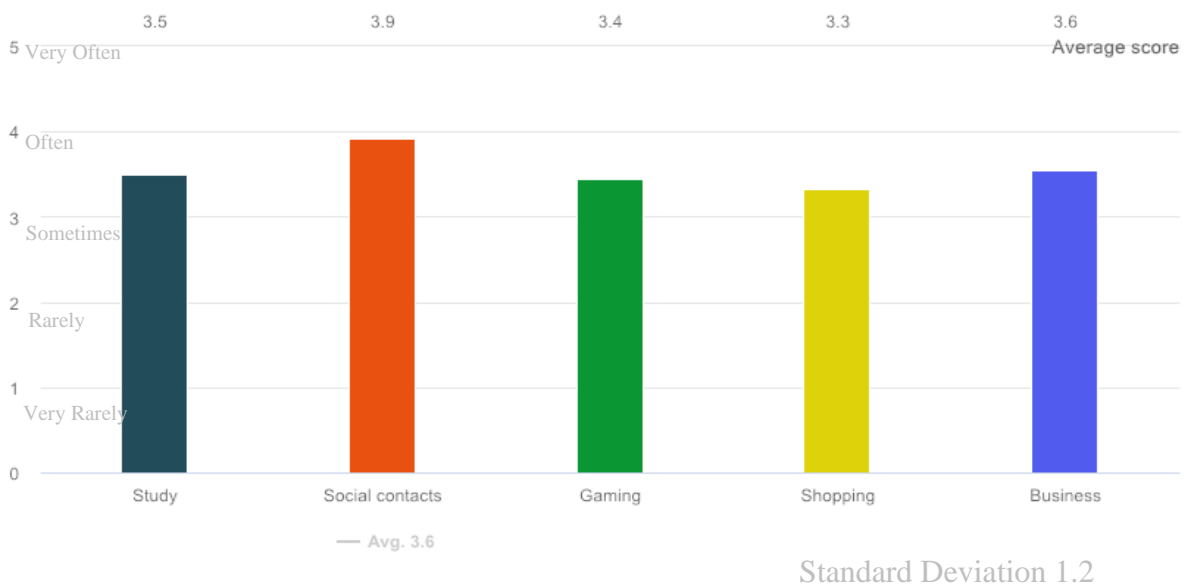


FIGURE 8. Use of Internet for different purposes

Question 4 was based on the Likert scale aiming to find exact proportion of use of Internet. To find out the required answer, the data was considered based on the mean value. The question asked the use of Internet for five different purposes: study, social contacts, gaming, shopping and business. Study, Social contacts and business have scored mean value of 3.5, 3.9, 3.6 respectively on the scale between 1 to 5. Similarly, gaming receives 3.4 and shopping receives 3.3. As we can see, the results suggest most of the customers to spend their time on Internet for social contacts and business purpose (see FIGURE 8).

5. How often do you use social media sites? (N= 36)

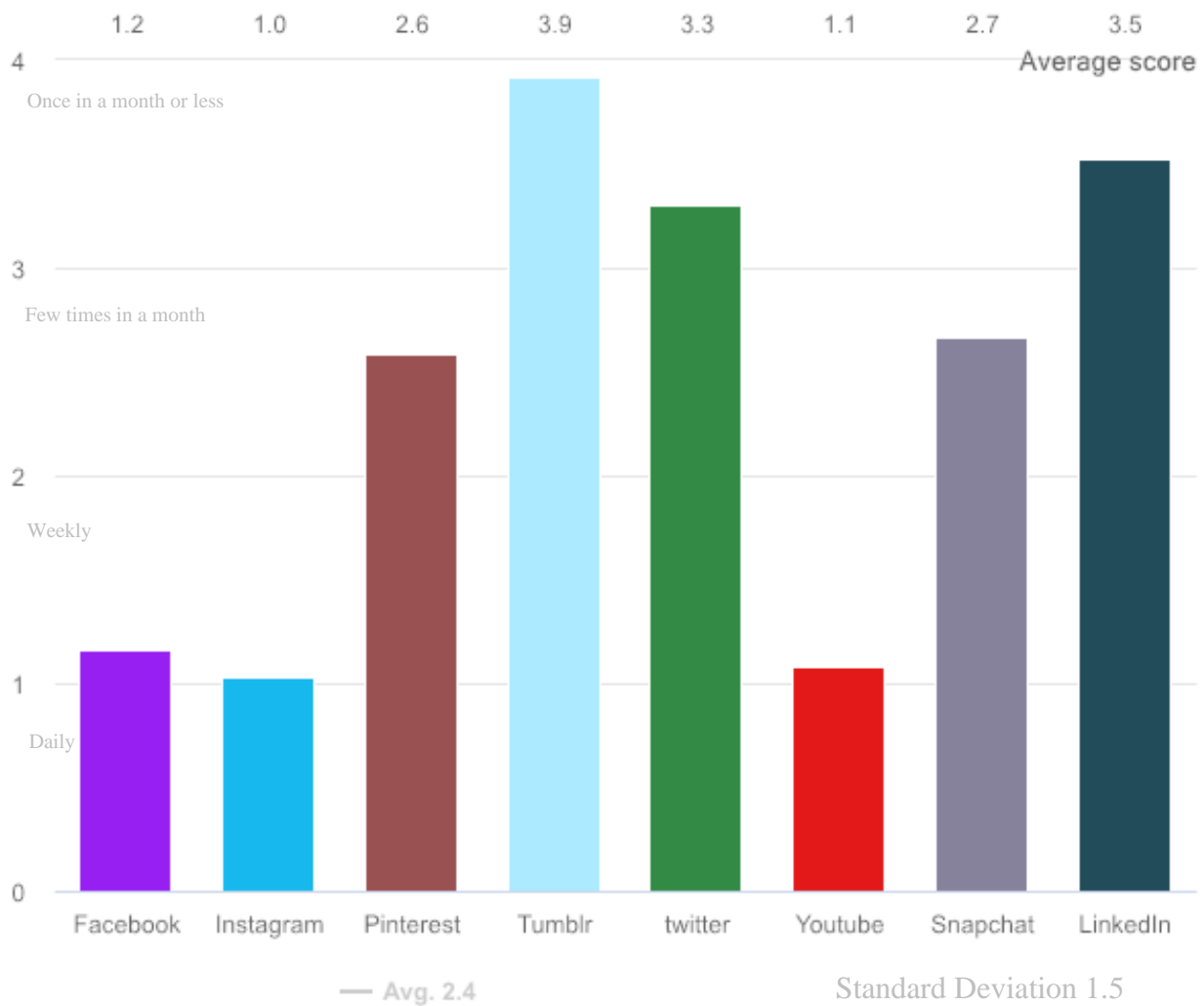


FIGURE 9. Use of social media sites by the respondents

The most famous social media channels were provided as an option to measure the frequency of use (daily, weekly, few times in a month and once in a month or less). As can be seen in above figure 9, Facebook, Instagram and Youtube scored 1.2, 1 and 1.1 respectively. The median value scored 1, which shows these channels are often being used daily. Snapchat comes in a 2nd-row scoring mean value 2.7 showing that it is used either on weekly basis or few times in a month. Similarly, Pinterest scored 2.6

unraveling that it is used few times in a month and finally, the rest of channels like Tumblr, Twitter and LinkedIn scored 3.9, 3.3, 3.5 respectively which reveals that these channels are not that effective and used once in a month or less (see FIGURE 9).

**6. Have you been active in doing the following activities on social media in the past 4 weeks?
You can select multiple options. (N= 36)**

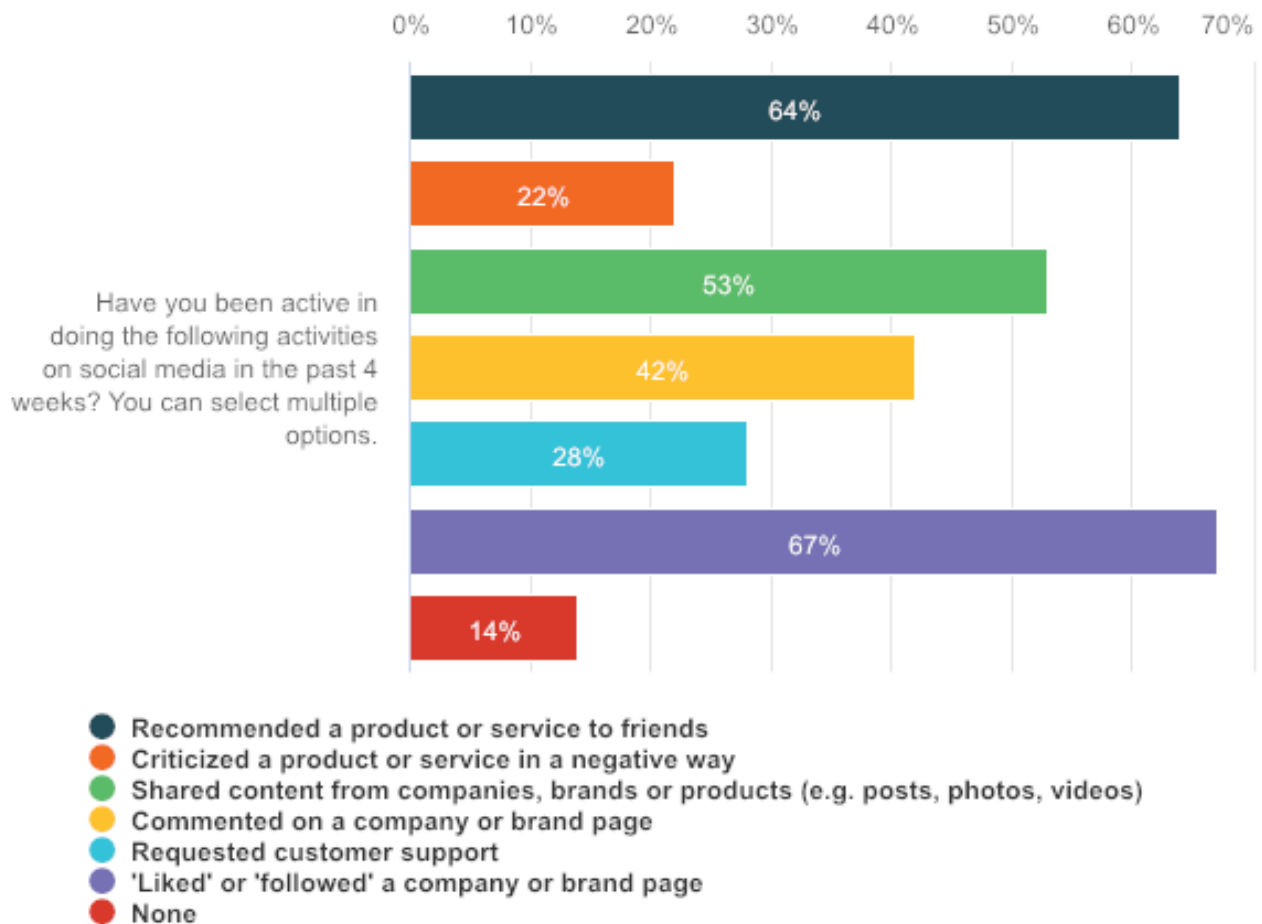


FIGURE 10. Activities in social media in the past 4 weeks

Question 6 aimed to find out whether the customers are active in social media regarding their personal or favourite brands or any page liked by them. As looking to the data presented in figure 10, in the past four weeks about 24 respondents had "liked or followed a company or brand page", 23 respondents had "recommended product or service to friends", 19 respondents had "Shared content from companies, brands or products (e.g. posts, photos, videos)", 15 respondents had "Commented on a company or brand page", ten respondents had "requested customer support", eight respondents had "negatively criticized a product or service" and finally five respondents have done none of the activities (see FIGURE 10).

6.3.2 General Questions on Digital Marketing and Branding

7. On a scale of 1 to 5, how likely you are to trust a brand that is present? (N= 36)

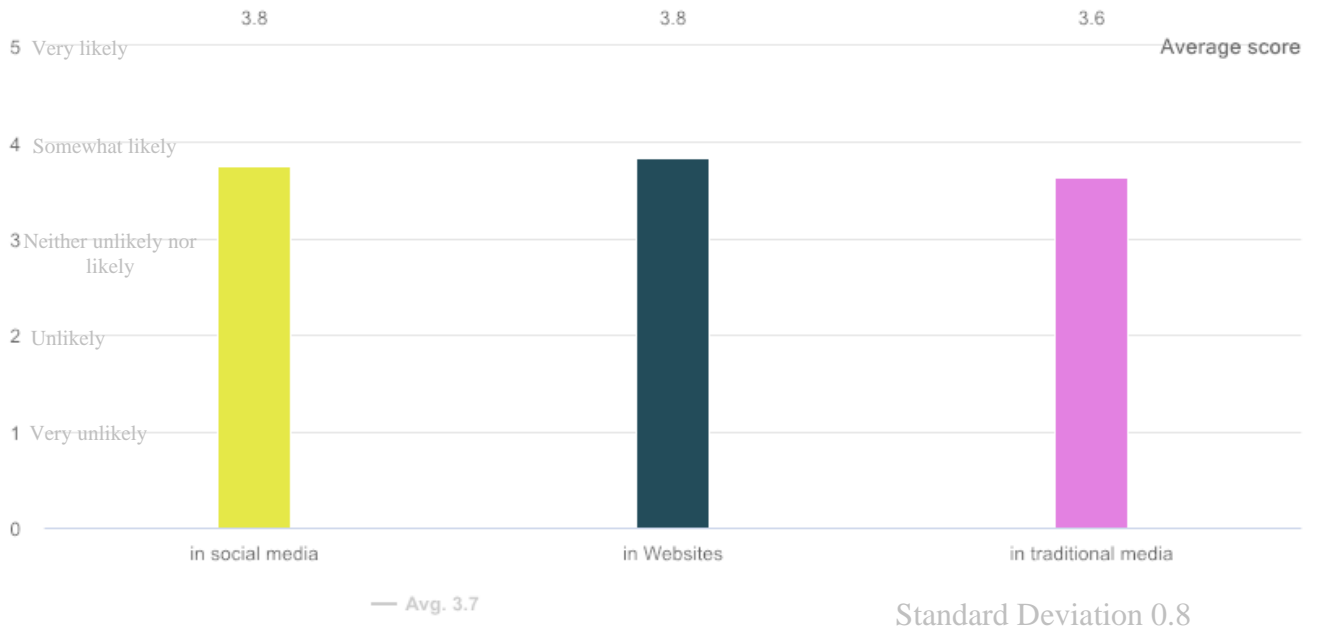


FIGURE 11. Trust on brands that are present in different media

Question 7 measured how respondents trust a brand that is present in social media, websites or traditional media. There are still many people who do not trust a brand that exists in the digital platform. The above figure 11 shows that all of the respondents equally trust the brand that is present in social media, websites and traditional media.

