Digital Marketing and Corporate Social Responsibility on Brand Building: A Study of Daraz

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ABSTRACT

This research aims to investigate the relationship between digital marketing, corporate social responsibility (CSR), and their combined impact on brand building, with a specific focus on Daraz. The research is characterized as quantitative in nature. SPSS software facilitated data analysis, encompassing respondent profiling, descriptive analysis, and correlation and regression calculations. Correlation analysis revealed a significantly positive relationship among all independent variables (social media marketing, promotional activities, social disclosure, environmental disclosure) and the dependent variable (brand building). Hypotheses were formulated to assess the significance of these relationships. Results indicated that promotional activities and environmental disclosure significantly impact brand building. However, multi-collinearity issues hindered the testing of hypotheses related to social media marketing and social disclosure. Despite contributing valuable insights, this research has limitations. The focus on only four variables may overlook other factors influencing brand building. Additionally, the sample size is confined to respondents with internet access, limiting the generalizability of the results to the broader population. These considerations underscore the need for caution when interpreting and applying the findings beyond the scope of this study.

Keywords: *Digital marketing, Corporate social responsibility, Brand building, Promotional activities, Environmental disclosure.*

Introduction

The traditional landscape of marketing has undergone significant transformations with the evolution of societal behaviors and technological advancements, particularly in the realm of digital marketing. Businesses have adapted their strategies to align with the demands of the modern era, where the creation and promotion of a brand have become pivotal tasks (Mishra, 2019). Digital marketing, encompassing channels such as websites, social media, email, and mobile apps, plays a crucial role in this contemporary marketing landscape (Indumathi, 2018). Its utilization allows businesses to engage with a vast audience in real-time, facilitating two-way communication and relationship-building. Incorporating digital marketing into brand-building strategies enhances brand awareness, reputation, and fosters customer loyalty (Moravcikova & Kliestikova, 2017).

Initially, digital marketing primarily served as a means to disseminate text-based information about goods and services. However, the expansion of the Internet and social media has elevated digital marketing beyond mere information-sharing, transforming it into a platform for advertising and customer interaction (Viglia & Viglia, 2014).

The rise of customers on digital platforms has driven businesses to place increased emphasis on digital marketing, reshaping the way companies communicate and maintain relationships with their customers.

Digital channels and information technology have transformed communication, providing opportunities for personalized, frequent, and cost-effective interactions between companies and customers. Regular engagement through digital marketing communication contributes to stronger customer relationships and increased loyalty, impacting company profitability (Lipiainen, Karjaluoto & Nevalainen, 2014).

Moreover, businesses recognize the changing role of customers as co-producers of value, utilizing interactivity in digital media to enhance customer-brand relationships. This includes various forms of engagement such as games, website activities, and educational content about products or services (Heinonen & Strandvik, 2002).

In the contemporary business environment, brand creation has become indispensable due to heightened competition driven by globalization. To meet the rising demand for sustainable products, businesses are compelled to focus on environmentally friendly goods, necessitating green innovation. Corporate Social Responsibility (CSR) complements these efforts by emphasizing ethical and sustainable business practices, aligning with societal and environmental considerations (Lee, Song, Lee, Lee, & Bernhard, 2013). Businesses implementing robust CSR strategies demonstrate commitment to positive impact, gaining trust and loyalty from socially conscious consumers (Afiuc et al., 2021) with a help of case analysis of Daraz.

Daraz, established in 2012 as a small online fashion retailer, has evolved into a prominent e-commerce platform operating across various countries, including Pakistan, Bangladesh, Sri Lanka, and Nepal. As Daraz Group since 2015, the company focuses on enabling small and medium-sized enterprises to thrive online and providing customers with a personalized shopping experience. It has grown to become one of the largest online marketplaces in South Asia, offering a diverse range of products at competitive prices.

Daraz's success is attributed to its user-friendly website and mobile app, coupled with frequent sales and promotional activities, attracting customers seeking convenience and affordability. The company maintains a robust presence on social media platforms, employing an effective strategy that includes engaging content, collaborations with influencers, and attentive customer service. These efforts have contributed to building a strong reputation and fostering customer loyalty (Karim, 2020).

