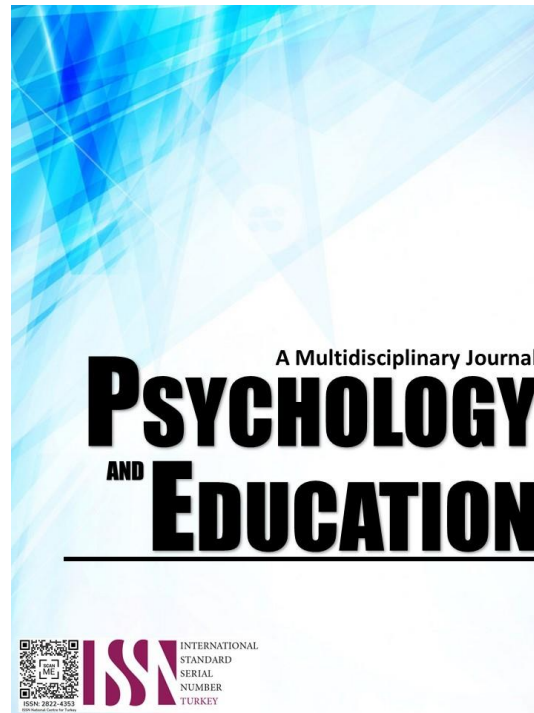


# **COMPARATIVE BRAND ANALYSIS OF HONEST ORGANIC BEVERAGES AND STARBUCKS: INCORPORATING DIGITAL MARKETING TRENDS IN REBUILDING BRAND COMPETITIVENESS**



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## Comparative Brand Analysis of Honest Organic Beverages and Starbucks: Incorporating Digital Marketing Trends in Rebuilding Brand Competitiveness

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### Abstract

Today's technological advancements have immensely influenced the way businesses communicate with the customers and the market. Therefore, the general objective of this study is to identify new trends in digital marketing and how these digital marketing activities influence consumers' brand awareness in acquiring customers and enhancing brand competitiveness. Furthermore, this study aims to determine the relationship of digital marketing strategies as correlated to customers' brand awareness. Today, Starbucks has seen to be the leading competitor in the local and global market aiming to be on top of consumers drinks preference list and has always been building customer brand loyalty, whereas Honest Organic Beverages is setting its feet in competing other brands by promoting business sustainability and transparency. This study applies descriptive quantitative research design with convenient selection of participants. The primary gathering tool was a modified survey questionnaire. The data gathered from the survey questionnaire was analyzed and interpreted using interval data measurement on a Five-point Likert scale. The result implies that businesses should incorporate various digital marketing strategies to gain competitive advantage, increase positive brand perception and develop positive attitude towards the brand. Businesses should invest in different digital marketing strategies and channels such as social media marketing, webinar platforms, mobile applications, content marketing campaigns, video marketing and email marketing to encourage more customer engagement with the brand. It came to light that digital marketing strategies significantly affects customers' brand awareness in great extent with a Pearson r correlation coefficient value of 0.949 interpreted as 'Very Strong Correlation.'

**Keywords:** *customer's brand perception, digital marketing strategies, brand awareness, digital marketing communication, brand competitiveness*

### Introduction

In the beverage and tea industry, there will always be an intense brand competition for consumer beverage preference. Every business is competing with each other through different marketing communication strategies to win the heart of the consumers and maintain business sustainability in a tight market competition. Today, Starbucks has seen to be the leading competitor in the local and global market aiming to be on top of consumers drinks preference list. On the other side, Honest Organic Beverages, The Coca-Cola Company, is also setting its feet in competing with Starbucks. As competition and rivalry in the beverage industry is intensifying, both brands are striving to maintain competitiveness vital to the success of the company. Starbucks creates a unique customer experience and has always been building customer brand loyalty, whereas Honest Organic Beverages promotes business sustainability and transparency by offering premium organic beverages which aims to build a true customer lifetime value. These two brands are known for their highest quality and great taste beverages.

Technological advancements have increasingly affected the buying habit and lifestyle of consumers, including the way brand communicates and interacts

with customers. Faruka et al. (2021) affirmed that digital marketing has become an integral component of marketing strategy. Thus, digital media enables marketers to communicate with their customers, more efficiently and effectively. In the same way, Kim et al. (2021) asserted that digital marketing changes the way businesses market their brand to customers. Businesses are strategically using Digital Marketing Communication (DMC) in creating perceived value, brand recognition and customer brand loyalty. As stated by Terho (2022), digitalization results to an increased access and greater reliance to online information. This allows businesses to enhance their competitive advantages by conducting researches and comparing business offerings with competitors. The rise in the digital content marketing resulted to a 91% penetration rate which implies that digital marketing campaigns focusing on brand recognition enables businesses to obtain higher percentage on the product's market coverage. In general, a desirable performance outcome and improved brand relationships are possible to achieve through digital marketing, which is now considered to be the leading forms of marketing. Keke (2022) highlighted that in the digital environment, digital channels and social media platforms are widely used to communicate the brand and to create a positive perception of the brand to consumers.

