



Unveiling the Impact: How Digital Marketing Shapes Brand Equity of Enterprises in Sustainable Food and Drink Sector

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Abstract

It is widely acknowledged that brands hold significant value as intangible assets for companies due to their considerable economic worth. Managing, measuring, and nurturing brand value are recognized as pivotal strategic challenges, impacting decisions across marketing strategies and providing a competitive edge. The emergence of digital marketing has profoundly shaped consumer behaviour, offering companies opportunities to gain advantage over competitors. Similarly, social media has transformed consumer-business communication, facilitating interactive dialogue. Furthermore, brand equity is esteemed by both practitioners and scholars as pivotal for brand success, offering various advantages to companies. This paper aims to delve into consumer perspectives on the factors influencing brand equity, particularly examining the impact of digital and social media marketing. To achieve this, primary research was conducted via a questionnaire among 402 consumers, revealing a positive correlation between perceived digital marketing expenditure and brand awareness, as well as perceived social media marketing expenditure and product quality perception.

Keywords: Branding; Brand Equity; Business Management; Digital Marketing; Consumer Behavior

Introduction

Digital marketing plays a pivotal role in shaping the brand equity of enterprises in the sustainable food and drink

sector by enhancing visibility, fostering engagement, and reinforcing brand values aligned with sustainability [1]. In this sector, where consumers are increasingly conscious of environmental and ethical considerations, digital marketing

strategies enable brands to communicate their commitment to sustainability effectively [2]. Through targeted social media campaigns, content marketing, and influencer partnerships, companies can highlight their sustainable practices, such as sourcing organic ingredients, reducing carbon footprints, and supporting fair trade [3]. This not only raises awareness but also builds trust and credibility among a discerning audience. Moreover, digital marketing allows for interactive engagement, where brands can educate consumers about sustainability issues, share their journey towards greener practices, and receive feedback [4]. This two-way communication helps in cultivating a loyal customer base that values and supports the brand's mission. Additionally, leveraging data analytics, digital marketing provides insights into consumer behavior and preferences, enabling brands to tailor their offerings and messaging to better meet the needs of their target audience [5]. This strategic alignment of digital marketing efforts with the core values of sustainability ultimately enhances brand equity by fostering a strong, positive brand image and deepening consumer loyalty in a competitive market [6].

Consumers often link their perceptions of a company's spending on digital marketing and social media marketing with various brand attributes, including brand awareness, brand image, brand loyalty, and product quality [7]. This connection arises because marketing expenditures are seen as investments in building and maintaining the brand's presence and reputation in the marketplace [8]. When consumers observe significant investment in digital marketing, they may perceive the brand as being more prominent and trustworthy, thereby enhancing brand awareness [9]. Effective digital marketing campaigns can make the brand more visible and memorable, leading to increased recognition among target audiences [10].

Similarly, high expenditure on social media marketing can positively influence brand image and associations [2]. Through engaging and consistent social media content, companies can shape how consumers perceive their brand, associating it with certain values, lifestyles, or quality standards [11]. Social media platforms also provide opportunities for brands to interact directly with consumers, reinforcing positive brand attributes and building a loyal community around the brand. Brand loyalty can also be impacted by perceptions of marketing expenditure [12]. Consumers may feel a stronger connection to brands that actively engage with them through personalized digital and social media interactions. Frequent and thoughtful communication via these channels can foster a sense of loyalty, as consumers feel valued and heard [13]. Lastly, perceptions of product quality can be influenced by marketing expenditures. When a company invests heavily in digital and social media marketing, it signals confidence in its products, suggesting that they are worth promoting [14].

This perceived confidence can translate into consumer beliefs that the products are of high quality, further enhancing the overall brand equity.

Literature review

Brand equity

Brand equity, as a concept in marketing theory, has been the subject of extensive research in international literature over recent decades. Brands are generally regarded as significant intangible assets for companies due to their substantial economic value [15]. Managing, measuring, and enhancing brand equity is considered a crucial strategic challenge, impacting strategic decisions and the marketing mix [16]. Moreover, strong brand equity can provide a company with a competitive edge over its rivals [17]. The concept of brand equity originated from efforts to elucidate the connection between brands and consumers [18]. A widely accepted definition of brand equity, as articulated by Keller [19], posits that it encompasses the specific outcomes resulting from employing a brand name in diverse marketing endeavours, compared to those achieved without it. Conversely, Alagarsamy, Mehroliya and Paul [20] proposed a dual perspective on brand equity. From the consumer standpoint, it denotes the added value, loyalty, or distinct perception not solely attributable to the product's attributes. From the company's viewpoint, it represents the financial gains stemming from the utilization of the brand name. Furthermore, to gain a comprehensive understanding of the theoretical framework surrounding brand equity, it is imperative to differentiate between goodwill and brand value, as these concepts are frequently conflated, yet many studies on brand equity emphasize its value [21]. Brand equity specifically pertains to the significance of the brand to consumers, whereas brand value pertains to the monetary worth of the brand to the company [22].