Noteworthy is Daraz's commitment to social responsibility and environmental sustainability. The company actively engages in initiatives related to education, healthcare, and community development, partnering with various organizations to make a positive impact. Daraz University, aimed at skill development for entrepreneurs and SMEs, exemplifies its dedication to empowerment. The company also encourages employee volunteerism and supports community projects (Joshi & Promsit, 2019).

Addressing environmental concerns, Daraz has implemented eco-friendly practices such as recyclable packaging materials, reducing plastic usage, and exploring renewable energy options. The company actively promotes environmental awareness and has committed to planting one million trees across the region (Daraz, 2023).

Problem Statement

In this dynamic business landscape, the synergy between digital marketing and CSR becomes crucial for brand building. To understand and quantify the impact of these components on brand building, this study focuses on Daraz, a prominent online shopping platform. As consumer preferences evolve, and competition intensifies, businesses must navigate the intersection of digital marketing and CSR to maintain relevance, foster positive brand impressions, and drive sustainable growth. Through this research, we aim to contribute valuable insights into the interplay of

digital marketing and CSR in the context of Daraz's brand-building efforts.

This study addresses a gap in the Nepalese market context, examining the effectiveness of social media and promotional activities in shaping consumer perceptions of brand image. Additionally, it explores the emerging trend of social disclosure, where companies publicly share social and environmental information. While seen as beneficial for enhancing brand reputation, challenges exist, including defining effective social disclosure and understanding its impact on brand equity (Mishra & Aithal, 2021 a & b: Sah & Mishra, 2020)

Environmental consciousness among consumers is rising, leading them to seek environmentally friendly products and services. Companies showcasing commitment to sustainability align with consumer values. However, challenges arise in effectively communicating environmental initiatives, measuring their impact on brand equity, and balancing environmental goals with other business objectives.

Research Objective

The primary objective of this study is to comprehensively explore the interplay between digital marketing and corporate social responsibility in the context of brand building for Daraz Nepal. The aim is to provide valuable insights and recommend practical strategies that align with consumer preferences and contribute to sustainable business growth.

Literature Review

Impact of Social Media Marketing on Brand Building

These studies collectively investigate the multifaceted impact of social media on brand building, employing diverse methodologies and exploring various dimensions of consumer behavior. Bilgin's (2018) research emphasizes the significant influence of social media marketing activities on brand image and loyalty, revealing the pivotal role of social media in brand-building efforts.

Schivinski & Dabrowski (2016) delve into the effects of user-generated content on social media platforms, highlighting its positive impact on brand equity and attitude among Facebook users in Poland. Budiman's (2021) study in Indonesia focuses on Generation Y, demonstrating the positive effects of e-WOM, online communities, and online advertising on brand image and loyalty.

Ebrahim's (2020) research in Egypt identifies three primary dimensions of social media marketing activities and their direct influence on brand loyalty, emphasizing the mediating role of brand trust. Schivinski et al. (2022) investigation explores the moderating role of self-congruity in the relationship between social media communication and consumer-based brand equity, particularly in the context of fashion brands.

Jibril et al. (2019) study emphasizes the positive impact of social media platforms on consumer-brand engagement and relationships, highlighting the mediating role of online brand communities. Chen and Lin's (2019) research reveals the indirect effects of social media marketing activities on consumer behavior through satisfaction, social identification, and perceived value.

Yang et al. (2021) study underscores the significance of expressive facial and visual aesthetics on Instagram images in shaping perceptions of source and brand authenticity. Machado et al.'s (2019) research on Facebook explores the relationship between brand gender, consumer-brand engagement, brand love, and consumer-based brand equity.

Wardi's (2022) research on MSGlow Red jelly consumers and TiK-ToK users highlights the positive influence of social media marketing on brand image and subsequent repurchase intention. These studies collectively enhance our understanding of the intricate dynamics through which social media impacts brand building across diverse contexts and industries.