8. On a scale of 1 to 5, to what extent do you agree with the following statements?

Communication on social media(N= 36)

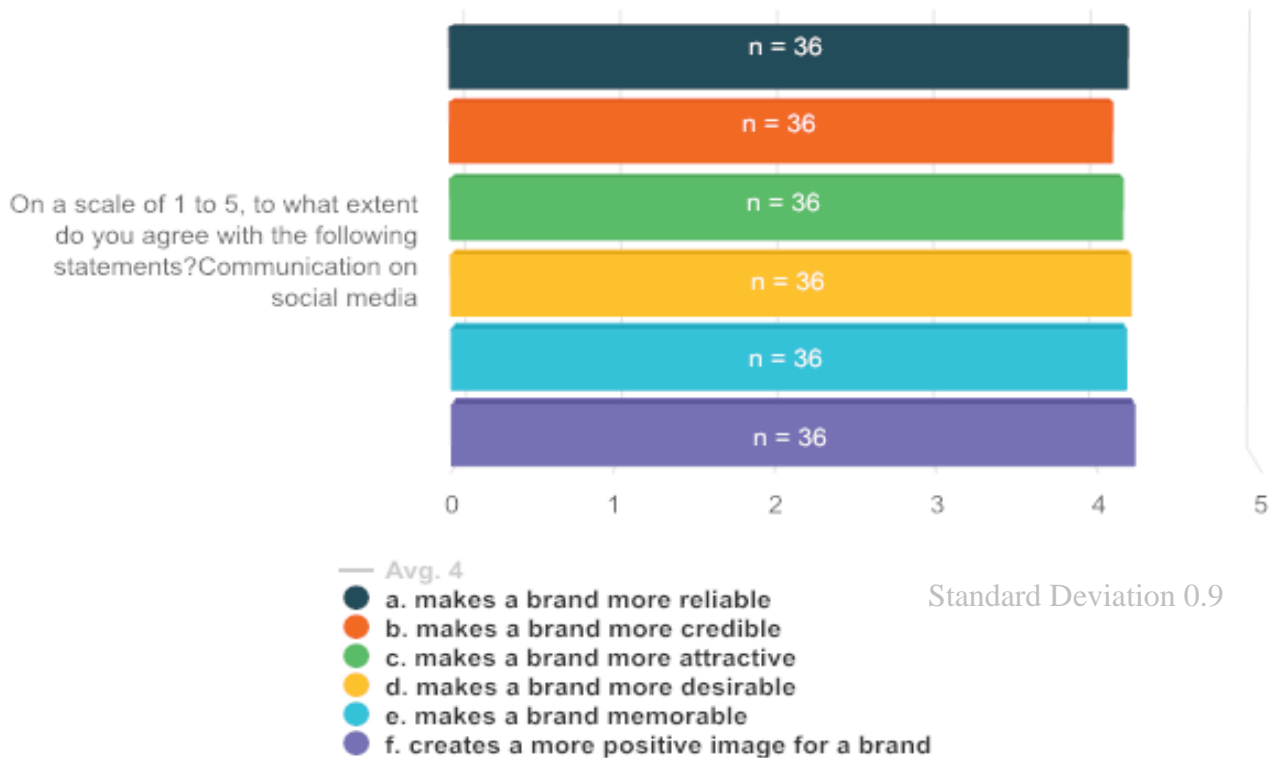


FIGURE 12. Representation of agreement by the respondents on different statements concerning communication in social media and brand image

Figure 12 shows the degree of agreement to six statements from a to f by the respondents on a scale of 1 to 5. From the figure, it clarifies that the mean value for all the statements is above 4. This means that respondents agree with all the given statements. Last statement "f" has scored the highest mean value 4.22 which provide a clear picture that the respondents either agree or highly agree with the statement f. This following value will be taken into consideration to find out the correlation between digital marketing activities and perceived brand image.

9. On a scale of 1 to 5, to what extent do you agree that advertising in following platforms are useful to you (N= 36)

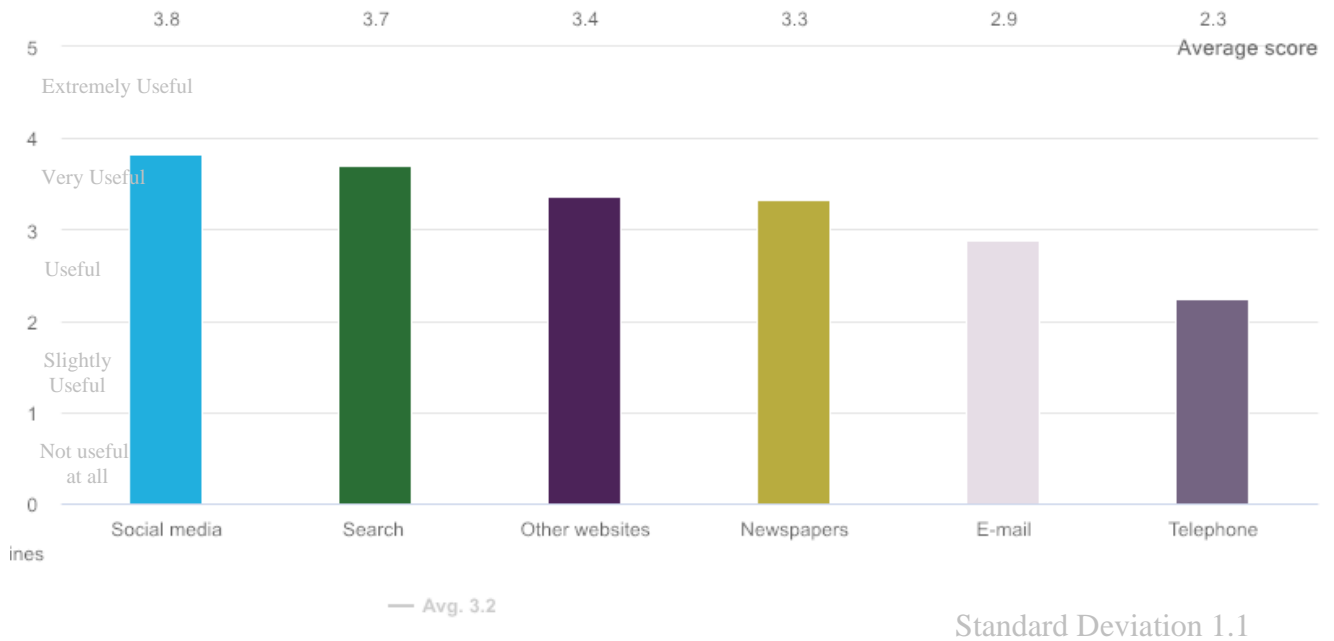


FIGURE 13. Usefulness of advertising in different platforms to respondents

The graphs in figure 13 illustrate the importance of advertisement on different channels to the customers. As we can see, social media and search engines are considered "very useful" to the customers for advertisement purpose since they have scored 3.8 and 3.7 respectively on a scale of 1 to 5. Similarly, Websites, emails, newspaper have scored 3.4, 3.3 and 2.9 respectively reflecting as "useful". Finally, the last option which was telephone scored 2.3 on a rating scale representing it as "slightly useful" for customers. The above results are very impressive as a lot of respondents prefer advertising in social media and search engines as very useful. It is obvious that emails, websites and magazines remained as "useful" since there is fewer chances of reviewing emails every moment and not every customer have necessarily subscribed to magazines and newspaper. The last option telephone remained as "slightly useful" because people do not find it practical to hear about any ads through the phone (see FIGURE 13).

10. On a scale of 1 to 5, how irritating you experience advertising to be in the following media channels? (N= 36)

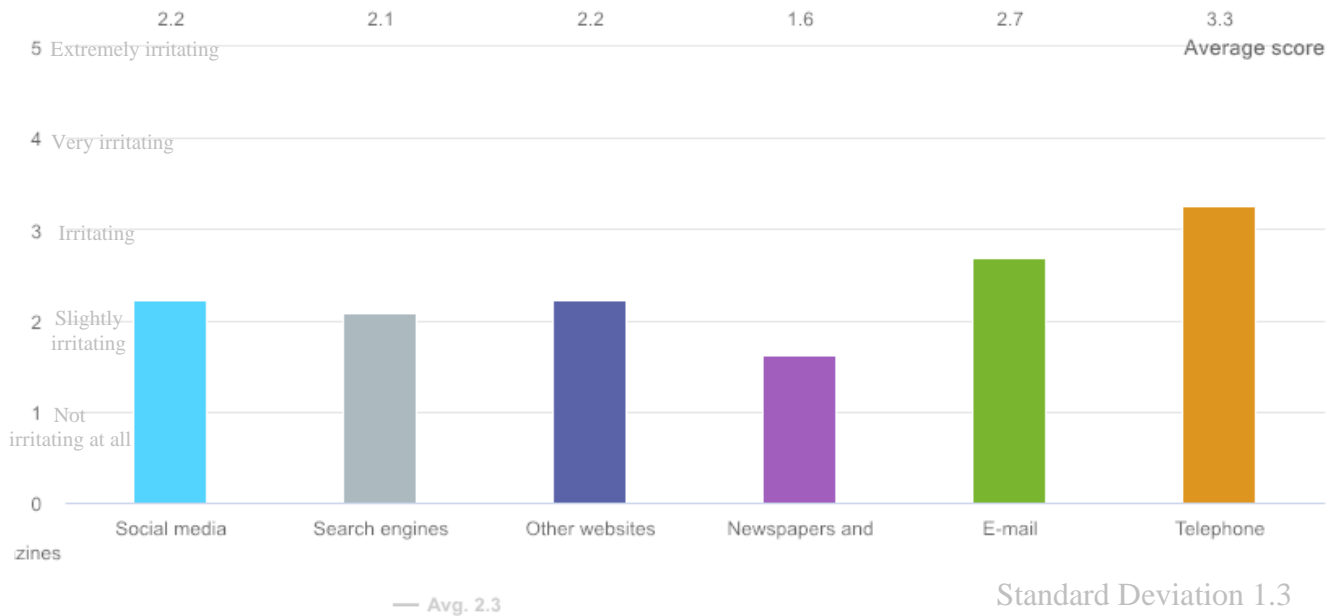


FIGURE 14. Irritation in experiencing advertisements on different media channels to respondents

Figure 14 shows the level of irritation that the customer felt when advertising through different media channels. It is very important to study through which channel the consumer wants to create communication with the company. Such study can save time, money and can create an effective advertising strategy on the useful media channels. According to the respondents, social media, search engines, websites and emails are considered "slightly irritating" scoring less than 3 on a scale of 1 to 5. Newspaper and magazines are considered "not irritating at all" scoring 1.6 whereas telephone remained as "irritating" media channel for the respondents scoring over 3 as mean value.

11. On a scale of 1 to 5, when you 'like' or 'follow' a brand on social media, how important it is to you that the page is (N= 36)

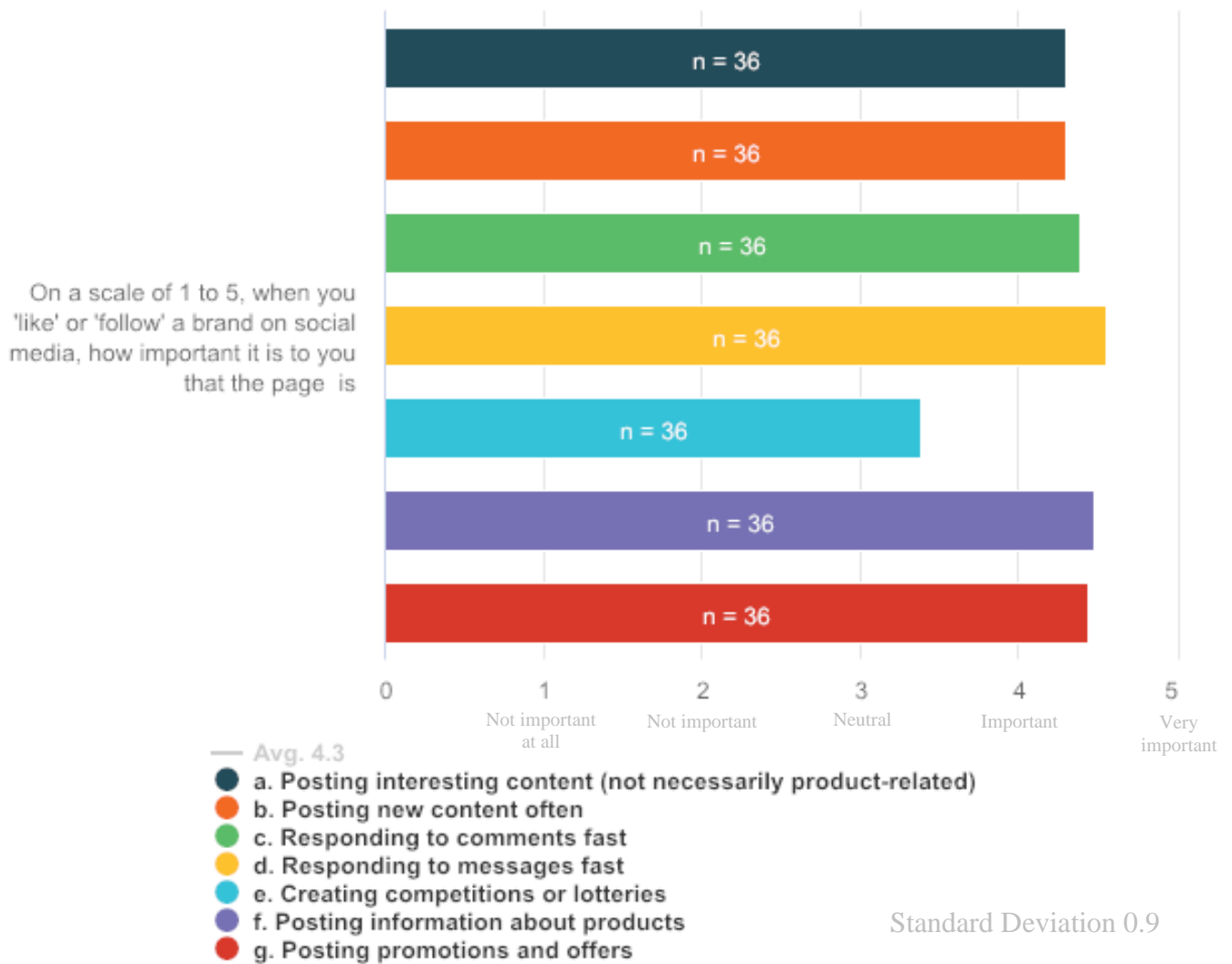


FIGURE 15. Demonstration of importance of brand page in social media

As shown in figure 15, the options a, b, c, d, f and g are considered “very important” by the respondents. The option “e” remained as “neutral”. For those company who are expecting long run-in business sector, brand loyalty and customer satisfaction come together playing significant role leading to the communication factor. When the company posts any content in social media, customers are expecting comment and reply through the company staff not the automated reply. Posting frequently important content and interreacting regularly with customers can helps to increase positive brand image in their mind increasing a set of belief that the company cares about their customers.

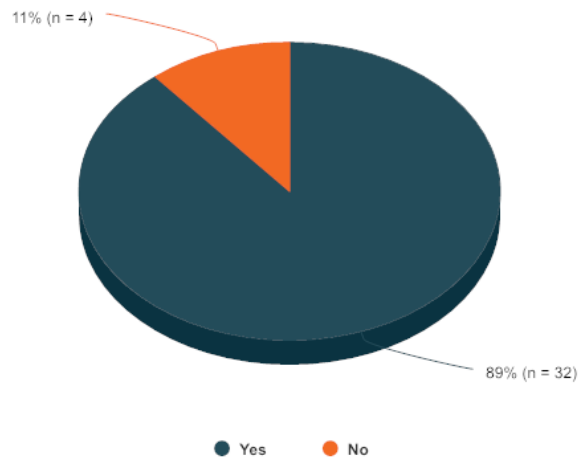
12. Do you consider certain brands to be an important element of your life? (N= 36)

FIGURE 16. Considering brands as important element of life

As we can see from the above pie chart, about 89% of respondents had considered brand as an important element of their life while 11% did not (FIGURE 16). Brand can easily get connected to the people at an emotional level if the brand has good value. Customer feels secure and relief to connect with the company with a stronger brand.