In the marketing scene, consumers' buying behavior and preference have been immensely molded by digital media and marketing. On the website of Stafford Global (2022), it was emphasized that influencer marketing through digital word-of-mouth can be a powerful tool to create brand recognition and online presence. Thus, increased access to information online enables customers to systematically evaluate their go-to brands with brand-new ones in the market. Similarly, the research findings of Dwivedi et al. (2021) concluded that digital marketing and advertising through social media, mobile apps, and various digital communication technologies promote customized customer virtual engagement and interaction with the brand and foster the customer's brand experience. This way, customers are given the opportunity to judge a brand based on the different criteria that customers substantially consider such as the brand's perceived value, customer support, sales and price discounts, and brand online exposure and familiarity. Numerous researches explored that there are influencing factors that could affect the consumer's enjoyment and preference of beverage products, and their purchasing intentions. Some of the customers prefer beverage products that are readily available at the nearest shops (Rohman et al., 2022), health-promoting beverages (Hallak et al., 2021), positive brand exposure through digital marketing and advertisements (Keke, 2022), perceived hydrating and refreshing beverages through product's packaging and symbolic information (Machiels et al., 2019), status symbol, meaning-making and brand representation, psychological factors such as mood and guilt, perceived value and quality, brand reputation and positive practices (Zollo, et al., 2020), and perceived functional and social risk and beverage taste perception as the major consideration factors (Lefebvre & Orłowski, 2019).

## Research Questions

This brand comparative study is an attempt to examine the different digital marketing communication strategies that can be utilized in rebuilding brand competitiveness. The general objective of this study is to identify new trends in digital marketing and how these digital marketing activities influence consumers' brand awareness in acquiring customers and enhancing brand sustainability and competitiveness.

1. What is the difference in consumers' perception between two competing brands, Honest Organic Beverages and Starbucks, in terms of:

1.1 Corporate Social Responsibility Initiatives;

1.2 Advertisements through Digital Marketing

Channels; and

1.3 Global Presence?

2. What are the different digital marketing communication strategies that can be used to build extreme brand exposure and how these digital marketing strategies influence consumers' brand awareness?

2.1 Social Media Marketing

2.2 Brand Exposure through Webinars Platforms

2.3 Mobile Applications and E-Commerce

2.4 Content Marketing

2.5 Video and Influencer Marketing

2.6 Email Marketing

3. Is there a significant relationship between digital marketing strategies and customers' brand awareness?

## Literature Review

In the study conducted by Kee et al. (2021), it was highlighted that Starbucks is popular in the market for offering high quality drinks. Having a competitive edge is an advantage for the company and could help the business garner recognition and better reputation in the market. The delicious and exceptional taste of their drinks are the primary reasons for their popularity. Also, it is undeniably true that one of the reasons for Starbucks success is through the use of digital and mobile marketing. Thus, internet has transformed the way customers interact with the brand. Starbucks has built its special aura and implies a status of an "affordable luxury." According to the study conducted by Sihombing and Lestari (2022), the logo of Starbucks is one of the most recognizable brand across the globe. In today's hypercompetitive business environment, branding is considered a significant component in building market competitiveness and can change how people perceive the brand. Moreover, establishing a strong emotional connection between the brand and customer creates customer brand loyalty and can heavily influence the customer's preference for the brand. The emotional bond of the consumers with the brand grows deeper over time, encouraging consumers to repurchase the brand. Suhan et al. (2022) defined 'brand loyalty' as the consumer's reluctance to buy from other competing brands. A brand-devoted consumer will remain loyal to their preferred brand because they perceive that the brand has an exceptional feature and are of good quality at a reasonable price.

In the report provided by Goggi (2021) about the State of the U.S. Industry, it was mentioned that COVID-19 pandemic has been considered as a mixed blessing. During those tough times, the consumers were