Marketing Efforts and Brand Equity

As per Baldinger [23], a primary objective of marketing is to enhance brand equity positively. Numerous studies have concentrated on assessing how marketing expenditures impact brand equity, while others have explored the relationship between brand equity and consumer behaviour [24]. Yoo and his colleagues [25] study is recognized as one of the few that delves into the correlation between the marketing mix and consumer-centre brand equity. In their research, dimensions such as brand recognition, perceived quality, brand loyalty, and brand associations are utilized to assess the brand's goodwill, highlighting the positive impact of marketing expenditures and their frequency on enhancing recognition, brand associations, and perceived quality among consumers. Additionally, the study underscores the

direct influence of marketing expenditures on consumer loyalty. Conversely, Pina and Dias [26] found no significant effect of marketing expenditures on consumer brand loyalty, although they corroborated other findings from Yoo and his colleagues. Similarly, another study in agreement with these findings concludes that while marketing expenditure positively affects consumer-perceived brand equity, the influence of family plays an even greater role [27]. Moreover, consumer behaviour towards marketing actions was found to play a pivotal role in shaping brand equity [17].

Measuring Brand Equity

Brand equity is widely regarded as a multifaceted concept, and its assessment has been approached through various methods and perspectives [20]. Consequently, there is a lack of consensus on a universally accepted measurement approach [20]. Thus far, brand equity measurement has typically been viewed from two distinct angles: the economic standpoint and the consumer perspective, with comparisons typically limited to brands within the same product category [15]. One of the pioneering studies aiming to elucidate the process of building brand equity was conducted by Farquhar [28]. This study contends that establishing favourable perceptions of the brand, prioritizing product quality, reinforcing positive associations in consumers' minds, and crafting a cohesive and compelling brand image are pivotal factors in cultivating strong brand equity. However, the initial endeavour to measure brand equity and lay down a robust theoretical foundation was undertaken by Martin and Brown [29]. In their research, the scholars sought to disaggregate brand equity into five dimensions, encompassing perceived quality and value, brand image, trust, and commitment. Keller [19] delineated consumer brand equity as the culmination of the brand's impact on consumers' responses to marketing initiatives, proposing two distinct measurement approaches. Firstly, the indirect method seeks to assess the sources of the brand's goodwill through evaluating brand knowledge, encompassing brand recognition and brand image [30]. Secondly, the direct approach aims to gauge the extent of consumer response to the brand's marketing mix as influenced by brand knowledge [24]. Conversely, Aaker [31] posited that brand equity comprises five dimensions: brand recognizability, associations, brand loyalty, perceived quality, and other brand attributes, suggesting that its measurement should align with corresponding assessments of these dimensions. Moreover, Yoo, Donthu, and Lee [25] corroborated Aaker's theory by confirming the positive correlation between these dimensions and brand equity. However, Alagarsamy, Mehroliya and Paul [20] and colleagues, evaluating the same theoretical framework, concluded that only brand loyalty exerts a positive impact on brand equity. Additionally, research indicates interdependence among the dimensions of brand equity, with brand recognizability

positively influencing perceived quality and associations, while all dimensions collectively affect brand loyalty [26].

Social Media Marketing and Branding

Social media marketing is crucial for businesses as it significantly enhances brand visibility and awareness by reaching a vast audience across various platforms [32]. It enables direct customer engagement, fostering stronger relationships and immediate feedback, which are vital for customer satisfaction and loyalty [33]. Additionally, it is cost-effective, offering targeted advertising options that maximize ROI [34]. Social media channels drive traffic to company websites, increasing lead generation and sales opportunities. They also provide valuable market insights, allowing businesses to tailor their strategies effectively and gain a competitive edge [35]. By building and nurturing a community around the brand, social media marketing creates loyal customers and advocates. It also facilitates crisis management through swift communication and allows for innovative, interactive campaigns that engage the audience uniquely [36].