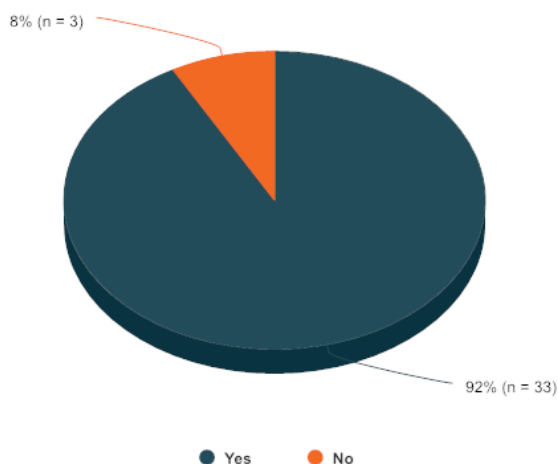
13. Do you believe that brands you buy reflect your personality? (N= 36)

FIGURE 17. Representing brands reflecting personality of respondents

As shown in figure 17, 92% of the respondents believed that brands they buy reflect their personality while 8% disagree with the question.

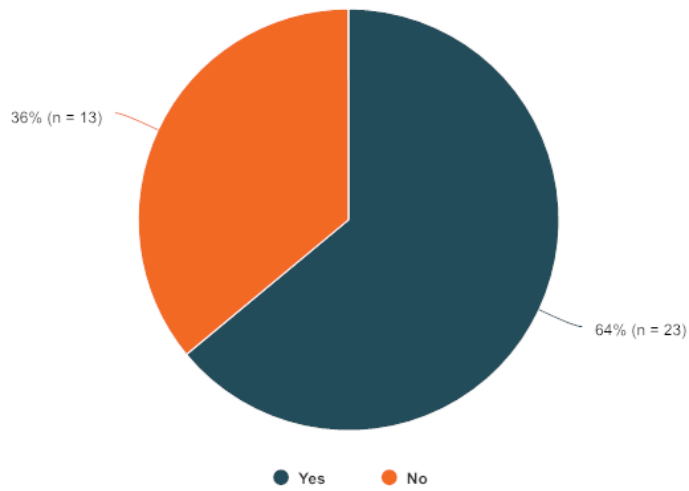
14. Do you interact with your favorite brands online? (N= 36)

FIGURE 18. Interacting with favourite brands online

As we can see from the above chart, 64% of respondents are actively interacting with their favourite brands online while 36% per cent do not (FIGURE 18). Respondents who do not or are not willing to interact with their favourite brand online might have received poor customer service, delay in messaging, email etc. from the company.

6.3.3 Questions on digital marketing and Alma Artes Brand

15. On a scale of 1 to 5, how familiar are you with Alma Artes company? (N= 36)

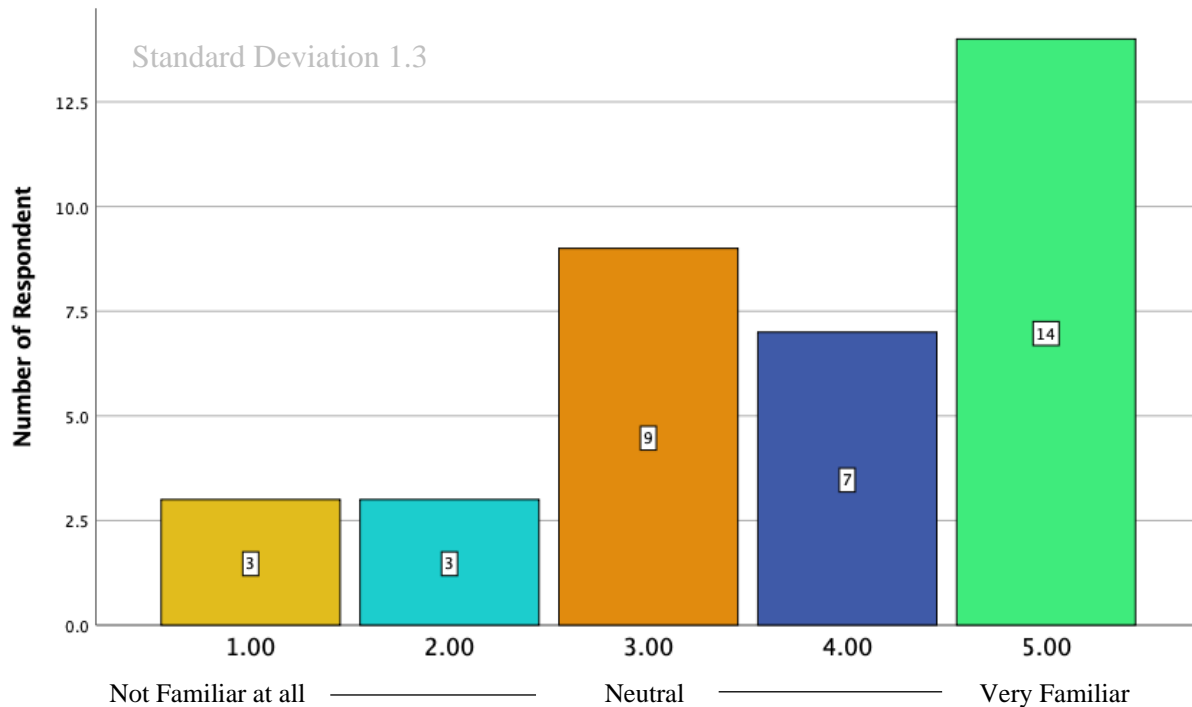


FIGURE 19. Respondents' familiarity with Alma Artes company

From figure 19, we can see that the fluctuation in the chart begins between scale value 1 to 5. There were about 14 respondents who rated 5 mentioning them as most familiar with the company. Similarly, seven respondents rated 4, nine respondents rated as 3 and three respondents rated as 2 and rest of three rated as 1 respectively. The obtained answer shows that the respondents who took part in the survey have a hierarchy of customers based on familiarity with the Alma Artes company.

16. Have you seen Alma Artes company advertisement or their brand-related promotional activities online? If yes, through which channel? (You can select multiple options) (N= 36)

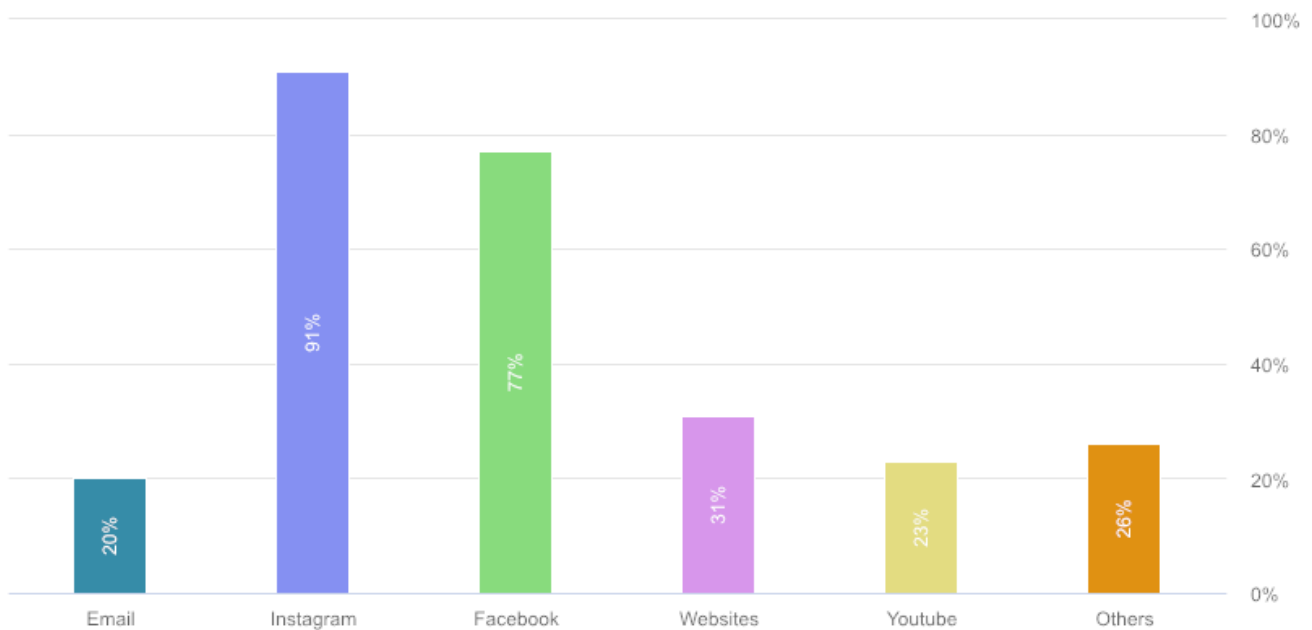


FIGURE 20. Alma Artes advertising or other activities in different channels as seen by the respondents

As shown in figure 20, even 91% of the respondents have come across Instagram since Instagram is the primary marketing channel for Alma Artes. We can see Facebook in second position with 77%. Similarly, 31% of respondents marked websites, 26% marked others, 23% came across Youtube and 20% through emails. This data shows the visibility of the company in the digital channels. At the moment, Alma Artes is currently focusing on Instagram and Facebook as the main channels for marketing purpose. However, we can see that there are a lot of customers who are also following other platforms such as websites, Youtube and email which have shown higher potential to increase the market growth of the company.

17. What kind of content have you seen more of? (N= 36)

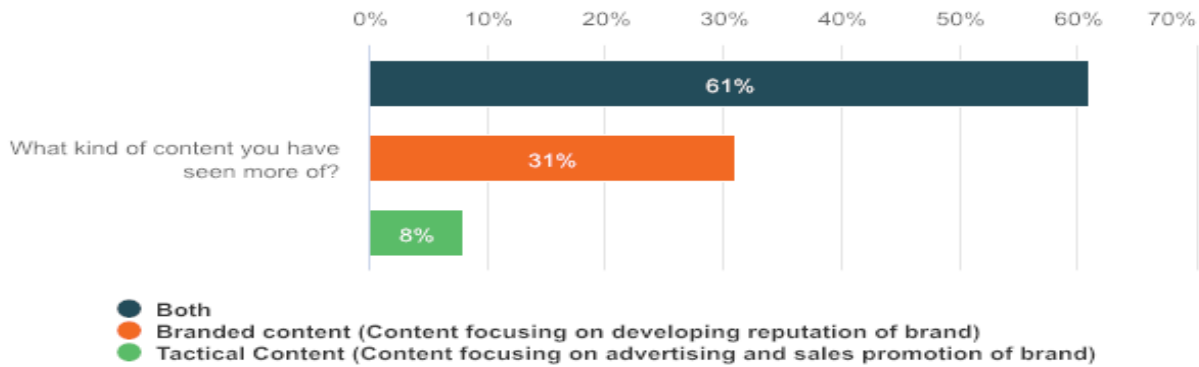


FIGURE 21. Content seen among the respondents

Question 17 highlights the distribution of different content in digital channels. From figure 21, 61% of the respondents had come across both branded and tactical content. About 31 % of the respondents have only come across branded content while 8% have come across tactical content.

17. How would you rate the content you have seen? (N= 36)

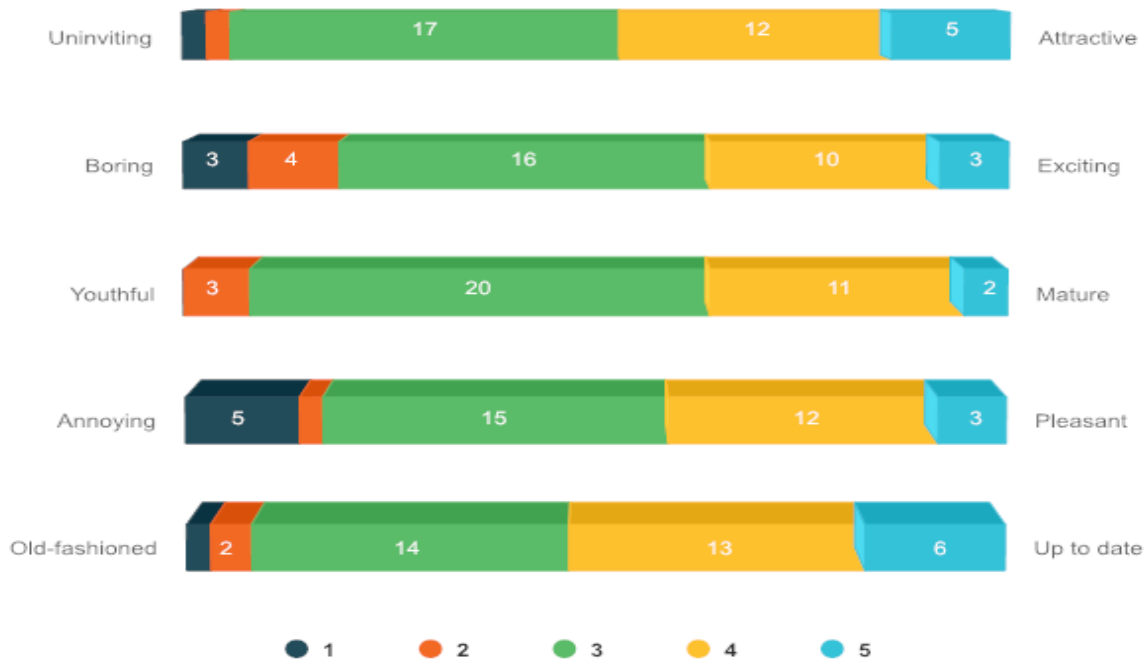


FIGURE 22. Respondents' rating of the content they have seen

From the above figure 22, we can see that question 18 asked the respondents to rate the content they have seen on a bipolar scale of negative vs positive adjectives. The obtained result shows that most of the respondent have voted between 3 and 4. There are a few respondents who found content boring and annoying. On the other hand, the respondent also finds content attractive and up to date.

18. Have you received emails or texts from Alma Artes? (N= 36)

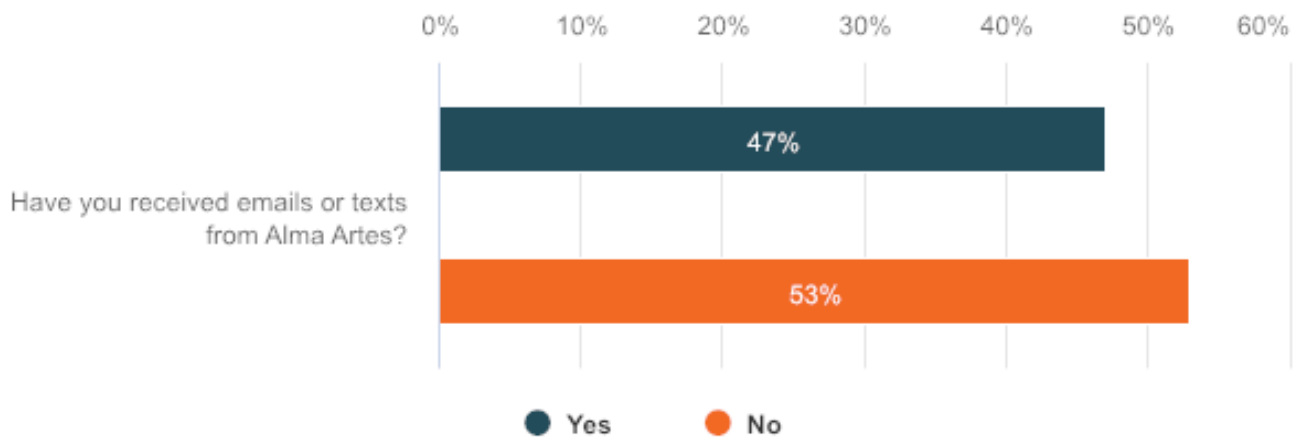


FIGURE 23. Respondents that have received email or texts from Alma Artes

As following to the above chart, 47% of the respondent shave received text or email while 53% of the respondents neither have received the text nor email (FIGURE 23).