embracing healthier drink options and healthful products that are more accessible online. One great example of these brands is “Honest Organic Beverages” that offers ready-to-drink beverages in the market. Thus, tea’s supply chain demonstrated resiliency and consumers are expecting to receive good value. Based on the article published by Washington Business Journal (2019), Honest Organic Beverages engaged in an advertising campaign to reach the company’s \$1 billion sales target in the next few years. The marketing strategy which aims to boost product sales was also supported by a media campaign promoting conscious decisions among consumers. The ad campaign helps customers realize the positive impact of their purchasing decisions on Honest Organic Beverages to the welfare of the community. Honest Organic Beverages is highly regarded as a mission-driven brand, however, even a successful mission-based brand can also be killed. Recently, Coca-Cola Co. announced that it is killing the brand “Honest Organic Beverages” and will discontinue manufacturing its homegrown product line, organic tea brand which is known for the ‘just a tad sweet’ products, by the end of the year 2022 due to waning brand popularity, limited regional appeal and declining profitability (Grantham-Philips, 2022). The statement published in USA Today also mentioned that Coca-Cola will prioritize the market presence of its Gold Peak and Peace Tea brand beverages. However, Honest Kids juices will still remain in store shelves. The 24 years existence of Honest Organic Beverages will just result to a not-so-sweet end.

### Digital Marketing Communication and Campaigns

Digital Marketing Communication (DCM) helps businesses formulate digital marketing strategies through digital media, channels and platforms that could potentially penetrate marketplaces in a global perspective (Shankar et al., 2022). Cham et al. (2022) stated that the emergence of digital marketing has created an avenue to transform new marketing trends. Most significantly, digital marketing optimizes the marketing campaigns while reducing the costs associated in those kinds of activities. However, further study is still needed to further explore and challenge the existing status quo of digital marketing and digital channels.

Social media is considered to be the best way in promoting digital word-of-mouth and social media influencers are leading the step with their own campaign hoping that consumers will also follow their lead. Honest Organic Beverages’ #refreshinglyhonest hashtag attempts to create a platform of people who

could share their honest thoughts and experiences of the Honest Organic Beverages. This platform as part of their digital campaign is an effective source of user-generated content through the hashtag. As part of their “Refreshingly Honest” campaign, Honest Organic Beverages adopts a variety of approaches to increase brand awareness among their target market. They even created a digital video that highlights the company’s authentic and organic ingredients which entails that they are offering honest beverages as the brand itself.

The rise in the coffee culture benefited Starbucks a lot. Moreover, Starbucks is well known for launching creative digital campaigns such as their #SketchTheBlend promotion in which customers are encouraged to use their creative minds in designing the Diwali cup and sleeve (Digital Scholar, 2022). Starbucks’ digital interaction and expansion is driven by social media marketing. Based on the results presented in the website of Digital Scholar (2022), Starbucks has a Instagram engagement rate of 0.87%, whereas its YouTube engagement rate is 26.18%. Thus, the company’s high quality status update material makes Starbucks’ marketing campaign a bit more engaging and visually appealing. They even launched two cup contests in 2014 and 2016 as part of their digital marketing campaigns. These cup contests promote customer’s personalized experience which will be shared in social media platforms to create a user-generated content and create a buzz about the brand. Because of their strong brand marketing strategies, Starbucks has been listed on the 2021 Top 5 Most Admired Companies in the world.

### Supply Chain Management

According to MacCarthy & Ivanov (2022), digitalization has immensely influenced the supply chain processes of businesses. Payán-Sánchez et al. (2021) defined “supply chain management” as the systematic process of optimizing the product’s creation from acquiring and sourcing of raw materials and transforming it in production facility up to the selling of finished output to end users through distribution channels. However, technological advancements and rapid globalization are shaping new trends in supply chain and devising digital supply chain through the emerging plethora of technologies such as automation, software, cloud computing, internet of things, artificial intelligence and the like. Starbucks is going digital. The company has already been adopting big data and blockchain-based supply chain in their business operations. Starbucks is using a digital platform and a mobile app to interact with their customers and keep track of transactional records including their rewards



programme in several databases. They are using these in creating personalized marketing and in gathering information about the drinks that customers' order and their buying habits. Moreover, they are optimizing the benefits of their digital platform and Starbucks mobile app to influence the customers buying decision by offering other similar products which they can try. Because Starbucks has been trying to operate globally, the company uses their mobile app to facilitate customers and take their orders virtually including messaging the virtual barista. As part of embracing digitalization and promoting coffee supply-chain transparency, Starbucks have introduced their "Digital Traceability Tool" which can be used to transparently track and monitor every stages of their supply chain and to inform customers that their coffee are sources ethically and sustainably. Thus, consumers can trace on which part of the world their coffee comes from by simply scanning or typing the serial number which can be found at the back of their Starbucks' bean coffee bag (Westerman, 2020). Similarly, Honest Organic Beverages tours their viewers of the company's supply chain using digital media. They are promoting the company's ethical sourcing practices and informing the public about Honest's Fair Trade Certification which could potentially attract customers on knowing that they are lifting up communities and are supporting local farmers (O'Brien, 2019). Seth Goldman, the co-founder of Honest Organic Beverages, believed that upon knowing about supply chain, fair trade is significant too (O'Callahan, 2022).