Social media marketing has a profound impact on brand attributes such as brand loyalty, brand image, and brand awareness, as well as on consumer behaviour [37]. By leveraging social media platforms, companies can engage with their audience in real-time, creating dynamic interactions that traditional marketing channels cannot offer [38]. This engagement fosters brand loyalty as consumers develop a sense of connection and trust with brands that actively communicate and respond to their needs and feedback [39]. A well-executed social media strategy also enhances brand image by consistently conveying the brand's values, personality, and unique selling propositions through curated content, visuals, and messaging. This consistent presence and storytelling help shape public perception, making the brand more relatable and appealing. Furthermore, social media marketing significantly boosts brand awareness [40]. Through targeted ads, viral campaigns, and influencer partnerships, brands can reach a wider and more diverse audience, increasing visibility and recognition [41]. The interactive nature of social media also influences consumer behavior by providing a platform for peer recommendations, reviews, and user-generated content, which are powerful drivers of purchasing decisions. Consumers are more likely to trust and be influenced by the opinions of their peers than traditional advertisements [42]. Additionally, social media analytics provide brands with valuable insights into consumer preferences and behaviors, allowing for more personalized and effective marketing strategies [43]. This data-driven approach helps brands stay relevant and responsive to market trends and consumer needs, ultimately leading to better customer satisfaction and higher conversion

rates [44]. In essence, social media marketing not only strengthens key brand attributes but also actively shapes consumer behavior, driving engagement, loyalty, and sales.

Finally, previous studies suggest that there is a strong connection between social media marketing expenditure and consumer perceptions about a brand [41]. When consumers see a brand investing heavily in social media marketing, they often perceive it as more credible, dynamic, and customer-focused. High levels of expenditure on social media marketing can signal that a brand is committed to engaging with its audience and staying relevant in the digital age [42]. This investment can enhance brand awareness by making the brand more visible and top-of-mind among consumers. Additionally, a robust social media presence can improve brand image by showcasing the brand's values, personality, and responsiveness [37]. As consumers interact with and experience the brand through engaging content, prompt customer service, and community building efforts, their loyalty and trust in the brand can grow [43]. Ultimately, substantial social media marketing expenditure can shape positive consumer perceptions, driving both brand equity and consumer behavior in favor of the brand.

Thus, based on the above the current study is going to confirm or withdraw the following hypothesis.

Hypothesis 1: Perceived digital marketing expenditure is positively connected with brand attributes.

Digital Marketing and Branding

Digital marketing is essential for modern businesses as it enhances brand visibility, engagement, and competitiveness in a digital-first world [2]. By leveraging various online channels, companies can reach a wider audience, tailor their messaging to specific demographics, and interact with customers in real-time [5]. This not only boosts brand awareness and image but also fosters customer loyalty through personalized experiences and responsive communication [45]. Additionally, digital marketing provides valuable insights through data analytics, enabling businesses to optimize their strategies and stay ahead of market trends [46]. Ultimately, effective digital marketing drives consumer behaviour, leading to increased sales and sustained growth [9].

Digital marketing profoundly impacts brand attributes such as brand loyalty, brand image, and brand awareness, while also significantly influencing consumer behavior [47]. By utilizing various digital channels such as search engines, email, social media, and content marketing, companies can reach and engage a wide audience with tailored and interactive content [48]. This targeted approach enhances brand awareness by ensuring that the brand remains visible and relevant to potential and existing customers [1].

Effective digital marketing campaigns create memorable and consistent brand experiences, which reinforce brand image by communicating the brand's values, mission, and unique selling propositions [49]. Through continuous engagement and personalized interactions, digital marketing fosters a deeper connection between the brand and its consumers, cultivating brand loyalty [50]. For instance, personalized email campaigns, loyalty programs, and exclusive online offers make customers feel valued, thereby increasing their likelihood of repeat purchases and advocacy.

Moreover, digital marketing analytics provide valuable insights into consumer preferences and behavior, enabling brands to tailor their strategies to meet the evolving needs of their audience [51]. This data-driven approach ensures that marketing efforts are not only effective but also responsive to market trends and consumer demands. Digital marketing also allows for real-time feedback and interaction, creating a two-way communication channel that builds trust and credibility [52]. Consumers today are more likely to engage with brands that are transparent, responsive, and aligned with their values, which digital marketing can effectively convey [10]. As a result, consumers' perceptions of the brand are positively shaped, leading to more informed and favorable purchasing decisions [12]. Overall, digital marketing enhances brand attributes and drives consumer behavior, ultimately leading to stronger brand equity and sustained business growth.

Digital marketing has a profound impact on key brand attributes such as brand loyalty, brand image, and brand awareness, while also significantly influencing consumer behavior [53]. Through a strategic mix of online channels—such as social media, email, content marketing, search engine optimization (SEO), and pay-per-click (PPC) advertising—businesses can reach a diverse and extensive audience [54]. This multifaceted approach ensures that a brand remains visible and top-of-mind, significantly boosting brand awareness. Digital marketing allows for the consistent and compelling storytelling necessary to build and maintain a strong brand image [55]. By conveying the brand's values, mission, and unique selling points through tailored content and engaging visuals, companies can shape public perception and create a favorable brand image [12].