Impact of Promotional Activity on Brand Building

The reviewed studies collectively provide valuable insights into the impact of promotional activities

on brand building. Tong & Hawley (2009) caution against the detrimental effects of frequent price promotions in the Chinese clothing market, identifying store image, celebrity endorsement, event sponsorship, web advertising, and non-price promotions as key contributors to building brand equity.

Kumar & Patra's (2017) review emphasizes the dynamic impact of promotional mix elements, including advertising, personal selling, public relations, direct marketing, and sales promotion, on brand equity. The study cautions against potential harm to brand image caused by monetary promotions.

Buil, De Chernatony & Martinez (2013) explore relationships between advertising, sales promotions, and brand equity, underlining the importance of understanding consumer attitudes towards advertisements and distinguishing effects of monetary and non-monetary promotions.

Ali & Muhammad's (2021) research focuses on the FMCG industry in Pakistan, revealing the significance of unique promotion tools like free samples, price reductions, and buy one get one free offers in influencing consumer buying behavior.

Piratheepan & Pushpanathan's (2013) study assesses the impact of promotional strategies on brand awareness of milk powder brands, finding a positive relationship between advertising, sales promotions, personal selling, and direct marketing with brand awareness.

Montaner & Pina's (2008) examination of sales promotions highlights the nuanced impact of different promotional tools on consumers' assessments of product price and brand image.

Rojuee & Rojuee's (2017) exploration of advertising and sales promotion techniques for ChiToz emphasizes the significant influence of customer perception of advertising costs and non-financial sales promotion tools on brand awareness, perceived quality, brand associations, and brand loyalty.

These studies collectively stress the importance of tailoring promotional strategies to specific markets, consumer behaviors, and industry contexts to optimize brand equity and create a positive brand image.

Impact of Social Disclosure on Brand Building

In this synthetic review, Husser & Evraert-Bardinet (2015) explore the interconnections among a company's market value, accounting fundamentals, and its corporate social responsibility (CSR) and sustainable development (SD) disclosures. Their study, based on data from 120 companies during 2007-2008, underscores the impact of environmental management on short-term performance evaluation and the influence of social disclosures on both short and long-term performance. The findings highlight the growing preference among investors for companies demonstrating robust environmental and social practices. However, the study's limitations, including a restricted timeframe and specific company focus, suggest a need for further research to comprehensively grasp these relationships.

Pucheta-Martínez, Gallego-Álvarez & Bel-Oms (2021) investigate the effects of audit committee characteristics on CSR disclosure, focusing on independence and financial expertise. Analyzing a vast dataset of 13,178 firm-year observations, the study establishes positive associations between the presence of an audit committee, financial expertise, and CSR disclosure. Notably, board gender diversity moderates these effects, emphasizing the positive influence of female directors on CSR disclosure. The study highlights the significance of audit committees and gender diversity in advancing CSR reporting, providing valuable insights for corporate governance practices.

Nguyen, Vu, Nguyen, & Le (2021) scrutinize the impact of various company characteristics on Corporate Social Responsibility Disclosure (CSRD) within the Vietnam stock market. Using regression analysis, the study identifies positive associations between firm size, liquidity, government ownership, environmental industry sensitivity, and CSRD. Additionally, CSRD is

found to positively influence both return on assets (ROA) and return on equity (ROE). The study offers actionable recommendations to enhance CSR information disclosure, promoting social responsibility for sustainable development.

Liu, Meng, Zhao, & Duan (2020) concentrate on small- and medium-sized enterprises (SMEs) during the COVID-19 pandemic, investigating the role of we-media in internal corporate social responsibility (ICSR) disclosure. Employing structural equation modeling and empirical analysis, the study reveals that SMEs fulfilling ICSR during the pandemic can enhance consumer brand attitudes. The findings suggest the potential for SMEs to utilize we-media to strengthen ICSR and consumer brand attitudes during crises, providing valuable insights through a multifaceted approach.