## Methodology

### Research Design

This study will apply the usage of quantitative research method with convenient selection of participants. The purpose of quantitative research design is to investigate specific phenomena in a systematic and empirical manner via statistical, numerical, or computational techniques. Kruger (2003) defined this kind of research method as a systematic approach of investigating and transforming collected data into numerical data. It is necessary to conduct statistical analysis in order to reach a deeper understanding and detailed insight of the variables being studied. This study employed the exploratory or interpretive approach, which is considered to be the most effective design in producing the answers to the research questions. This kind of research design aims to identify the salient factors or variables that might be found in the study.

In this study, the researchers are going to use survey questionnaire in gathering data and information. The quantitative method and descriptive research design would be helpful to understand how can extreme brand exposure using digital marketing communication influence the consumer's buying behavior and how can businesses engage in Industry 5.0 in building a resilient supply chain and hyper-personalized customer experience.

### Respondents

In this study, the respondents are randomly selected within Metro Manila, Philippines. The selected One Hundred (100) participants must be aware of the two competing brands, Starbucks and Honest Organic Beverages, which are the brands that are being compared in this study. They can be male or female of different age as long as they have the capacity to answer voluntarily the prepared questionnaire. Respondents should be aware of social media platforms and other digital channels which can be optimized and personalized for digital marketing and advertising purposes, which this study aims to explore.

### Instruments of the Study

Survey questionnaire is the primary method in collecting relevant data. This study will employ quantitative research method using survey questionnaire which will be distributed to randomly selected respondents. According to Mathers et al. (2009), the survey questionnaire is an instrument that is used in gathering data from a pool of qualified respondents particularly a sample to represent the population as a whole. This kind of instrument uses quantitative treatment of the data gathered. The questionnaire will be composed of several questions which will be categorized under three main parts, namely demographic profile of the respondents, digital marketing strategies and customer brand awareness. The questionnaire intends to further assess the respondents preference in digital marketing strategies and campaigns. This method can be used to acquire new information on the respondents' perception of the digital marketing communication of Starbucks and Honest Organic Beverages and how can these two competing brands reposition themselves in adapting to Marketing 5.0 and Industry 5.0.

### Procedure

In this study, a survey questionnaire will be developed which contains the lists of arranged questions to be answered by the participants and the proposed

## Customers' Brand Perception

Table 2. *Corporate Social Responsibility Initiatives*

Contributing Factors	Starbucks		Honest Organic Beverages	
	Mean	Remarks	Mean	Remarks
1. Implementation of corporate policies that benefit the environment	4.02	Average	2.85	Low
2. Helping farmers to learn new techniques that will help them maximize their yields	3.71	Average	2.72	Low
3. Ethical sourcing practices and ensuring farmers and suppliers are treated fairly	3.85	Average	2.79	Low
4. Offering equal employment opportunities, ethical HR practices, and acknowledging human rights of employees	3.88	Average	2.68	Low
5. Energy, waste and water reduction, and embracing renewable energy in business operations	4.14	Average	2.59	Very Low
Total Average Mean	3.92	Average	2.73	Low

customized digital marketing campaign for Starbucks and Honest Organic Beverages, which will serve as a guide in the data gathering process. These will serve as tools in gathering data and information to provide answers to the research questions respectively. The questions will be categorized according to the subject area, and then a pilot testing will be conducted by giving a sample questionnaire to the chosen participants. The researcher will verify if the questionnaire will be able to answer the research problems. Once all issues in the survey questionnaire have been addressed, the data gathering instruments are now ready for large-scale testing. In this study, the interconnecting relationships between the coded data and the different categories will be analyzed in order to arrive at some interpretation and conclusion.

## Result

Table 1. *Profile of the respondents*

Age	Frequency	Percent
24 yrs. old & Below	45	45%
25 to 34 yrs. old	29	29%
35 to 44 yrs. old	16	16%
45 yrs. old & Above	10	10%
Total	100	100%

Table 1. Age of the respondents. The age of forty five or (45%) of the respondents ranges 24 years old and below, followed by twenty nine or (29%) of the respondents' ages range 25-34 years old. Then, sixteen respondents or (16%) have an age that ranges 35-44 years old and ten of the respondents or (10%) are in the age range of 45 years old and above. It shows that majority of the respondents are in the age bracket of 24 years old and below.

Table 2 shows the customers' brand perception of Honest Organic Beverages and Starbucks in terms of Corporate Social Responsibility Initiatives. It clearly reveals that respondents have an 'Average' perception of the brand Starbucks and 'Low' brand perception of Honest Organic Beverages. The result implies that the CSR initiatives of Starbucks enhance its brand image which results to brand equity and awareness compared to Honest Organic Beverages.