19. On a scale of 1 to 5, how often do you follow Alma Artes in the following online platform?

(N= 36)

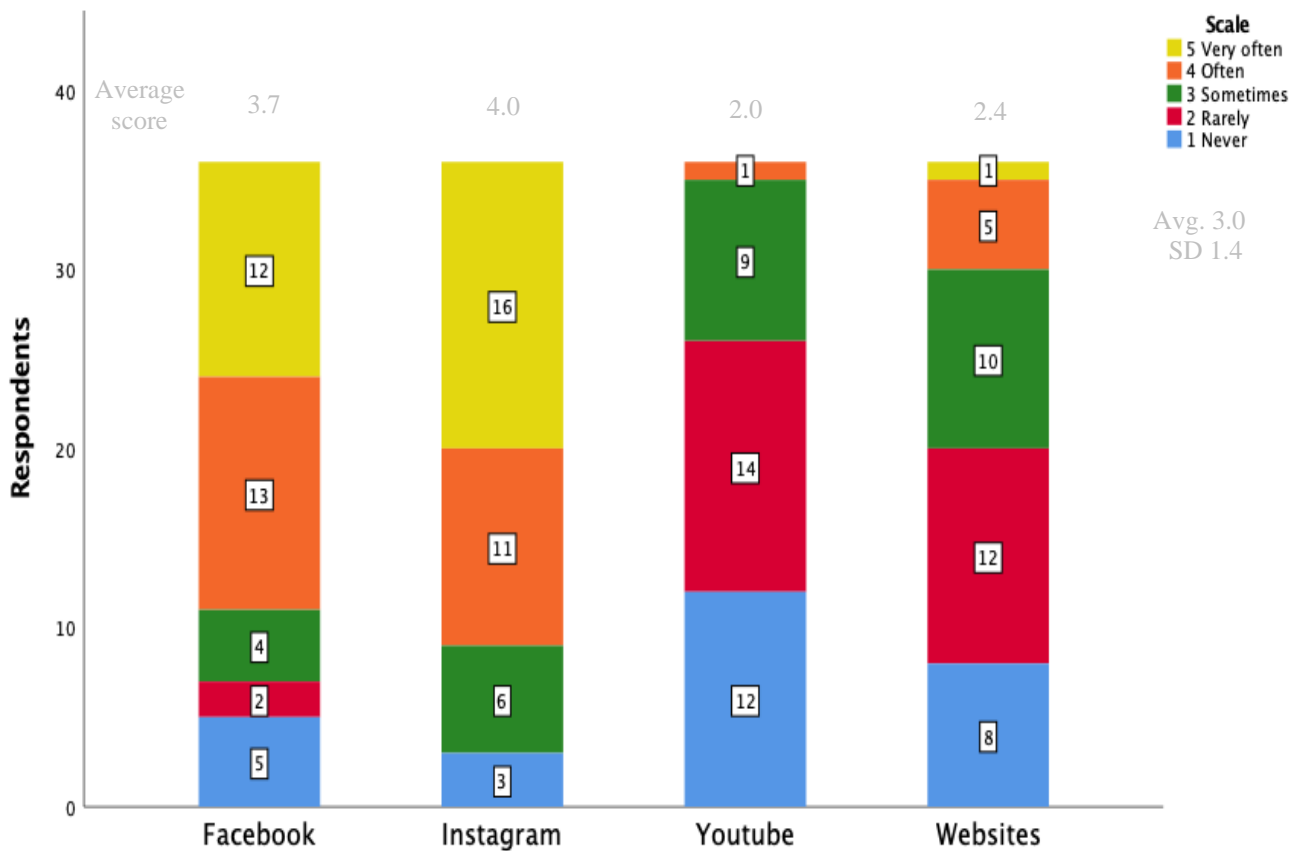


FIGURE 24. Frequency of customers following Alma Artes in different media channels

From the above chart, it was found that Instagram and Facebook are rated as 4.0 and 3.7 respectively which means they are often followed by the respondents, while websites and Youtube remained behind with mean value of 2.0 and 2.4 respectively (FIGURE 24). It is obvious that Alma Artes is only focusing on Facebook and Instagram for marketing purpose. The data shows websites and Youtube are rarely used by the respondents. However, this shows another opportunity to company to step forward in websites and Youtube marketing and start to generate traffic by updating content.

20. Why do you follow Alma Artes on online platform? You can select multiple options. (N=36)

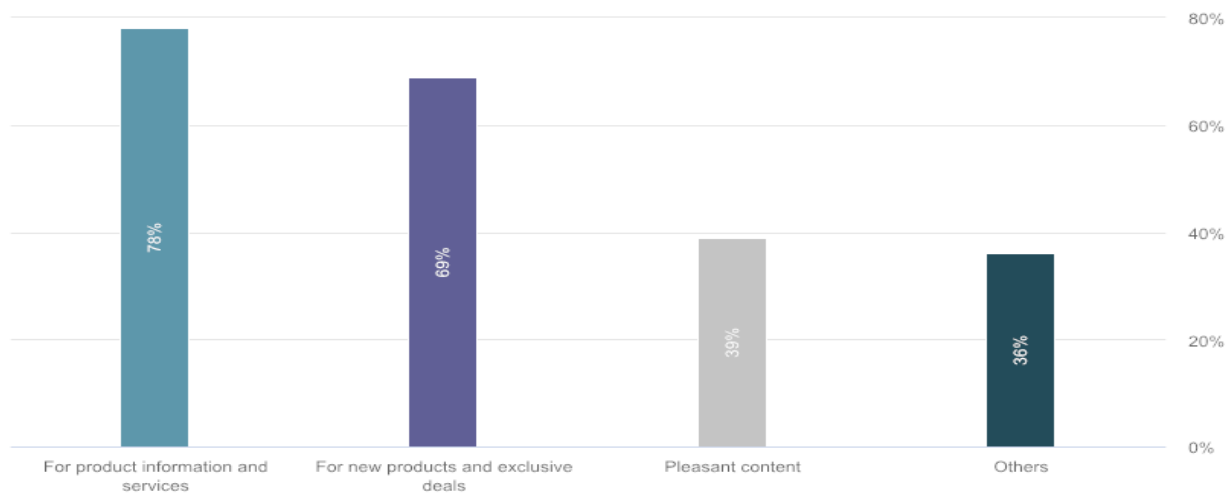


FIGURE 25. Representing reason to follow Alma Artes on online platform by respondents

In question 21, alternative reasons to follow Alma Artes online were given, with an option to select more than one reason. As we can see from figure 25, 78% of the respondents follow Alma Artes for product information and services, 69% of the respondents follow for new products and exclusive deals. Similarly, 39% of the respondents follow for the pleasant content and 36% follow for some other reason. The data represent the importance of different content. It shows what specific content is considered as crucial content for followers and what actually the customers want to see.

21. How often do you see Alma Artes advertisement on digital channels? (N= 36)

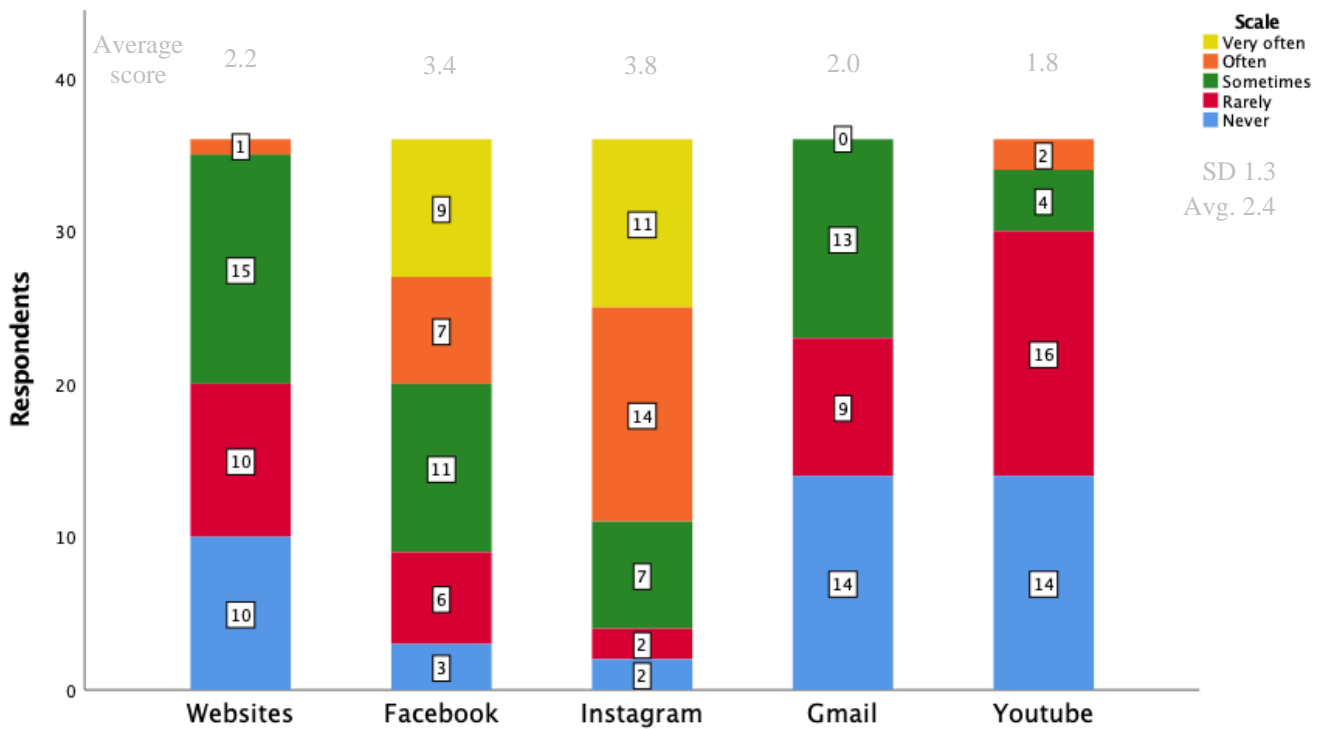


FIGURE 26. Visibility of Alma Artes advertisement in different channels

According to figure 26, the highest mean value was received for Instagram, indicating that advertisements have been seen often in this channel. The lowest mean was received for Youtube. Even 83% of the respondents had rarely or never seen advertisements in Youtube. The second highest mean was scored by Facebook and 4.44% of the respondents had seen advertisement in Facebook often or very often. Likewise, Websites had received mean value of 2.2 showing less traffic flow on websites. Over half of the respondents (55.56%) had not seen advertisement in websites which shows poor management on websites landing page. Finally, Gmail received mean value of 2.0 indicating that advertisement have been seen sometimes in this channel. None of the respondents reported to have seen advertisement in Gmail often or very often (see FIGURE 26).

22. On a scale of 1 to 5, to what extent do you agree with the following statement? As a company, Alma Artes is (N= 36)

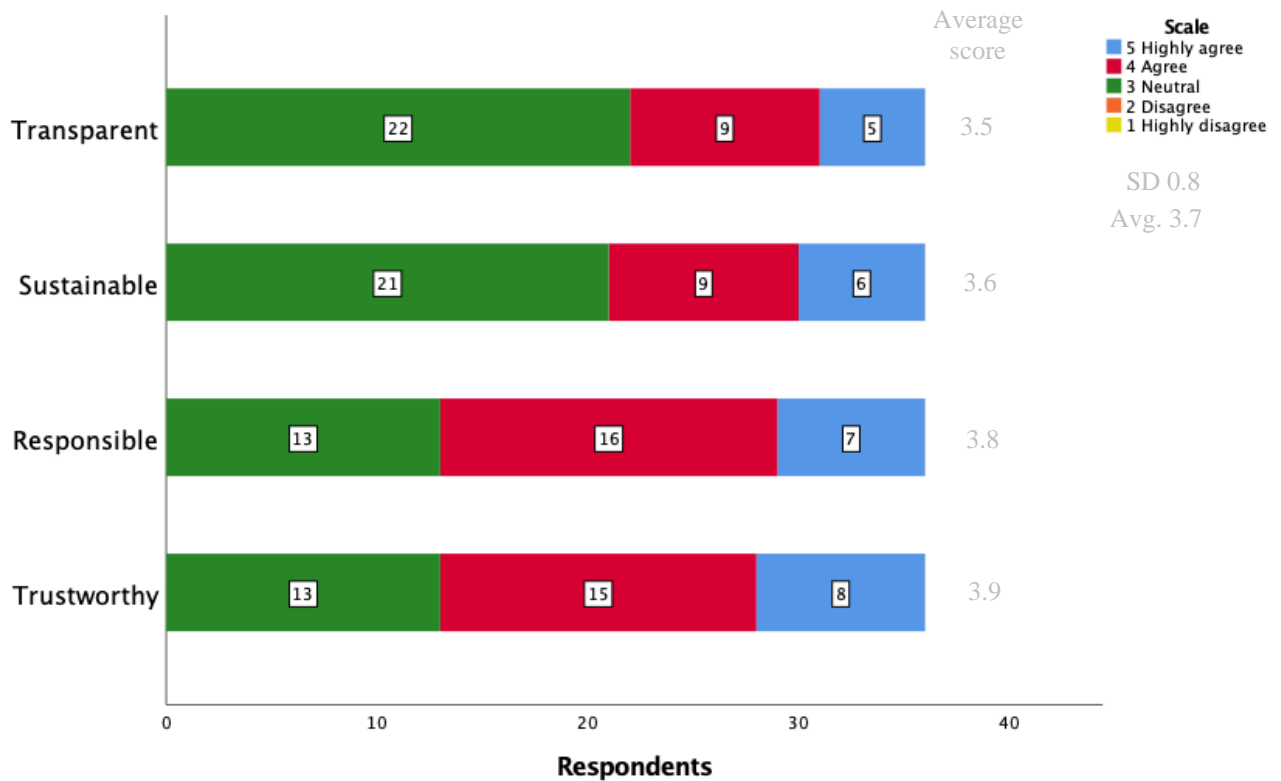


FIGURE 27. Representation of respondents perceiving Alma Artes as trustworthy, sustainable, responsible and transparent

In question 23, the respondents were asked to provide their opinion on the four statements. The respondents were provided with the possibility ranging from highly disagree all the way to highly agree with the statement. According to the data from figure 27, trustworthy and responsible statement was highly agreed by the respondents with scores 3.8 and 3.8 respectively. Sustainable and transparent remained as neutral with scores 3.5 and 3.5 respectively.