Malik & Kanwal (2018) undertake a case study on listed pharmaceutical firms in Pakistan to evaluate the impact of corporate social responsibility disclosure (CSRD) on financial performance. Utilizing panel data from 2005 to 2014, the study identifies GSK Pakistan Laboratories as a leader in disclosure. Brand equity emerges as a mediator between CSRD and financial performance. While offering insights into the dynamics of the pharmaceutical industry in Pakistan, the study suggests addressing limitations and enhancing generalizability for a more comprehensive understanding of the broader implications of CSR disclosure.

This synthetic review navigates through diverse studies, unraveling the complex relationships between corporate social responsibility, financial performance, and market value. Each study contributes distinctive insights, collectively enriching our understanding of how various factors and strategies shape corporate sustainability and success.

Impact of Environment Disclosure on Brand Building

Pedron, Macagnan, Simon, & Vancin (2021) investigate the connection between environmental information disclosure and the profitability and

value of firms on the Brazilian Stock Market. The study uncovers significant differences between firms disclosing environmental information and those that do not, emphasizing the crucial role of annual reports and standardized financial statements as evidence sources. Findings suggest the involvement of legitimacy theory and proprietary costs theory in the disclosure decision process, positively impacting the value of publicly traded Brazilian companies. Despite offering valuable insights, the study's limited timeframe and exclusive focus on Brazilian firms necessitate further research for a comprehensive understanding.

Dewi (2020) delves into the impact of environmental disclosure on corporate reputation in Indonesian manufacturing companies, considering the moderating role of independent commissioners. Utilizing the Corporate Image Index (CII), the study underscores the positive influence of environmental disclosure on corporate reputation, highlighting the moderating role of independent commissioners. Practical implications stress the significance of environmental responsibility in disclosures for reputation enhancement. However, the study's sector-specific focus in Indonesia may limit generalizability, calling for a more detailed analysis of disclosure mechanisms.

Rachmawati (2021) explores the relationship between carbon emissions disclosure, environmental performance, green strategy, and firm value in Indonesia's manufacturing sector. Employing panel regression analysis, the study reveals that carbon emissions disclosure lacks a direct effect on firm value, while environmental performance and green strategy positively impact it. Recommendations center on improving environmental disclosures and Corporate Social Responsibility (CSR) activities. However, the sector-specific and country-specific focus may limit generalizability, demanding a more comprehensive analysis of mechanisms.

Zahari, Esa, Rajadurai, Azizan, & Muhamad Tamyez (2020) scrutinize the impact of corporate social responsibility (CSR) practices on financial-
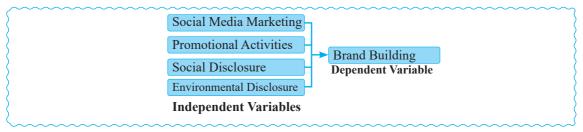
based brand equity in Malaysia. The study underscores CSR's importance in the competitive business environment, unveiling a positive relationship between active CSR practices and enhanced brand equity among Malaysia's Top 100 brands. Contributing to CSR literature, especially in developing countries, the study offers practical insights for strategic brand management. While valuable, the study's use of a CSR checklist instrument and focus on a specific checklist may pose limitations, indicating avenues for further research.

This research (Mishra, & Aithal, 2023 (a), (b): Mishra, & Aithal, 2021 (a), (b): Mishra, & Aithal, 2022: Mishra, Rai, & Aithal, 2023) contributes to the understanding of consumer behavior and its relationship to packaging design, which has implications for marketing strategies and consumer decision-making in sustainable business operation. Each study brings out unique aspects, enriching our understanding of the significance of responsible business practices across diverse contexts and industries.

Methodology

The theoretical framework for this study is based on the research conducted in the UK's manufacturing companies by Tariq, Alshurideh, Akour, Al-Hawary, & Kurdi (2022). The study aims to investigate the influence of social media, promotional campaigns, and corporate social responsibility (CSR) policies on consumers' attitudes towards brand image, loyalty, and purchasing decisions as shown in figure 1.