The result is supported by the study of Podnkani (2020) stating that prioritizing and communicating CSR initiatives to customers are most likely to improve the brand image. Similarly, Lee and Jeong (2022) found out that CSR practices of the company significantly affects customer's trust towards the brand. Thus, brand trust is crucial for brand sustainability and competitiveness. It was also stated that companies should communicate their CSR initiatives using corporate advertisements.

Table 3. *Advertisements through Digital Marketing Channels*

Contributing Factors	Starbucks		Honest Organic Beverages	
	Mean	Remarks	Mean	Remarks
1. Online presence in social media platforms	4.43	High	2.75	Low
2. Online customer testimonials about the brand and digital word-of-mouth	4.10	Average	2.60	Low
3. Contests creation to increase online presence and brand buzz	4.58	High	2.32	Very Low
4. Promoting the brand's value and story through video content and campaign	4.41	High	2.38	Very Low
5. Easy to navigate e-commerce website and online store	4.52	High	2.87	Low
Total Average Mean	4.41	High	2.58	Very Low

Table 3 shows the customers' brand perception of Honest Organic Beverages and Starbucks in terms of Advertisements through Digital Marketing Channels.

It clearly reveals that respondents have a 'High' perception of the brand Starbucks and 'Low' brand perception of Honest Organic Beverages in terms of Digital Advertisements. This implies that Starbucks should maintain using digital marketing communications in reaching to its customers. However, Honest Organic Beverages should strengthen its digital marketing to penetrate its customers and increase customer base in the market.

The result is supported by the study conducted by Smolkova (2018) affirming that in order to be competitive, companies should prioritize upgrading their digital marketing strategies to create a digital communication channel that allows customers to engage personally with the brand. Customers are most likely to be interested in a brand that listens to their feedback and opinions and utilizes those information for a better product offerings. Dwivedi et al. (2021) stated that digital marketing will result to a more positive brand communication and influence customers in developing positive attitude towards the brand.

Table 4. *Global Presence*

Contributing Factors	Starbucks		Honest Organic Beverages	
	Mean	Remarks	Mean	Remarks
1. Recognizable brand in multiple countries with unified marketing strategy approach	4.75	High	2.26	Very Low
2. Consistent brand identity that differentiates it from competitors	4.81	High	2.40	Very Low
3. Relative attractiveness of the brand across markets	4.82	High	2.30	Very Low
4. Access to global market	4.71	High	2.51	Very Low
5. Reaching out customers through multiple channels on a global scale	4.56	High	2.68	Low
Total Average Mean	4.73	High	2.43	Very Low

Table 4 shows the customers' brand perception of Honest Organic Beverages and Starbucks in terms of Global Presence. It clearly reveals that respondents have a 'High' perception of the brand Starbucks and 'Very Low' brand perception of Honest Organic Beverages in terms of Global Presence. This implies that Starbucks was able to build a positive connection to its customers in the global market. In contrary, Honest Organic Beverages should increase its presence in the global market.

The result is supported by Zhang et al. (2022) stating that for a business to be competitive, it should internationalize its brand. Businesses actively integrates various digital marketing strategies to build international brand image. In broad sense, businesses

aiming to penetrate the global market should start utilizing core technologies that could facilitate the brand in establishing key competence. Paun (2020) affirmed that the brand's global presence sets the brand apart from its competitors. This implies that incorporating digital marketing communication builds extreme customer brand awareness and expands customer base in the global market.

### Digital Marketing Communication Strategies And Its Perceived Effects In Building Customer Brand Awareness

Table 5. *Social Media Marketing*

Contributing Factors	Mean	Remarks
1. Extreme advertisement exposure in social media platforms (Facebook, YouTube, Twitter, Instagram, TikTok, etc.)	4.51	Great Extent
2. Posting engaging advertisements that could drive up comments, likes, and shares and CSR initiatives of the brand and its impact on the community	4.72	Great Extent
3. Facebook and Instagram page creation	4.46	Great Extent
4. Contests creation for social media followers of the brand	4.22	Great Extent
5. Posting brand/product lines in social media platforms with viewable information such as prices and sizes	4.14	Some Extent
6. Announcing sales promotions, deals, and discounts in social media platforms	4.15	Some Extent
7. Creating fun branded hashtags to create buzz	4.31	Great Extent
8. Contests by requiring followers to tag a certain number of people in the comment section of the post and win prizes	4.16	Some Extent
Total Average Mean	4.33	Great Extent