**23. On a scale of 1 to 5, please indicate how well the following expressions describe the brand?
Alma Artes as a brand is (N= 36)**

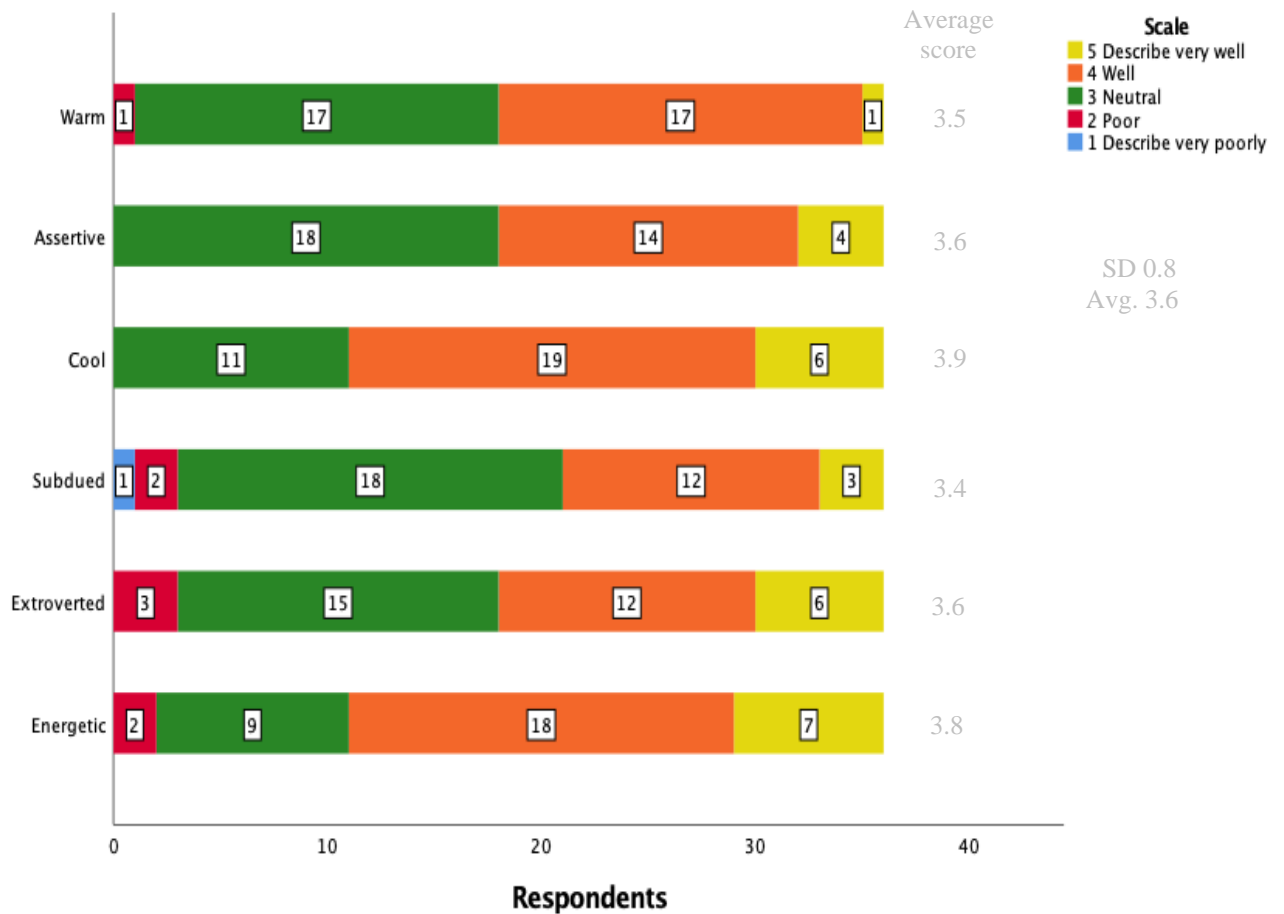


FIGURE 28. Respondents' perceptions of Alma Artes as a brand

In question 24, the respondents were asked to describe Alma Artes as brand. The respondents were provided with the possibility ranging from describing very poorly all the way to describe very well with the expression. From the above chart, most of the respondents define Alma Artes's brand as "energetic" and "cool" with mean value of 3.8. Other expressions such as extroverted, assertive and warm scored mean value of 3.5, 3.6 and 3.5 respectively. The last expression which was subdued scored 3.3 being in a neutral state (see FIGURE 28).

24. Based on your experiences, please indicate how well the following expressions describe the personality of Alma Artes brand. (N= 36)

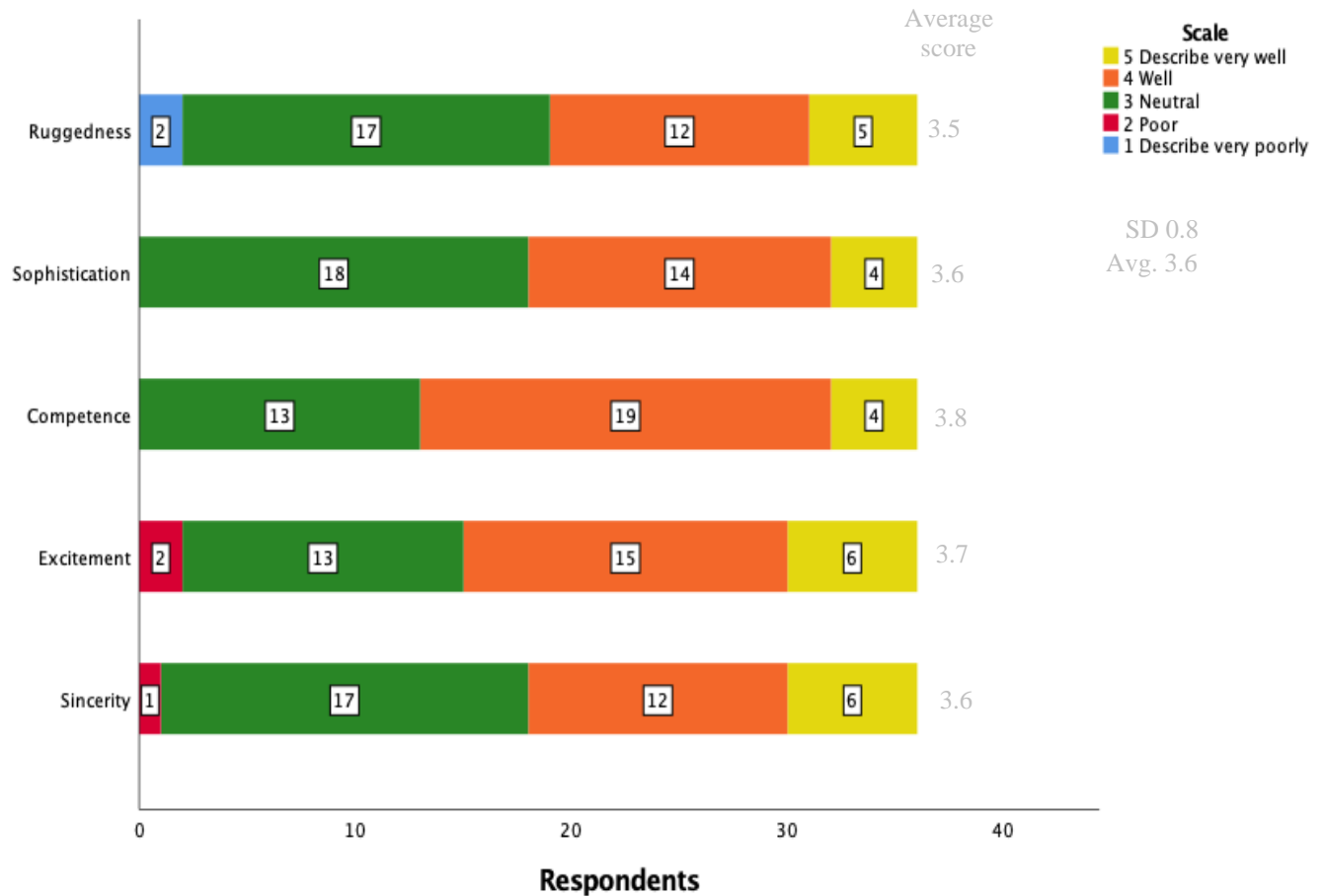


FIGURE 29. Representation of Alma Artes brand personality

To describe Alma Artes brand personality, Jennifer Aaker's (1997) framework facets were used as an expression. The purpose of using Jennifer Aaker's facets is to measure the profile and traits of the brand in five core dimensions. The respondents were provided with the possibility ranging from describing very poorly all the way to describe very well with the expression. The highest mean values were received for excitement and competence with a mean value of 3.69 and 3.75 respectively. Sincerity and sophistication come in second place with a mean value of 3.64 and 3.60 respectively. Finally, ruggedness received a mean value of 3.50. From the above data, we can clarify that respondents describe Alma Artes's brand personality as excitement and competence (FIGURE 29).

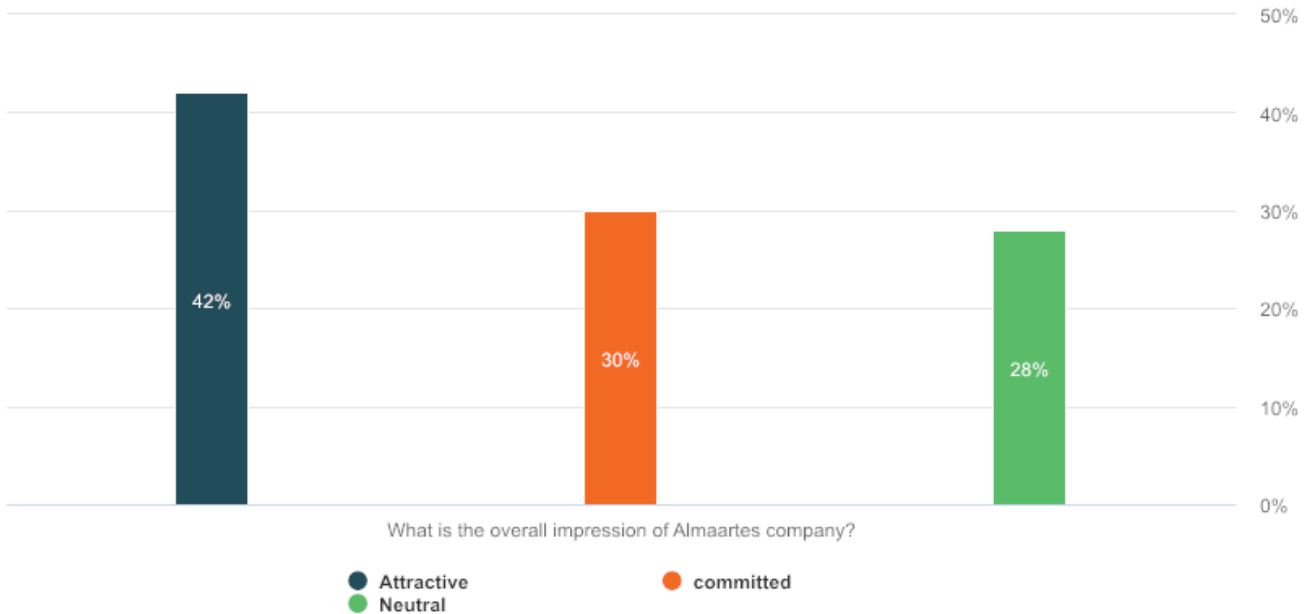
25. What is the overall impression of Alma Artes company? (N= 36)

FIGURE 30. Representation of overall impression of Alma Artes company

Question 26 was asked to find out the general view of customers towards the company. From the above figure 30, it can be seen that 42% of the respondents find Alma Artes as attractive, 30% find it committed and 28% find it neutral. People have different ideas about the company and its brand image. The data shows positive and progressive results towards Alma Artes company.

26. How would you rate digital marketing activities of Alma Artes Company? (N= 36)

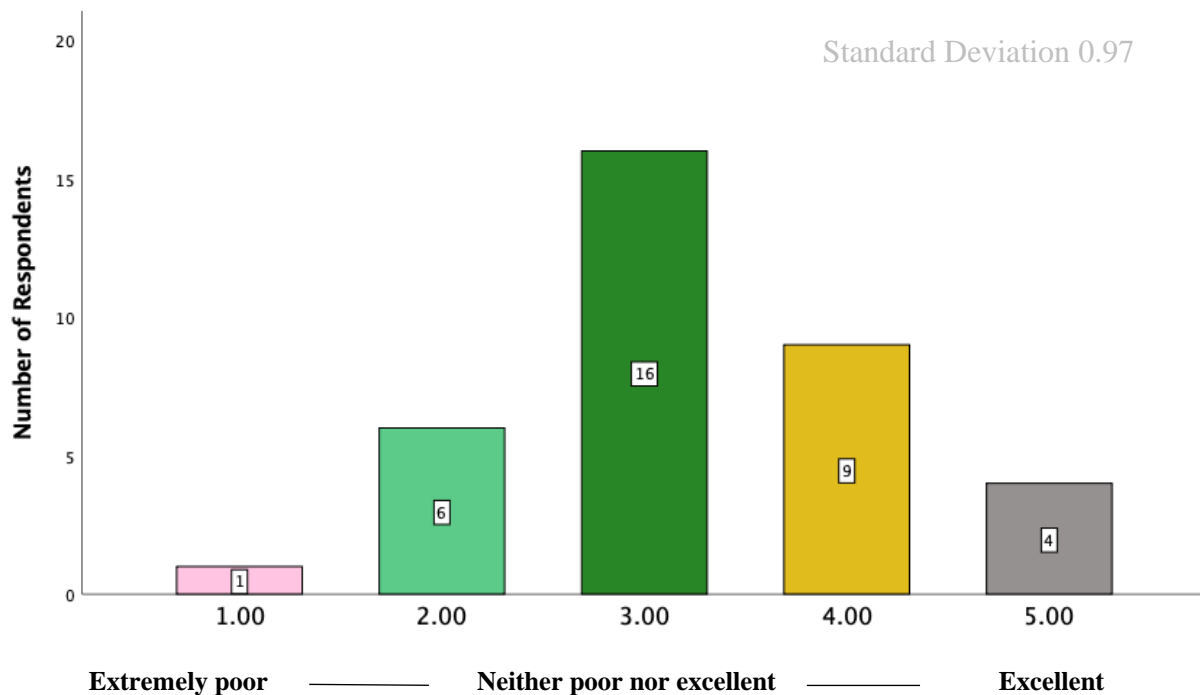


FIGURE 31. Rating of digital marketing activities of Alma Artes company

From figure 31, we can see that 16 respondents have rated digital marketing activities of Alma Artes as neither poor nor excellent, nine respondents have rated as "4" being near to excellency. Six respondents have rated as "2" between extremely poor and neither poor nor excellent. Similarly, four respondents have rated digital marketing activities of Alma Artes as excellent and finally, one respondent has rated as extremely poor for the digital marketing activities of Alma Artes.

Question 27 asked the respondents to freely pass any comment to improve digital marketing activities of Alma Artes. There were not any specific comments. Most of the respondents suggested company to start marketing through Tiktok channel and wishes for better development in future.