Figure 1: Theoretical Framework

The research adopts a descriptive and explanatory approach, delineating population characteristics without manipulation in its descriptive nature and aiming to identify cause-and-effect relationships among variables in its explanatory aspect. The primary survey, conducted through self-administered questionnaires, is complemented by expert opinions obtained based on research necessity. For data analysis, statistical tools such as correlation, regression, mean, standard deviation, T-Test, and hypothesis testing are employed, utilizing software like the Statistical Package for Social Science (SPSS) and Microsoft Excel. Descriptive statistics involve the calculation of mean, median, and standard deviation for respondent profiles, while reliability analysis employs Cronbach's alpha. In terms of the sample, convenience sampling within non-probability sampling is utilized, targeting active consumers purchasing from Daraz in Nepal's urban areas.

The survey, with a total of 302 participants, gathers primary data through a structured questionnaire validated by 19 initial responses. The instrumentation involves a conceptual framework developed from secondary data, transitioning to primary data collection using a questionnaire with sections covering demographic information and Likert-scale measurement questions. The Likert scale, a five-point scale, gauges agreement/ disagreement responses. The data collection procedure employs an ongoing electronic survey distributed to educated and aware individuals in urban areas. The research's timeframe extends for a specified period, during which 302 responses are collected, ensuring reliability.

Hypothesis

In order to find which factors, affect the corporate reputation, following are the research hypothesis set to test for this study:

H1: Social media marketing about product and services has a positive and significant impact on brand building.

H2: Digital promotional activities of the company has significant and positive effect on brand building.

H4: Social disclosure by the company has significant impact on the brand building.

H4: Environmental disclosure by the company has significant impact on the brand building.

The Cronbach's Alpha reliability test was performed during the pilot test, yielding reliable results with a Cronbach's Alpha of .958 out of 27 questions. Subsequently, the main study involved 302 respondents, and the reliability test showed a Cronbach's Alpha of .936, confirming the questionnaire's reliability. Validity was ensured through expert discussions, a comprehensive literature review, and careful item designation.

Results and Discussion

Data Descriptive: This section provides a descriptive analysis of the data collected through questionnaires during the research process. Descriptive statistics, such as mean, standard deviation, and minimum/maximum values, were calculated to simplify the large dataset associated with variables related to Social Media Marketing (SMM), Promotional Activities (PA), Social Disclosure (SD), Environmental Disclosure (ED), and Brand Building (BB). Using a five-point Likert scale with 302 respondents, each variable's impact on brand building was assessed. Notably, SMM demonstrated a positive impact with an aggregate mean of 3.906. Similarly, PA, SD, and ED exhibited positive impacts with aggregate means of 3.918, 3.892, and 4.004, respectively. The brand-building variable presented an aggregate mean of 3.997, indicating a favorable impact. Detailed statistics for individual items within each variable further elucidate respondent perspectives, contributing to a comprehensive understanding of the research findings.

Correlation analysis: Correlation analysis was conducted to assess the relationship between independent variables (Social Media Marketing, Digital Promotional Activities, Social Disclosure,

and Environmental Disclosure) and the dependent variable (Brand Building). The analysis aimed to determine the significance and direction (positive or negative) of these relationships.

The overall correlation analysis revealed significant correlations between all independent variables and Brand Building at the 0.01 level. Specifically, Social Media Marketing showed a moderate positive correlation with Brand Building (Pearson Coefficient = 0.470), indicating a positive impact. Similarly, Digital Promotional Activities exhibited a moderate positive correlation (Pearson Coefficient = 0.466), suggesting a positive influence on Brand Building.

Additionally, Social Disclosure demonstrated a moderate positive correlation (Pearson Coefficient = 0.475), indicating a positive impact on Brand Building. Environmental Disclosure displayed the highest correlation coefficient (Pearson Coefficient = 0.599), signifying a strong positive correlation and a substantial positive impact on Brand Building.

These findings emphasize the positive relationships between the studied independent variables and Brand Building, contributing valuable insights into the impact of digital marketing, promotional activities, social disclosure, and environmental disclosure on brand development.