Table 5.1. *Brand Awareness Influence of Social MediaMarketing*

<i>Brand Awareness Influence</i>	<i>Mean</i>	<i>Remarks</i>
1. Give customers the ability to publicly share their stance about the brand	4.22	Great Extent
2. Enhances brand trust and credibility	4.27	Great Extent
3. Expands the digital marketing audience reach	4.19	Some Extent
4. Provides better opportunity to interact with customers	4.43	Great Extent
5. Provides better customer service experience	4.43	Great Extent
6. Builds positive brand reputation	4.44	Great Extent
7. It boosts customer loyalty and expands customer base	4.31	Great Extent
8. Effectively leads to an increased customer brand exposure and brand awareness, and improves the brand's online presence through digital word-of-mouth	4.74	Great Extent
Total Average Mean	4.38	Great Extent

Table 5 shows the contributing factors of social media marketing. It clearly reveals that item 2 (Posting engaging advertisements that could drive up comments, likes, and shares and CSR initiatives of the brand and its impact on the community) got the highest mean of 4.72 interpreted as 'Great Extent'. This digital marketing strategy will 'effectively lead to an increased customer brand exposure and brand awareness, and improves the brand's online presence through digital word-of-mouth' (see Table 5.1). The result implies that incorporating social media marketing as a tool in building brand competitiveness and awareness can positively influence customers' perception of the brand and their purchasing intentions.

Alnsour (2019) recommended that business should implement social media marketing strategy. This creates a digital platform where customers could interact digitally with the brand. In the study conducted by MajlesiRad and Shoushtari (2020) revealed that there is a positive and significant relationship between the number of social media followers of the brand and the customers tendency towards the brand. This implies that effective utilization of social media platforms in advertising the brand definitely increases customers' brand awareness and could potentially influence their perception and purchasing intentions of the brand.

Table 6. *Brand Exposure through Webinar Platforms*

<i>Contributing Factors</i>	<i>Mean</i>	<i>Remarks</i>
1. Free webinars to introduce brand/product lines	4.37	Great Extent
2. Hosting live videos and providing exciting news about the company and the brand	4.51	Great Extent
3. Offering discounts, freebies, prizes and other special offers for brand webinar attendees	4.51	Great Extent
4. Contests by requiring attendees to invite a certain number of people and win prizes	4.43	Great Extent
5. Reaching out to customers on personal level using polls, surveys and Q&A sessions	4.53	Great Extent
6. Inviting industry and featured experts in webinars to build a trustworthy brand	4.61	Great Extent
7. Partnering with industry-related experts	4.53	Great Extent
Total Average Mean	4.50	Great Extent

Table 6.1. *Brand Awareness Influence of Brand Exposure through Webinar Platforms*

<i>Brand Awareness Influence</i>	<i>Mean</i>	<i>Remarks</i>
1. Helps the brand stand out from the competition	4.48	Great Extent
2. Creates competitive advantage, brand differentiation, and provides memorable brand experience for customers and webinar participants	4.89	Great Extent
3. Helps in demonstrating the value of the brand offers	4.48	Great Extent
4. Best platform to gather customers' feedback and learn their opinion to cater future needs	4.57	Great Extent
5. Enables building relationship and rapport with potential customers	4.47	Great Extent
6. It enables to tell the story of the brand	4.54	Great Extent
7. It increases brand exposure and visibility	4.67	Great Extent
Total Average Mean	4.59	Great Extent

Table 6 shows the contributing factors of brand exposure through webinars platforms. It clearly reveals that item 6 (Inviting industry and featured experts in webinars to build a trustworthy brand) got the highest mean of 4.61 interpreted as 'Great Extent'. This digital marketing strategy helps the brand in 'Creating competitive advantage, brand differentiation, and providing memorable brand experience for customers and webinar participants' (see Table 6.1).

The result implies that companies that uses webinars platforms is most likely to increase brand exposure and



help the brand build its authenticity through brand differentiation. Customers who experienced participating in webinars are most likely to experience in depth personal interaction with the brand. Thus, satisfied and interested participants can be potential customers in the future. Georgadis (2022) stated that webinar or online seminar is now considered a powerful marketing tool to boost customer brand awareness and lucrative way to maximize customer reach. It encourages customer interaction with the brand because they are allowed to ask any questions directly about the brand and be responded immediately, something that seldom happens when using social media posts or emails. Similarly, Volkwyn (2022) declared that webinars allow businesses to meet small yet consistent target throughout the webinar session. Moreover, webinars can help the brand reach an even broader audience compared to person-to-person conferences. This is a highly effective method to increase exposure and spread awareness about the brand.