6.3.4 Further analysis of relationships between digital marketing and brand

The crosstabulation was performed between the respondent interacting favourite brand online to the statement as "communication on social media can create a positive image of the brand" with respect to gender. The data obtained from the crosstabulation table 1 revealed that sixteen respondents interact with the brand online and reported as "highly agree" on the statement respectively of which ten respondents were male and six respondents were female.

TABLE 1. Crosstabulation table between favourite brand, positive image and gender

		Crosstabulation Table					
Gender		On a scale of 1 to 5, to what extent do you agree with the following statements? Communication on social media					Total
		f. creates a more positive image for a brand					
		2 Disagree	3 Neutral	4 Agree	5 Highly agree		
M	Do you interact with your favourite brands online?	Yes	2	5	10	17	
		No	4	4	2	10	
	Total		6	9	12	27	
F	Do you interact with your favourite brands online?	Yes	0	1	6	7	
		No	1	1	0	2	
	Total		1	2	6	9	
Total	Do you interact with your favourite brands online?	Yes	0	3	5	16	24
		No	1	5	4	2	12
	Total		1	8	9	18	36

TABLE 2. Pearson Chi-square test between respondent interacting favourite brand online with the statement as communication on social media can create a positive image of the brand along with gender.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.563 ^a	3	.023
Likelihood Ratio	10.321	3	.016
Linear-by-Linear Association	9.112	1	.003
N of Valid Cases	36		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .33.

The data obtained from the Pearson chi-square test (TABLE 2) is not reliable because the cell count is too small (less than 5) in 50,0% of the cells. The likelihood ratio is considered, which that there is clear significance between the respondent interacting favourite brand online with the statement as communication on social media can create a positive image of the brand along with gender with the likelihood ratio of 10.321, decimal of freedom (df) =3 and $p > .016$.

Another crosstabulation was performed between the respondents seeing Alma Artes brand advertisement on Instagram to the expression describing Alma Artes brand as energetic. The data obtained from the crosstabulation table 3 reveals that those respondents who have seen advertisement often in Instagram have rated as “well”, only four respondents have reported the advertisement very often and rated as “describe very well”.

TABLE 3. Crosstabulation table between the respondents following Alma Artes on Instagram and the expression describing Alma Artes brand as energetic.

Crosstabulation Table						
On a scale of 1 to 5, please indicate how well the following expressions describe the brand? Alma Artes as a brand is: Energetic						
		2 Poor	3 Neutral	4 Well	5 Describe very well	Total
How often do you see Alma Artes	Never	1	1	0	0	2
	Rarely	0	2	0	0	2

advertisement on	Sometimes	1	1	3	2	7
digital channels?	Often	0	2	11	1	14
Instagram	Very often	0	3	4	4	11
Total		2	9	18	7	36

TABLE 4. Pearson Chi-square analysis between the respondents following Alma Artes on Instagram to the expression describing Alma Artes brand as energetic

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.111 ^a	12	.020
Likelihood Ratio	21.395	12	.045
Linear-by-Linear Association	6.936	1	.008
N of Valid Cases	36		

a. 18 cells (90.0%) have expected count less than 5. The minimum expected count is .11.

The data obtained from the Pearson chi-square test (TABLE 4) is not reliable because the cell count is too small (less than 5) in 90,0% of the cells, therefore the likelihood ratio is considered for the analysis, which shows that there is clear significance between the respondents seeing Alma Artes advertisement on Instagram and expressing Alma Artes brand expression as energetic with the likelihood ratio of 21.395, decimal of freedom(df) = 12 and $p > .045$.

The crosstabulation was carried out with the respondents following Alma Artes in Instagram to the respondents expressing Alma Artes brand personality as excitement to analyze relationship between them. From the crosstabulation table down below, we can see that only three respondents report to follow Alma Artes in Instagram as “very often” have rated as “Describe very well” expressing Alma Artes brand personality as “excitement”. Nine respondents also mentioned following in Instagram as “Very often” have rated as “well”.

TABLE 5. Crosstabulation table representing the respondents following Alma Artes in Instagram with expressing Alma Artes brand personality as excitement

Crosstabulation Table
Based on your experiences, please indicate how well do the following expressions describe the personality of Alma Artes brand; Excitement

		2 Poor	3 Neutral	4 Well	5 Describe very well	Total
On a scale of 1 to 5, how often do you follow Alma Artes in the following online platform? Instagram	1 Never	0	3	0	0	3
	2 Rarely	0	0	0	0	
	3 Sometimes	0	4	2	0	6
	4 Often	2	2	4	3	11
	5 Very often	0	4	9	3	16
Total		2	13	15	6	36

TABLE 6. Pearson Chi-square analysis of respondents following Alma Artes in Instagram with expressing Alma Artes brand personality as excitement

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.539 ^a	9	.077
Likelihood Ratio	17.154	9	.046
Linear-by-Linear Association	4.578	1	.032
N of Valid Cases	36		

a. 14 cells (87.5%) have expected count less than 5. The minimum expected count is .17.

The data obtained from the Pearson chi-square test in table 6 is not reliable because the cell count is too small (less than 5) in 87,5% of the cells, therefore the likelihood ratio is considered for the analysis. We can interpret from table 6 that, there is clear significance between the respondents following Alma Artes in Instagram and expressing Alma Artes brand personality as “excitement” with the likelihood ratio of 17,154, decimal of freedom (df)= 9 and $p > 0,46$.

The crosstabulation between the different content seen by the respondent and familiarity with the company was performed. As from the obtained data (TABLE 7), six of respondents have mentioned seeing branded content which accounts for 42.9% being more familiar with the company. Likewise, eight respondents mentioned as both content (branded and tactical content) which accounts for 57.1% of familiarity with the company. There are three respondents who mentioned seeing tactical content. Altogether, there are 22 respondents seeing both contents, three respondents only seeing tactical content and 11 respondents seeing only branded content.

TABLE 7. Crosstabulation table between the content seen by respondents and familiarity with the company

		Crosstabulation Table					Total
		On a scale of 1 to 5, how familiar are you with Alma Artes company?					
		1	2	3	4	5	
What kind of content you have seen more of?	Branded content (Content focusing on developing reputation of brand)	1	0	3	1	6	11
	Tactical Content (Content focusing on advertising and sales promotion of brand)	1	2	0	0	0	3
	Both	1	1	6	6	8	22
Total		3	3	9	7	14	36

TABLE 8. Pearson Chi-square tests between the content seen by respondents and familiarity with the company

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.779 ^a	8	.008
Likelihood Ratio	15.931	8	.043
Linear-by-Linear Association	.000	1	.994
N of Valid Cases	36		

a. 13 cells (86.7%) have expected count less than 5. The minimum expected count is .25.

The data obtained from the above Pearson chi-square test is not reliable because the cell count is too small (less than 5) in 86,7% of the cells. Therefore, we consider the likelihood ratio which clearly illustrates that there is a significance difference between the familiarity to the company and the content seen with the likelihood ratio of 15.93, decimal of freedom (df) = 8 and $p > .043$.

An independent t-test was conducted to explore the significant difference between respondent following Alma Artes on Facebook to the respondent interacting favourite brand online. An alpha level of .05 was considered for the research. The descriptive statistics for the research are shown in table 9.

The Levene's test of equality of variance shows homogenous of variances assumption were violated $F(1, 2.95) = 12.95, p < .001$. A statistically significant difference was evident from the research between the respondent following Alma Artes on Facebook to the respondent interacting with the favourite brand online, $t(14.53) = 2.45, p > .027$. The effect size for the research was calculated separately and found to be 0.87 which is definitely large effect size indicating strong significant between them.

TABLE 9. Descriptive statistics between the respondent following Alma Artes on Facebook with the respondent interacting with favourite brand online

Descriptive Statistics					
	Do you interact with your favourite brands online?	N	Mean	SD	Std. Error Mean
On a scale of 1 to 5, how often do you follow Alma Artes in the following? Facebook	Yes	24	4.1250	.94696	.19330
	No	12	2.8333	1.69670	.48979

An independent t-test was conducted to explore the significant difference between the gender of the respondent to overall digital marketing activities of the company. An alpha level of .05 was considered for the research. The descriptive statistics for the research are shown in table 10.

TABLE 10. Descriptive Statistics between gender and digital marketing activities rating

Descriptive Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
How would you rate digital marketing activities of Alma Artes Company?	Male	27	3.2963	.99285	.19107
	Female	9	3.1111	.92796	.30932

The Levene's test of equality of variance shows that homogeneity of variances assumption was tenable $F(34) = .608, p < .441$. A statistically significant difference was not evident from the research between the gender and overall digital marketing activities rating, $t(34) = .492, p < .626$.

The result of the Spearman's rho correlation coefficient test shows that, there is not a significant relationship between the content seen by the respondents to the respondents rating digital marketing activities of Alma Artes company since p-value is too big ($>0,05$).

$$r_s(34) = .10, p = .582$$

TABLE 11. Spearman's correlation table between content seen and digital marketing activities

	Alma Artes digital marketing	Content seen
Alma Artes digital marketing	.	
Content seen	.10	.
Sig (2-tailed)	.582	.
N	36	

The result of the Spearman's rho correlation coefficient test shows that, there is not a statistically significant correlation between the content seen (branded and tactical content) by the respondent to the respondent describing Alma Artes as responsible, transparent, trustworthy or sustainable. The p-value for all the correlations exceed 0,05.

$$r_s(34) = .085, P = .622 \text{ for trustworthy}$$

$$r_s(34) = .002, P = .991 \text{ for responsible}$$

$$r_s(34) = .081, P = .638 \text{ for sustainable}$$

$$r_s(34) = -.007, P = .968 \text{ for transparent}$$

TABLE 12. Correlation between content seen and Alma Artes as company

	Trustworthy	Responsible	Sustainable	Transparent
Content seen	.085	.002	.081	-.007
Sig.(2-tailed)	.622	.991	.638	.968
N	36	36	36	36

Table 13 shows that there is only one statistically significant positive correlation, namely between the respondent seeing the content and the respondent describing Alma Artes brand expression as subdued. All other correlations are not statistically significant. The direction of correlation was negative but insignificant in one case: content seen vs. cool (-.052). In other cases, the direction of relationship was positive but not significant.

$r_s(34) = .198, P = .246$ for energetic

$r_s(34) = .158, P = .356$ for extroverted

$r_s(34) = .346^*, P = .039$ for subdued

$r_s(34) = -.052, P = .764$ for cool

$r_s(34) = .213, P = .212$ for assertive

$r_s(34) = .110, P = .522$ for warm

TABLE 13. Correlation between content seen and Alma Artes brand expression

	Energetic	Extroverted	Subdued	Cool	Assertive	Warm
Content seen	.198	.158	.346*	-.052	.213	.110
Sig. (2-tailed)	.246	.356	.039	.764	.212	.522
N	36	36	36	36	36	36

Note

*. Correlation is sig. at the 0.05 level (2-tailed)

**. Correlation is sig. at the 0.01 level (2-tailed)

All the correlation analyses were tested using Spearman's rho as the variables were taken from different ranges of questions such as ordinal and nominal.

6.6 Reliability and Validity

The survey was sent out to 100 customers of Alma Artes company having prior knowledge about the company. Out of 100 respondents, only 36 respondents took part in the survey which gives a response rate of 36%. The response rate is important to analyze the validity of the survey. However, the response rate is quite low which might have occurred due to low brand loyalty or other reasons.

In every research practice, reliability and validity are necessary elements to measure the accuracy of the survey. Reliability refers to the stability of findings, whereas validity is represented as the truthfulness of findings (Altheide & Johnson 1994). The coefficient of reliability lies between 0 and 1 where 1 indicates perfect validity and 0 indicates negative validity.

TABLE 14. Case Processing Summary

		N	%
Cases	Valid	36	100.0
	Excluded ^a	0	.0
	Total	36	100.0

a. Listwise deletion based on all variables in the procedure.

TABLE 15. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.878	71

Selection of all Likert scale questions was taken to measure the reliability of the research done. An alpha was considered for the test. Cronbach's Alpha shows positive value at the level of 0.85, which shows the strong reliability of research done (TABLES 14 and 15).

7 SUMMARY AND CONCLUSION

In this chapter, we have described the major outcomes of the research done. This chapter includes final recommendation aiming to improve digital marketing activities of Alma Artes company and its brand image. The chapter also analyzes the correlation between different adjectives raised in the research question. The recommendation and final analysis are mainly based on the result obtained from the theoretical framework and empirical research.

The survey studied customers' perceptions of Alma Artes' activities in online channels and whether they had seen branded or tactical content in online channels. Branded content refers to content with brand only (such as magazines, article, video, podcasts) helping company to build brand awareness. The key of branded content is to grab customer attention towards the brand. Similarly, tactical content refers to content with promotional and brand activities which involves generating leads, building websites, placing ads and following up. In general, content marketing is a concept while tactical marketing is the action. Content marketing aims to achieve the goals of the company whereas tactical marketing focuses on the details to achieve the goals of the company.

About 61 % of the respondents had seen both branded and tactical content (content with promotional and brand activities). From these respondents 14% finds the content most attractive, 8% finds exciting, 5% finds mature, 3 % finds pleasant and 17% per cent finds up to date on a scale of 1 to 5 respectively. The overall content was rated as 3 on a scale of 1 to 5. Similarly, the company is perceived as trustworthy (mean value 4). According to the respondents, the adjectives "energetic" and "cool" describe this brand well (mean value 4). For other adjectives, the respondents were neutral (mean value 3-3,5), implying that the brand does associate strongly with responsibility, sustainability or transparency.

The result obtained from the research shows that there was a clear positive correlation between the respondents seeing branded or tactical content and perceiving Alma Artes brand as subdued. However, there was not significant correlation between respondent seeing branded and tactical content and perceiving Alma Artes company as trustworthy, sustainable, responsible and transparent, which might be because of small number of respondents. This signifies that there is a positive correlation between the content seen by the customer to the brand image of the company. We cannot yet conclude that what exact content would work to improve the brand image of the company because of the low sample rate.

The research also signifies the current level of digital marketing activities of Alma Artes company. The digital marketing activities of the company were rated "3" (on a scale of 1 being extremely poor vs 5 being excellent). 42% of the customers find the company as attractive, 30% find as committed and 28% find as neutral towards the company. This might be due to lack of proper brand equity management. We can also conclude that SMM and content marketing was found to be a very effective marketing tools for the company.

To validate, what exact content would work to uplift the brand image of the company, the topic should be further researched with the large numbers of respondents to draft the accurate correlation between digital marketing tools and perceived brand image.

The interview with digital marketing team reveals that Alma Artes covers 80% of marketing activities on social media and rest of 20% in SEO, SEM and traditional marketing proving that the company rely on social media for most of the marketing purpose. The company is currently using Facebook and Instagram as the main marketing tool. In addition, the company is planning to reach more potential customers by introducing Pinterest and Quora for marketing purpose. Alma Artes team is currently working to develop concrete models for content-marketing approach. Besides this, they are also working on new content models such as vlogs, stories and tutorials to inspire new customers.

Inside the Alma Artes, email marketing does not seem to be promising for communication and promotional purpose. The messages and other promotional activities sent by the company personnel are likely to end up inside spam because of unfiltered messages. The company is in the testing phase to practice affiliate marketing in the near future. At the present time, all other feedback operation of the company depends on social media, telephone contacts and emails. The present goal of the company is to be established as a top-seller watch brands in Nepal. As for now, the main challenge for Alma Artes is to create relevant content on a regular basis which would help them to promote their brand and increase the goodwill of the brand. Furthermore, the company is aiming to develop sustainable SMM tools to become visible in larger audiences.