Regression Analysis of Independent Variables on Brand Building

Multiple regressions was used to explore the impact of independent variable on dependent variable.

Multiple Regression Model

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + Ei$$

Where,

Y = Brand Building
X_1 = Social Media Marketing
X_2 = Promotional Activities
X_3 = Social Disclosure
X_4 = Environmental Disclosure
b = Constant
Ei = Error term

Tables below show the findings of regression analysis between independent and dependent variables:

Table 1: Model Summary

R	R2	Adjusted R2	Std. Error of the Estimate
.620a	.384	.376	.49276

Predictors: (Constant), Environmental Disclosure, Promotional Activities, Social Disclosure, Social Media Marketing

In this context from table 1, the R2 value of 0.384 signifies that 38.4% of the variation in the dependent variable, namely brand building, is explained by the independent variables—social media marketing, digital promotional activities, social disclosure, and environmental disclosure. A higher R2 percentage indicates a better fit of the model to the data, highlighting the substantial influence of the identified independent variables on brand building.

Furthermore, the model summary presents a standard error of estimate of 0.49276. This value represents the variability of observed brand building values from the regression line, with a measure of 0.49276 units. These statistical metrics collectively contribute to a comprehensive understanding of the model's effectiveness in explaining and predicting the variance in brand building.

Along with the results of the Regression ANOVA, a crucial analysis to assess the reliability of the regression model. The model's appropriateness is determined when the confidence level is 95% or higher. In this case, the F-significance value of $p < 0.01$ indicates that the regression model has less than a 0.01 likelihood of making an incorrect prediction. This implies a confidence level above 95%, affirming the appropriateness of the regression model and the reliability of the obtained results.

Effect of Multi Collinearity

The results in Table 2 Regression Coefficients I indicate the impact of independent variables on the dependent variable (Brand Building). The table reveals unstandardized coefficients, standardized coefficients (Beta), T-values, and significance levels. Importantly, the collinearity statistics suggest a potential issue of multicollinearity, as evidenced by Variance Inflation Factor (VIF) values exceeding 3 for some independent variables.

Table 2: Regression Coefficients I

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	1.292	.209		.6194	.000		.000
Social Media Marketing	.052	.289	.050	.179	.858	.026	38.284
Digital promotional Activities	.424	.249	.409	1.704	.089	.036	27.805
Social Disclosure	-.312	.252	-.307	-1.238	.217	.034	29.760
Environmental Disclosure	.513	0.59	.527	8.736	.000	.569	1.758

To address this, a stepwise method would be employed for a more reliable analysis.

Using Stepwise Method

Table 3: Model Summary II

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599a	.359	.357	.50018
2	.617b	.380	.376	.49270

a. Predictors: (Constant), Environmental Disclosure

b. Predictors: (Constant), Environmental Disclosure, Promotional Activities

The results using the Stepwise Method are summarized in Table 3. The model summary indicates that Model 2, with predictors (Constant), Environmental Disclosure, and Promotional

Activities, has a higher R2 value (coefficient of determination) of .380 compared to Model 1. This suggests that 38.0% of the variation in the dependent variable, brand building, is explained by the independent variables in Model 2. The standard error of the estimate is 0.49270, reflecting the variability of observed values of brand building from the regression line. The selection of Model 2 is based on its higher explanatory power.

Table 4: Regression ANOVA II

SN	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.083	1	42.083	168.214	.000b
	Residual	75.053	300	.250		
	Total	117.136	301			
2	Regression	44.554	2	22.277	91.770	.000c
	Residual	72.582	299	.243		
	Total	117.136	301			

a. Dependent Variable: Brand Building

b. Predictors: (Constant), Environmental Disclosure

c. Predictors: (Constant), Environmental Disclosure, Promotional Activities

The results are summarized in Table 4 using Regression ANOVA II. The table presents two models: Model 1 with the predictor (Constant), Environmental Disclosure, and Model 2 with predictors (Constant), Environmental Disclosure, and Promotional Activities. ANOVA was employed to assess the reliability of the regression models, considering a confidence level of 95% and above. The F-significance value of $p < 0.01$ for both models indicates a high confidence level, with Model 2 having additional variables. Therefore, Model 2 is chosen as it demonstrates a robust regression model with reliable results.