Table 7. *Mobile Applications and E-Commerce*

<i>Contributing Factors</i>	<i>Mean</i>	<i>Remarks</i>
1. Mobile apps to create personalized customer experience and convenience where they can purchase and pay online	4.92	Great Extent
2. A mobile app where customers could earn rewards for online purchases	4.74	Great Extent
3. Easy digital offerings through mobile and online stores	4.61	Great Extent
4. Using push notifications or messages in updating customers of new features and promotional offers	4.58	Great Extent
5. Creating feedback systems where customers could report complaints and provide suggestions for brand improvements	4.66	Great Extent
6. Customizable mobile app where customers could alter the visual designs such as the layout depending on their taste	4.63	Great Extent
7. Showing mouth-watering beverage inside the mobile app	4.46	Great Extent
8. Gamifying mobile apps to earn credits for free drinks	4.76	Great Extent
Total Average Mean	4.67	Great Extent

Table 7.1. *Brand Awareness Influence of Mobile Applications and E-Commerce*

<i>Brand Awareness Influence</i>	<i>Mean</i>	<i>Remarks</i>
1. Enables to build relationship with customers on a daily basis, boosts customer confidence in online purchasing and facilitates easier collection of user's data and preferences	4.96	Great Extent
2. Develops the voice for the brand and existence of logo of the mobile app on users' smartphones and tablet screens boosts brand's visibility	4.94	Great Extent
3. Creates a more personalized customer experience	4.92	Great Extent
4. Encourages customers to make online purchases in exchange of rewards or to accumulate points for freebies	4.90	Great Extent
5. Enables users to perform fun tasks by playing a range of game for a more customer engagement	4.93	Great Extent
6. Improves sales numbers and more convenient for customers and mobile app users	4.85	Great Extent
Total Average Mean	4.21	Great Extent

Table 7 shows the contributing factors of brand exposure through mobile applications and e-commerce. It clearly reveals that item 1 (Mobile apps to create personalized customer experience and convenience where they can purchase and pay online) got the highest mean of 4.92 interpreted as 'Great Extent'. This digital marketing strategy helps the brand in 'building relationship with customers on a daily basis, boosting customer confidence in online purchasing and facilitating easier collection of user's data and preferences' (see Table 7.1).

The result implies that using mobile application helps the brand build relationship with customers, creates personalized customer experience and boosts customer confidence towards the brand. Knezovic (2022) stated that customer want to feel special. As such, incorporating mobile applications as a tool in increasing brand awareness is a powerful strategy to tailor the app experience to meet the specific user's needs. It was also found out that 75% of the app users tend to abandon an app in just one day. As such, improving app retention by prioritizing app personalization is a great way to gain competitive advantage over your competitors.

Table 8. *Content Marketing Campaigns*

<i>Contributing Factors</i>	<i>Mean</i>	<i>Remarks</i>
1. Creating challenges for customers enabling them to earn rewards for number of purchases as part of the challenge	4.46	Great Extent
2. Effective content marketing campaigns by educating consumers about the ethical sourcing practices and CSR initiatives of the brand	4.69	Great Extent
3. Highlighting new corporate policies and industry recognitions in marketing campaigns that benefit the environment and community	4.29	Great Extent
4. Conducting social experiment on how consumers perceived the brand and upload it to the campaign site	4.13	Some Extent
5. Activate paid influencers to post content marketing campaign on website blog and Instagram	4.13	Some Extent
Total Average Mean	4.34	Great Extent

Table 8.1. *Brand Awareness Influence of Content Marketing Campaigns*

<i>Brand Awareness Influence</i>	<i>Mean</i>	<i>Remarks</i>
1. Encourages repeat purchases and drives consumer's purchasing decisions	4.21	Great Extent
2. Increased customer engagement and brand patronage	4.33	Great Extent
2. It shows customers what the brand represents and let customers understand the qualities that make the brand unique which leads to an increased website traffic	4.89	Great Extent
4. It produces value for the brand and brand image	4.24	Great Extent
Total Average Mean	4.42	Great Extent

Table 8 shows the contributing factors of brand exposure through content marketing campaigns. It clearly reveals that item 2 (Effective content marketing campaigns by educating consumers about the ethical sourcing practices and CSR initiatives of the brand) got the highest mean of 4.69 interpreted as 'Great Extent'. This digital marketing strategy helps the brand in 'showing customers what the brand represents and let customers understand the qualities that make the brand unique which leads to an increased website traffic' (see Table 8.1).

The result is supported by Riserbato (2021) affirming that content marketing is considered one of the effective marketing strategies in growing audience engagement. In today's digital age, customers are most likely to trust a brand that has a consistent high-quality content. Potential customers who already associated their great feelings with the brand have a greater chance of becoming brand advocates. In addition, Mañosca et al. (2022) found out that building emotional connection with the brand encourages more customer engagement with the brand. Thus, leading to product purchase. It was highlighted that valuable, consistent and relevant content marketing has a positive impact on the brand image.