There are many positive advantages of digital marketing that we can see around us. However, Digital marketing comes with a lot of challenges and issues. Companies and organization cannot benefit from digital marketing without better strategies. There are various approaches while implementing digital marketing in any business. As per a result obtained from the research, Alma Artes is in its initial stage in the context of digital marketing. As a recommendation, Alma Artes should hire more professionals

into the team to cover every aspect of digital marketing such as SEO, PPC etc. With this approach, digital marketing professionals can solve the functional issues of digital marketing and also protect from critical spy issues.

Every company should understand that only being present online is not enough to reach the potential customer. Alma Artes should look forward to the customer engagement with a clear objective that can create potential customer interaction. Such potential customer interaction can help to convert into loyal customers. Furthermore, the company should develop a lifecycle campaign of the customers representing the success story of the customers and can be reinitialized or reform to create another success story. Apart from the subscribed email customers, the company should work on developing other services through various channels like SMM, Websites etc. As per as the survey and interview with digital marketing experts, SMM and content marketing are found to be effective marketing channel, they should further think out of the box to make those channels more effective which can increase the brand image and goodwill of the company.

The thesis was aimed to study the effectiveness of digital marketing tools to uplift the brand image of Alma Artes company. As per data obtained from the research, it shows a clear correlation between digital marketing activities and brand image. However, further research with large sample might help to explore other factors on what actually would work to strengthen the brand image of the company.

On the literature review, different theoretical framework such as Jennifer's 5 core of dimension, Chaffey's RACE framework and Aaker's Brand equity approach were discussed to leverage digital marketing activities and brand management. Furthermore, many different cases of digital marketing were discussed showing the drastic effect on the brand image of several companies. Based on the theoretical framework and research done, there is no doubt that digital marketing does indeed affect the brand image. Digital marketing is a big platform for the business holder that comes with a modern and unique feature. Alma Artes could invest in developing powerful content and should look for any additional opportunities that can attract new customer increasing its brand value and audience towards the company. Hence, this would help Alma Artes retaining its brand image in future.

REFERENCES

- Aaker, D.A. 1991. *Managing Brand Equity*. New York, NY: The Free Press
- Aaker, D.A. 1992. The value of brand equity. *Journal of Business Strategy*, 13(4), P.27-32.
- Aaker, D.A. 1996. *Building Strong Brands*. New York, NY: The Free Press
- Aaker, J.L. 1997. Dimension of Brand Personality. *Journal of Marketing research*, Volume 34, P.347-356 Available: <https://www.managementstudyguide.com/brand-image.htm>. Accessed 24th Feb 2020. Accessed: 1st March 2020.
- Advanced Learner's Dictionary of Current English, Oxford, New Delhi, P. 1069.
- Agresta, S. & Bough, B. 2011. *Perspectives on Social Media Marketing*. Boston, Massachusetts: Course Technology, a part of Cengage Learning
- Altheide, D. L. & Johnson, J. M. 1994. Criteria for assessing interpretive validity in qualitative research. In N. K. Denzin & Y. S. Lincoln (Eds.), *Handbook of qualitative research*. Thousand Oaks, CA: Sage, 485-499.
- American Marketing Association. Definition of marketing. Available: <https://www.ama.org/the-definition-of-marketing-what-is-marketing> . Accessed 3rd March 2020.
- Amplifir's SMM guide, Facebook marketing guide. Available: <https://socialtoolkits.com/smm-guidefacebook/>. Accessed 5th March 2020.
- Brewerton, P. 2001. *Organizational Research Methods*. London: Sage Publications Ltd.
- Campaign Monitor. 2019, Blog- Email marketing. Available at: <https://www.campaignmonitor.com/blog/email-marketing/2019/05/shocking-truth-about-how-many-emails-sent/#:~:text=In%20regard%20to%20email%20sends,in%202021%2C%20according%20to%20Statista>. Accessed: 8th April 2020.
- Chunawalla, S.A. 2009. *Compendium of Brand Management*. Revised edition. Mumbai: Himalayan Publishing House. Available: <https://ebookcentral-proquest-com.ezproxy.centria.fi/lib/cop-ebooks/reader.action?docID=3011349&query=+Compendium+of+Brand+Management>. Accessed 15th October 2019.
- Crawford, I.M 1997. *Marketing Research and Information System*. 1997 Available: <http://www.fao.org/3/w3241e/w3241e00.htm#Contents> Accessed 4th April 2020.
- Digital Nepal Framework. 2018. *Unlocking Nepal's Growth Potential*. Government of Nepal Ministry of Communication and Information Technology. Available at: <https://mocit.gov.np/application/resources/admin/uploads/source/EConsultation/Final%20Book.pdf>. Accessed: 7th April 2020.

- Gautam, S. 2018. Growing e-commerce business in Nepal. Available: <https://samikshyagautam.com/growing-ecommerce-business-in-nepal/> Accessed 25th Jan 2020.
- Hansen, F., Christensen L.B. 2003, Branding and Advertising. Copenhagen Business School Press. . Available at: <https://ebookcentral-proquest-com.ezproxy.centria.fi/lib/cop-ebooks/reader.action?docID=3400798&query=Branding+and+advertising> Accessed: 2nd September 2019
- Holland, M. 2016. How Youtube developed into a successful platform for user-generated content, Vol 7, ELON journal of undergraduate research in communication. Available at: <http://www.inquiriesjournal.com/articles/1477/how-youtube-developed-into-a-successful-platform-for-user-generated-content> Accessed: 12th April 2020.
- Iproperty Management. Airbnb Statistics. Available at: <https://ipropertymanagement.com/research/airbnb-statistics>.
- Jarboe, G. 2011. YouTube and Video Marketing: An Hour a Day (2). Hoboken, US: Sybex.
- Juneja, P. 2016 Brand identity. Meaning and Concept of Brand identity. Available: <https://www.managementstudyguide.com/brand-identity.htm> Accessed 24th Feb 2020.
- Juneja, P. 2016 Brand Image. Meaning and Concept of Brand Image. 2016. Management Study Guide.
- Kothari, C.R. 2004. Research Methodology, Methods and Techniques. Second Edition. New Delhi: New Age International Limited.
- Mahoney, M. 2020. 31 best digital marketing campaigns you can swipe. Available: <https://www.singlegrain.com/digital-marketing/best-online-marketing-companies/>. Accessed 29th Feb 2020.
- McDuffee, B. 2018. Strategic marketing vs tactical marketing. Available: <https://www.mmmatters.com/blog/strategic-marketing-vs-tactical-marketing#:~:text=Tactics%20are%20the%20action%20taken,product%20in%20front%20of%20projects>. Accessed: 1st October 2020
- Miller, R. G. 1997. Beyond ANOVA, Basics of Applied Statistics. Boca Raton, FL: Chapman & Hall
- Monette, D.R., Sullivan, T.J. & DeJong, C.R. 2010. Applied Social Research: A Tool for the Human Resources Cengage Learning.
- Pike, A. 2015, Origination. The geography of brands and branding. First edition. Johns Wiley and Sons inc. Available: <https://ebookcentral-proquest-com.ezproxy.centria.fi/lib/cop-ebooks/reader.action?docID=1895492&query=branding> Accessed 10th September 2019.
- Polonsky, M.J. & Waller, D.S. 2011. Designing and Managing a Research Project: A Business Student's Guide 2nd edition, SAGE.
- Redman LV. & Mory A.V.H. 1933. The Romance of Research, Williams & Wilkins Co, P.6-10.
- Safko, L. 2012. The Social media bible: tactics, tools & strategies for business success. Canada: John Wiley & Sons.

- Saunders, M. Lewis, P. Thornhill, A. 2012. Research Methods for Business Students. 6th edition, Pearson Education Limited.
- Schultz, D.E., Barnes, B.E. Strategic Brands Communication Campaigns. Fifth edition. USA: NTC Business Books.
- Sheehan, B. 2010. Online Marketing. Singapore: AVA Publishing SA.
- Shorty Awards. Uniqlo uncover, 100 heads Uniqlo. Available: <https://shortyawards.com/9th/uniqlo-uncover>. Accessed 22nd March 2019.
- Silwal, P. 2019. Digital Nepal Framework approved: Usage of ICT expected to increase Available: <https://ceotab.com/digital-nepal-framework-approved/> Accessed 10 March 2020.
- Sponder, M. & Khan, G.F. 2018. Digital Analytics for marketing. 711 Third Avenue, New York: Routledge Taylor & Francis Group.
- Sudman, S. and Bradburn, N. M. 1973, Asking Questions.
- Thomases, H. 2009. Twitter marketing: An hour a day. John Wiley & Son Publishing Inc.
- Vitalis, A. 2016. The Uncertain Digital Revolution. Volume 1. London: ISTE ltd. Available: <https://ebookcentral-proquest-com.ezproxy.centria.fi/lib/cop-ebooks/detail.action?docID=4691468&query=The+uncertain+Digital+Revolution> Accessed: 2nd September 2019.
- World Apart. Heineken. 2015. Video on Youtube. Available at: https://www.youtube.com/watch?v=dKggA9k8DKw&feature=youtu.be&ab_channel=AaronWhittier. Accessed on 12th April 2020.

“A survey on Alma Artes’s digital marketing activities to build brand image”.

The main purpose of this research is to study the current digital marketing activities of Alma Artes and suggest effective marketing activities to improve the brand image of the company. For the research findings, both mixed methods are used.

I hereby confirmed that participation in this survey is voluntary, and their data are non-anonymous and kept confidential.

Interview Question for Alma Artes company employee

1. What are the digital marketing channels that are implemented in your company currently?
2. What are the digital marketing activities you have been currently working with?
3. Does your company follow any specific or concrete digital marketing strategy?
4. Does your company frequently optimize or update digital marketing strategy?
5. How important is digital marketing activities for your company?
6. Which digital marketing activities you consider as the most efficient for your company? Why?
7. How do you identify efficiency of digital marketing activities?
8. Explain the main challenges in optimizing digital marketing activities?
9. What should be improved in digital marketing activities of your company?
10. How do you get an opinion towards the perception of digital marketing activities from the customers?
11. How do you measure yourself the success of digital marketing department performance in your company?
12. What are the concrete goals of Alma Artes company for the future? How digital marketing can contribute to it?
13. In your perspective, How digital marketing performance influences Alma Artes brand? How it is perceived by the customers?

Interview Question for Digital Marketing experts of Nepal

1. What do you think about challenges, opportunities, current development and future perspective of digital marketing in Nepal?
2. What are the changes that digital marketing has brought to businesses or organization in Nepal?
3. What are the effective digital marketing channels in Nepal?
4. What are the challenges in optimizing digital marketing activities? What suggestion would you prefer to optimize it?
5. What is the obvious next approach to strengthening digital marketing activities of businesses in Nepal?
6. Which key performance indicator can be used to measure the effectiveness of digital marketing activities of businesses in Nepal?

Survey on Alma Artes Company

Section A

1. Gender

- Male
- Female

2. Age

- 14 or under
- 15-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65 or over

3. How many hours do you spend on Internet per day? *

- Less than 3 hours
- 3-5 hours
- Above 5 hours

4. On a scale of 1 to 5, How often you use Internet for the proposes listed below? *

	1 Very rarely	2 Rarely	3 Sometimes	4 Often	5 Very often
Study	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social contacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How often do you use social media sites? *

	Daily	Weekly	Few times in a month	Once in a month or less
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pinterest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tumblr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Have you been active in doing the following activities on social media in the past 4 weeks? You can select multiple options. *

- Recommended a product or service to friends
- Criticized a product or service in a negative way
- Shared content from companies, brands or products (e.g. posts, photos, videos)
- Commented on a company or brand page
- Requested customer support
- 'Liked' or 'followed' a company or brand page
- None

7. On a scale of 1-5, How likely you are to trust a brand that is present *

	1 Very unlikely	2 Unlikely	3 Neither unlikely nor likely	4 Somewhat likely	5 Very likely
in social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in Websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in traditional media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. On a scale of 1-5, to what extent do you agree with the following statements?

Communication on social media *

	1 Highly disagree	2 Disagree	3 Neutral	4 Agree	5 Highly agree
a. makes a brand more reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. makes a brand more credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. makes a brand more attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. makes a brand more desirable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. makes a brand memorable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. creates a more positive image for a brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. On a scale of 1-5, to what extent do you agree that advertising in following platforms are useful to you *

	1 Not useful at all	2 Slightly useful	3 Useful	4 Very useful	5 Extremely useful
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search engines (Google, yahoo, Bing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers and magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telephone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. On a scale of 1-5, how irritating you experience advertising to be in the following media channels? *

	1 Not irritating at all	2 Slightly irritating	3 irritating	4 Very irritating	5 Extremely irritating
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search engines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers and magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telephone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. On the scale of 1-5, when you 'like' or 'follow' a brand on social media, how important is it to you that the page is *

	1 Not important at all	2 Not important	3 Neutral	4 Important	5 Very important
a. Posting interesting content (not necessarily product-related)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Posting new content often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Responding to comments fast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Responding to messages fast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Creating competitions or lotteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Posting information about products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Posting promotions and offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Do you consider certain brands to be an important element of your life? *

- Yes
- No

13. Do you believe that brands you buy reflect your personality? *

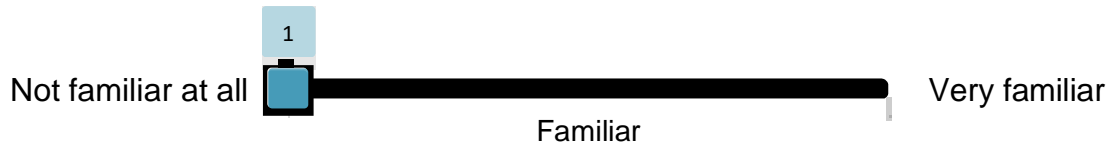
- Yes
- No

14. Do you interact with your favorite brands online?

- Yes
- No

Section B

15. On a scale of 1 to 5, how familiar are you with Alma Artes company? *



16. Have you seen Alma Artes company advertisement or their brand-related promotional activities online? If yes, through which channel? (You can select multiple options)

- Email
- Instagram
- Facebook
- Websites
- Youtube
- Others

17. What kind of content you have seen more of? *

- Branded content (Content with Brand Only)
- Tactical Content (Content with promotional and brand activities)
- Both

18. How would you rate about the content you have seen? *

	1	2	3	4	5	
Uninviting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attractive
Boring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exciting
Youthful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Mature
Annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Old-fashioned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Up to date

19. Have you received emails or texts from Alma Artes? *

- Yes
- No

20. On a scale of 1 to 5, how often do you follow Alma Artes in the following online platform? *

	1 Never	2 Rarely	3 Sometimes	4 Often	5 Very often
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Why do you follow Alma Artes on online platform? You can select multiple options. *

- For product information and services
- For new products and exclusive deals
- Pleasant content
- Others

22. On a scale of 1-5, how often do you see Alma Artes advertisement on digital channels?

*

	1 Never	2 Rarely	3 Sometimes	4 Often	5 Very often
Websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gmail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. On a scale of 1-5, to what extent do you agree with the following statement?

As a company, Alma Artes is *

	1 Highly disagree	2 Disagree	3 Neutral	4 Agree	5 Highly agree
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transparent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. On a scale of 1-5, please indicate how well the following terms describe the brand?