Followed by Regression Coefficients II. Model 2, incorporating Environmental Disclosure and Digital Promotional Activities as predictors, is chosen due to its higher number of variables. The table indicates no significant multicollinearity issues as the Variance Inflation Factor (VIF) values are below 3. Among the variables, Environmental

Disclosure has the most substantial influence on Brand Building (Beta = 0.496), followed by Digital Promotional Activities (Beta = 0.178). Both predictors have a significant relationship with Brand Building, as their p-values are below 0.05.

Hypothesis testing results are as follows:

H1: (Social Media Marketing): Not applicable due to multicollinearity issues.

H2: (Digital Promotional Activities): Accepted, indicating a significant positive impact on Brand Building.

H3: (Social Disclosure): Not applicable due to multicollinearity issues.

H4: (Environmental Disclosure): Accepted, showing a significant positive impact on Brand Building.

Digital promotional activities emerged as a significant driver of brand image and reputation, consistent with the findings of Piratheepan and Pushpanathan (2013) and Buil, De Chernatony, and Martinez (2013). The significance of environmental disclosure, with a value below 0.05, suggests a noteworthy impact on brand building, aligning with Pedron, Macagnan, Simon, and Vancin's (2021) findings.

Although multi-collinearity led to the exclusion of social media marketing and social disclosure, existing research by Budiman (2021) and Zahari, Esa, Rajadurai, Azizan, and Muhamad Tamyez (2020) supports their significance in influencing brand image, loyalty, and reputation. The study's overall results indicate that digital marketing and CSR significantly contribute to brand building, with promotional activities and environmental disclosure playing pivotal roles. The findings align with existing literature emphasizing the substantial impact of promotional activities and environmental disclosure on brand building.

Conclusion

This research aimed to delve into the realms of digital marketing and corporate social responsibility (CSR), exploring their promotion and evaluating their impact on brand image and reputation, collectively referred to as brand building. The extensive literature review encompassed a diverse array of journals, articles, books, and sources, elucidating digital marketing as the utilization of technology and the internet for marketing initiatives. This involves strategies spanning various digital channels like search engines, social media, and email, encompassing online marketing, internet marketing, and web marketing. Additionally, corporate social responsibility emerged as a management concept involving the integration of social and environmental concerns into business operations, aligning with economic, environmental, and social imperatives.

The literature review facilitated the identification of variables, both dependent and independent, which formed the basis for the conceptual framework. Brand building served as the dependent variable, while independent factors included social media marketing, promotional activities, social disclosure, and environmental disclosure. The ensuing correlation study revealed a robust positive association among all variables, paving the way for the formulation of four hypotheses. Following testing with SPSS software, two hypotheses (H2 and H4) were accepted, signifying the significant impact of promotional activities and social media disclosure on brand building.

The acceptance of H2 underscored the influence of promotional activities on attracting consumers, shaping brand image, and fostering brand loyalty. Likewise, H4's acceptance emphasized the role of social media disclosure in shaping consumer perceptions toward a brand in relation to environmental practices. Despite the inability to test H1 and H3 due to the formation of multicollinearity, the overall positive correlation among variables confirmed a significant relationship between digital marketing, CSR, and brand building.

In essence, this research establishes a meaningful connection between digital marketing, CSR, and brand building. The insights derived from this study offer valuable information for business personnel and executives, aiding in the identification of factors crucial to brand building. This understanding empowers them to enhance digital marketing strategies and CSR activities, ultimately contributing to the augmentation of brand image, reputation, and profitability. The findings contribute to the evolving landscape of marketing and corporate practices, providing actionable insights for businesses navigating the dynamic realms of digital marketing and corporate social responsibility.

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