Table 9. *Video and Influencer Marketing*

<i>Contributing Factors</i>	<i>Mean</i>	<i>Remarks</i>
1. Establishing emotional connection with customers by promoting core values of the brand through video content	4.59	Great Extent
2. Showing the brand's story and customer testimonials through video campaigns	4.30	Great Extent
3. Using influencers to advertise the brand	4.26	Great Extent
4. Activate paid influencers to advertise the brand in their YouTube vlogs and Facebook accounts	4.16	Some Extent
Total Average Mean	4.33	Great Extent

Table 9.1. *Brand Awareness Influence of Video and Influencer Marketing*

<i>Brand Awareness Influence</i>	<i>Mean</i>	<i>Remarks</i>
1. Creates visual demonstration of the brand and its value	4.25	Great Extent
2. Increased customers views and engagement	4.47	Great Extent
3. Improves search engine performance and consolidates customers interactive experiences	4.27	Great Extent
4. Makes the brand memorable and relatable through visual narration of the brand's story	4.66	Great Extent
Total Average Mean	4.41	Great Extent

Table 9 shows the contributing factors of video and influencer marketing. It clearly reveals that item 1 (Establishing emotional connection with customers by promoting core values of the brand through video content) got the highest mean of 4.59 interpreted as

‘Great Extent’. This digital marketing strategy helps the brand in ‘making the brand memorable and relatable through visual narration of the brand’s story’ (see Table 9.1).

The result is supported by Wertz (2022) stating that 95% of the viewers can be able to retain the brand’s message when they watch a video about the brand whether it be in YouTube, Facebook or Instagram. This implies that video marketing definitely increases customers brand awareness and engagement with the brand. It was also highlighted that in order for customers to relate with the brand, an engaging and great storytelling should be put at the center of the video. If customers can relate to what the brand is conveying, then the brand’s message will surely stick in their minds.

Table 10. *Email Marketing*

<i>Contributing Factors</i>	<i>Mean</i>	<i>Remarks</i>
1. Email automation on brand loyalty reward programs	4.27	Great Extent
2. Interactive email campaign allowing customers to visualize what the beverages look like by clicking on the virtual cups	4.44	Great Extent
3. Using email drip campaigns to create personalized communication with customers	4.42	Great Extent
4. Using win-back emails with discount codes to encourage customers re-engagement and convince reluctant customers	4.44	Great Extent
5. Sending emails to consumers encouraging them to review their latest purchase and win exciting rewards for their time	4.07	Some Extent
Total Average Mean	4.33	Great Extent

Table 10.1. *Brand Awareness Influence of Email Marketing*

<i>Brand Awareness Influence</i>	<i>Mean</i>	<i>Remarks</i>
1. Creates individualized content based on segmented audience	4.52	Great Extent
2. Sending drip campaigns and automated messages encourages purchase to an audience	4.32	Great Extent
3. Cost-effective and increases lead generation for future sales	4.57	Great Extent
4. Serves as an avenue to promote new products or new content on a regular basis and keeps customers in the loop	4.70	Great Extent
Total Average Mean	4.53	Great Extent

Table 10 shows the contributing factors of email marketing. It clearly reveals that item 2 (Interactive email campaign allowing customers to visualize what the beverages look like by clicking on the virtual cups) and 4 (Using win-back emails with discount codes to encourage customers re-engagement and convince reluctant customers) got the highest mean of 4.44 interpreted as ‘Great Extent’. These digital marketing strategies assist the brand by ‘serving as an avenue to promote new products or new content on a regular basis and keeps customers in the loop’ (see Table 10.1).

The result is supported by Jones (2022) affirming that email marketing allows customers to be informed about the brand on a regular basis. Sending emails regularly helps potential customers better remember the name and the brand. Businesses should consider sending emails that have relevant content to influence customers purchasing intentions and keep everyone on the loop.

## Conclusion

Based on the research findings, it came to light that effective utilization of digital marketing strategies will result to an increased brand awareness and exposure. In today’s digital age, businesses should focus on incorporating digital marketing communication in promoting their brands online. Prioritizing the brand’s CSR initiatives and global presence through digital marketing communication are most likely to develop positive attitude towards the brand. In rebuilding brand competitiveness, businesses should heavily focus on improving the brand’s online presence and maximum utilization of mobile applications to develop personalized customer experience and convenience.

Webinars are great platforms to increase brand exposure and develop customer interaction with the

brand. This is considered a powerful marketing tool to boost customer brand awareness by reaching an even broader audience. Businesses should adopt content marketing strategy by informing customers the brand's ethical sourcing practices and CSR initiatives. In this way, potential customers who already associated their great feelings with the brand have a greater chance of becoming loyal customers and brand advocates.

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