Alma Artes as a Brand is *

	1 Describe very poorly	2 Poor	3 Neutral	4 Well	5 Describe very well
a. Energetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Extroverted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Subdued	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Cool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Assertive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

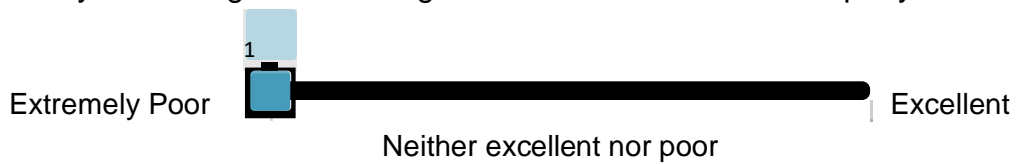
25. Based on your experiences, please indicate how well do the following terms describe the personality of Alma Artes brand *

	1 Describe very poorly	2 Poor	3 Neutral	4 Well	5 Describe very well
a. Sincerity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Excitement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Competence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Sophistication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Ruggedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Based on your review, what is the overall impression of Alma Artes company? *

- Attractive
- committed
- Neutral

27. How would you rate digital marketing activities of Alma Artes Company? *



28.

Would you to like to pass any comment to improve the digital marketing activities of the Company?

Thank you for your participation

Basic report

Survey on Alma Artes Company

Total number of respondents: 36

1. Gender

	n	Percent	Average
Male	27	75%	1.25
Female	9	25%	

2. Age

	n	Percent
14 or under	0	0%
15-19	0	0%
20-24	11	32.35%
25-29	18	52.94%
30-34	5	14.71%
35-39	0	0%
40-44	0	0%
45-49	0	0%
50-54	0	0%
55-59	0	0%
60-64	0	0%
65 or over	0	0%

3. How many hours do you spend on Internet per day?

	n	Percent	Average
Less than 3 hours	5	13.89%	2.31
3-5 hours	15	41.67%	
Above 5 hours	16	44.44%	

4. On a scale of 1 to 5, how often you use Internet for the proposes listed below?

	1 Very rarely	2 Rarely	3 Sometimes	4 Often	5 Very often	Average	Median	SD
Study	13.89%	2.78%	27.78%	30.55%	25%	3.5	4	1.29
Social contacts	5.55%	5.56%	16.67%	36.11%	36.11%	3.92	4	1.13
Gaming	8.33%	5.56%	38.89%	27.78%	19.44%	3.44	3	1.13
Shopping	13.89%	13.89%	22.22%	25%	25%	3.33	3.5	1.37
Business	8.33%	13.89%	19.44%	30.56%	27.78%	3.56	4	1.27

5. How often do you use social media sites?

	Daily	Weekly	Few times in a month	Once in a month or less	Average	Median	SD
Facebook	91.66%	2.78%	2.78%	2.78%	1.17	1	0.60
Instagram	97.22%	2.78%	0%	0%	1.03	1	0.17
Pinterest	25%	22.22%	22.22%	30.56%	2.58	3	1.17
Tumblr	0%	2.78%	2.78%	94.44%	3.92	4	0.36
twitter	13.89%	5.55%	16.67%	63.89%	3.31	4	1.0
Youtube	97.22%	0%	0%	2.78%	1.08	1	0.50
Snapchat	25%	25%	8.33%	41.67%	2.67	2.5	1.26
LinkedIn	5.56%	5.56%	19.44%	69.44%	3.53	4	0.84

6. Have you been active in doing the following activities on social media in the past 4 weeks? You can select multiple options.

	n	Percent
Recommended a product or service to friends	23	63.89%
Criticized a product or service in a negative way	8	22.22%
Shared content from companies, brands or products (e.g. posts, photos, videos)	19	52.78%
Commented on a company or brand page	15	41.67%
Requested customer support	10	27.78%
'Liked' or 'followed' a company or brand page	24	66.67%
None	5	13.89%
Average		
3.7		
Median		
4		

7. On a scale of 1 to 5, how likely you are to trust a brand that is present

	1 Very unlikely	2 Unlikely	3 Neither unlikely nor likely	4 Somewhat likely	5 Very likely	Average	Median	SD
in social media	0%	5.55%	38.89%	30.56%	25%	3.75	4	0.90
in Websites	0%	2.78%	33.33%	41.67%	22.22%	3.83	4	0.81
in traditional media	0%	2.78%	44.44%	38.89%	13.89%	3.64	4	0.76

8. On a scale of 1 to 5, to what extent do you agree with the following statements? Communication on social media

	1 Highly disagree	2 Disagree	3 Neutral	4 Agree	5 Highly agree	Total	Average	Median	SD
a. makes a brand more reliable	0 0%	0 0%	10 27.78%	10 27.78%	16 44.44%	36	4.17	4	0.85
b. makes a brand more credible	0 0%	2 5.55%	6 16.67%	15 41.67%	13 36.11%	36	4.08	4	0.87
c. makes a brand more attractive	0 0%	3 8.33%	5 13.89%	12 33.33%	16 44.45%	36	4.14	4	0.96
d. makes a brand more desirable	0 0%	2 5.55%	4 11.11%	15 41.67%	15 41.67%	36	4.19	4	0.86
e. makes a brand memorable	0 0%	1 2.78%	7 19.44%	13 36.11%	15 41.67%	36	4.17	4	0.85
f. creates a more positive image for a brand	0 0%	1 2.78%	8 22.22%	9 25%	18 50%	36	4.22	4.5	0.90
Total	0	9	40	74	93	216	4.16	4	0.90

9. On a scale of 1 to 5, to what extent do you agree that advertising in following platforms are useful to you

	1 Not useful at all	2 Slightly useful	3 Useful	4 Very useful	5 Extremely useful	Average	Median	SD
Social media	0%	8.34%	22.22%	47.22%	22.22%	3.83	4	0.88
Search engines	2.78%	8.33%	27.78%	38.89%	22.22%	3.69	4	1.0
Other websites	2.78%	16.67%	33.33%	36.11%	11.11%	3.36	3	1.0
Newspapers	2.78%	11.11%	38.89%	44.44%	2.78%	3.33	3	0.83
E-mail	8.33%	25%	44.45%	13.89%	8.33%	2.89	3	1.0
Telephone	41.67%	13.89%	30.56%	5.55%	8.33%	2.25	2	1.30

10. On a scale of 1 to 5, how irritating you experience advertising to be in the following media channels?

	1 Not irritating at all	2 Slightly irritating	3 irritating	4 Very irritating	5 Extremely irritating	Average	Median	SD
Social media	33.33%	33.33%	19.45%	5.56%	8.33%	2.22	2	1.22
Search engines	47.22%	19.45%	19.44%	5.56%	8.33%	2.08	2	1.29
Other websites	36.11%	27.78%	22.22%	5.56%	8.33%	2.22	2	1.24
Newspapers and magazines	69.44%	11.11%	13.89%	0%	5.56%	1.61	1	1.10
E-mail	8.33%	50%	16.67%	13.89%	11.11%	2.69	2	1.16
Telephone	13.89%	22.22%	19.44%	13.89%	30.56%	3.25	3	1.46

11. On a scale of 1 to 5, when you 'like' or 'follow' a brand on social media, how important it is to you that the page is

Number of respondents: 36

	1 Not important at all	2 Not important	3 Neutral	4 Important	5 Very important	Mean	Median	SD
a. Posting interesting content (not necessarily product-related)	0%	0%	22.22%	25%	52.78%	4.31	5	0.82
b. Posting new content often	0%	0%	16.67%	36.11%	47.22%	4.31	4	0.74
c. Responding to comments fast	0%	5.56%	11.11%	22.22%	61.11%	4.39	5	0.90
d. Responding to messages fast	0%	2.78%	5.55%	25%	66.67%	4.56	5	0.73
e. Creating competitions or lotteries	0%	11.11%	50%	27.78%	11.11%	3.39	3	0.83
f. Posting information about products	0%	0%	8.33%	36.11%	55.56%	4.47	5	0.65
g. Posting promotions and offers	0%	2.78%	5.56%	36.11%	55.55%	4.44	5	0.73

12. Do you consider certain brands to be an important element of your life?

Number of respondents: 36

	n	Percent
Yes	32	88.89%
No	4	11.11%

13. Do you believe that brands you buy reflect your personality?

Number of respondents: 36

	n	Percent
Yes	33	91.67%
No	3	8.33%

14. Do you interact with your favourite brands online?

Number of respondents: 36

	n	Percent
Yes	24	66.67%
No	12	33.33%

15. On a scale of 1 to 5, how familiar are you with Alma Artes company?

Min value	Max value	Average	Median	Sum	Standard Deviation
1	5	3.72	4	134	1.3

Slider value quantity	n	Percent
1	3	8.33%
2	3	8.33%
3	9	25%
4	7	19.45%
5	14	38.89%

16. Have you seen Alma Artes company advertisement or their brand-related promotional activities online? If yes, through which channel? (You can select multiple options)

Number of respondents: 35, selected answers: 94

	n	Percent
Email	7	20%
Instagram	32	91.43%
Facebook	27	77.14%
Websites	11	31.43%
Youtube	8	22.86%
Others	9	25.71%
Average	Median	
3.09	3	

17. What kind of content you have seen more of?

	n	Percent
Branded content (Content focusing on developing reputation of brand)	11	30.56%
Tactical Content (Content focusing on advertising and sales promotion of brand)	3	8.33%
Both	22	61.11%

Average	Median
2.31	3

18. How would you rate the content you have seen?

	1	2	3	4	5		Total	Average	Median	SD
Uninviting	1 2.78%	1 2.78%	17 47.22%	12 33.33%	5 13.89%	Attractive	36	3.53	3	0.87
Boring	3 8.33%	4 11.11%	16 44.45%	10 27.78%	3 8.33%	Exciting	36	3.17	3	1.02
Youthful	0 0%	3 8.33%	20 55.55%	11 30.56%	2 5.56%	Mature	36	3.33	3	0.72
Annoying	5 13.89%	1 2.78%	15 41.67%	12 33.33%	3 8.33%	Pleasant	36	3.19	3	1.12
Old-fashioned	1 2.78%	2 5.55%	14 38.89%	13 36.11%	6 16.67%	Up to date	36	3.58	4	0.94
Total	10	11	82	58	19		180	3.36	3	0.93

19. Have you received emails or texts from Alma Artes?

	n	Percent
Yes	17	47.22%
No	19	52.78%

20. On a scale of 1 to 5, how often do you follow Alma Artes in the following online platform?

	1 Never	2 Rarely	3 Sometimes	4 Often	5 Very often	Average	Median	SD
Facebook	13.89%	5.56%	11.11%	36.11%	33.33%	3.69	4	1.36
Instagram	8.33%	0%	16.67%	30.56%	44.44%	4.03	4	1.18
Youtube	33.33%	38.89%	25%	2.78%	0%	1.97	2	0.85
Websites	22.22%	33.33%	27.78%	13.89%	2.78%	2.42	2	1.07

21. Why do you follow Almaartes on online platform? You can select multiple options.

	n	Percent
For product information and services	28	77.78%
For new products and exclusive deals	25	69.44%
Pleasant content	14	38.89%
Others	13	36.11%

22. How often do you see Alma Artes advertisement on digital channels?

	Never	Rarely	Sometimes	Often	Very often	Total	Average	Median	SD
Websites	10 27.78%	10 27.78%	15 41.66%	1 2.78%	0 0%	36	2.19	2	0.89
Facebook	3 8.33%	6 16.67%	11 30.56%	7 19.44%	9 25%	36	3.36	3	1.27
Instagram	2 5.55%	2 5.56%	7 19.44%	14 38.89%	11 30.56%	36	3.83	4	1.11
Gmail	14 38.89%	9 25%	13 36.11%	0 0%	0 0%	36	1.97	2	0.88
Youtube	14 38.89%	16 44.44%	4 11.11%	2 5.56%	0 0%	36	1.83	2	0.85
Total	43	43	50	24	20	180	2.64	3	1.30

23. On a scale of 1 to 5, to what extent do you agree with the following statement? As a company, Alma Artes is

	1 Highly disagree	2 Disagree	3 Neutral	4 Agree	5 Highly agree	Average	Median	SD
Trustworthy	0%	0%	36.11%	41.67%	22.22%	3.86	4	0.77
Responsible	0%	0%	36.11%	44.45%	19.44%	3.83	4	0.74
Sustainable	0%	0%	58.33%	25%	16.67%	3.58	3	0.77
Transparent	0%	0%	61.11%	25%	13.89%	3.53	3	0.74

24. On a scale of 1 to 5, please indicate how well the following expressions describe the brand? Alma Artes as a brand is

	1 Describe very poorly	2 Poor	3 Neutral	4 Well	5 Describe very well	Average	SD	Median
Energetic	0%	5.56%	25%	50%	19.44%	3.83	0.81	4
Extroverted	0%	8.33%	41.67%	33.33%	16.67%	3.58	0.88	3.5
Subdued	2.78%	5.56%	50%	33.33%	8.33%	3.39	0.83	3
Cool	0%	0%	30.55%	52.78%	16.67%	3.86	0.68	4
Assertive	0%	0%	50%	38.89%	11.11%	3.61	0.69	3.5
Warm	0%	2.78%	47.22%	47.22%	2.78%	3.5	0.61	3.5

25. Based on your experiences, please indicate how well do the following expressions describe the personality of Alma Artes brand.

	1 Describe very poorly	2 Poor	3 Neutral	4 Well	5 Describe very well	Average	Median	SD
a. Sincerity	0%	2.78%	47.22%	33.33%	16.67%	3.64	3.5	0.80
b. Excitement	0%	5.55%	36.11%	41.67%	16.67%	3.69	4	0.82
c. Competence	0%	0%	36.11%	52.78%	11.11%	3.75	4	0.34
d. Sophistication	0%	0%	50%	38.89%	11.11%	3.61	3.5	0.68
e. Ruggedness	5.56%	0%	47.22%	33.33%	13.89%	3.5	3	0.94

26. What is the overall impression of Almaartes company?

	n	Percent
Attractive	15	41.67%
committed	11	30.55%
Neutral	10	27.78%

27. How would you rate digital marketing activities of Alma Artes Company?

Min value	Max value	Average	Median	Sum	Standard Deviation
1	5	3.25	3	117	0.97

Slider value	quantity	n	Percent
1		1	2.78%
2		6	16.67%
3		16	44.44%
4		9	25%
5		4	11.11%

28. Would you like to pass any comment to improve the digital marketing activities of Alma Artes?

Number of respondents: 7

Responses

Hi Alma Artes, what's your target? high earners/ middle earners/ small earners? 29,000,000 people in Nepal. how do you reach out to those people? 1% of 29 million is 290,000. if you could reach out to 0.1% i.e. 2900 people wearing alma at a profit of 7k will earn u more than 20 million. how do you reach out to everyone? it's the upcoming popular form of social media you gotta target. Tiktok maybe for e.g.

Make a plan and try something new Alma Artes....

Keep it up and wish you all the best...

Not in the marketing field but yes you guys are trying a lot. Push each other more to reach the company's goals. Sometimes just by working hard is not enough. Working smart should do the trick.

You should often do this kind of survey as it shows you value our opinions. Together with Digital Marketing, this is the best way to gain valuable brand ambassadors who will spread a positive word of mouth for Alma Artes.

keep up the good work

Keep it up.