Brand loyalty is enhanced through personalized digital marketing efforts [52]. By utilizing data analytics, businesses can gain deep insights into consumer preferences and behaviors, enabling them to deliver personalized experiences that resonate with their audience [55]. Personalized email campaigns, exclusive online offers, and targeted social media interactions make customers feel valued and understood, fostering a deeper emotional connection with the brand [45]. This personalized engagement is crucial in cultivating long-term loyalty, as consumers are more likely to remain

faithful to brands that meet their individual needs and preferences. Furthermore, digital marketing significantly influences consumer behavior [53]. Real-time interaction through social media and other online platforms allows for immediate feedback and engagement, creating a two-way communication channel that builds trust and credibility [2]. Consumers are more inclined to trust and purchase from brands that actively engage with them and respond promptly to their inquiries and concerns [47]. Additionally, the availability of user-generated content, reviews, and testimonials on digital platforms influences purchasing decisions, as consumers often rely on the experiences and opinions of their peers [47].

In summary, digital marketing not only enhances brand attributes like loyalty, image, and awareness but also actively shapes consumer behavior by fostering engagement, trust, and personalized experiences. This holistic impact drives brand equity and ensures sustained business growth in a highly competitive digital landscape.

Thus, based on the above the current study is going to confirm or withdraw the following hypothesis.

Hypothesis 2: Perceived social media marketing expenditure is positively connected with brand attributes.

Methodology

This primary research is characterized as quantitative and will be conducted using a questionnaire, a tool commonly used in similar types of research. The general objective of the research is to collect data on the dimensions that affect brand equity in order to ascertain the influence of digital marketing and social media marketing on it. The questionnaire was chosen as the research data collection tool and was created based on previous research on Brand Equity. In particular, the scales of Yoo, Donthu and Lee [25], and Buil, Chernatory and Martinez [56] were used. The selection of the specific scales was made to serve the objectives of the research. More specifically, six different questionnaires were used and they concerned the six different brands in the food and beverages category. The selection of the brands was based on the market share of their companies in the Greek market. The questionnaires consist of 7 sections with the first one including the demographic data, while the other 6 were about Perceived digital marketing expenditure, Perceived social media marketing expenditure, Perceived quality, Brand loyalty, Brand awareness and brand associations. Finally, the scales were tested for validity and reliability. Specifically, reliability analysis using Cronbach's α index indicates high reliability ($\alpha > 0.70$) (Table 1).

	Cronbach's Alpha	N of Items
Perceived digital marketing expenditure	.792	7
Perceived social media marketing expenditure	.810	7
Perceived quality	.754	4
Brand Loyalty	.965	10
Brand awareness	.858	5
Brand Image / Association	.755	6

Table 1: Reliability Analysis.

Moreover, a confirmatory factor analysis was carried out, with the KMO index being above 0.70 (KMO = .884, Bartlett's Test of Sphericity $p < .001$) and the outcome of the

factor analysis (Varimax rotation) to confirm all scales and their components (Table 2).

	Component					
	1	2	3	4	5	6
BL9	.882					
BL8	.877					
BL6	.873					
BL1	.865					
BL2	.861					
BL5	.860					

BL10	.853					
BL4	.848					
BL7	.801					
BL3	.797					
BA4		.842				
BA2		.802				
BA1		.796				
BA3		.682				
BA5		.618				
PDE 2			.804			
PDE 3			.797			
PDE 5			.643			
PDE 4			.616			
PDE 6			.583			
PDE 1			.556			
PDE 7			.510			
PQ2				.820		
PQ1				.808		
PQ4				.806		
PQ3				.584		
PSME 2					.826	
PSME 1					.815	
PSME 6					.726	
PSME 5					.725	
PSME 7					.702	
PSME 4					.608	
PSME 3					.461	
BI2						.766
BI5						.700
BI3						.643
BI1						.628
BI7						.443
BI4						.431
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.						
Rotation converged in 7 iterations. PDE = Perceived digital marketing expenditure, PSME = Perceived social media marketing expenditure, PQ = Perceived quality, BL = Brand Loyalty, BA = Brand awareness, BI = Brand Image / Association						

Table 2: Factor analysis: Rotated Component Matrix^a.

The final sample size regarding the questionnaires was 402 respondents, a number that is considered quite

representative according to the g-power analysis carried out and the minimum sample was set at 85 participants. The

simple random sampling method was used for the selection of the respondents, with the only criteria being social media users and being able to read and understand English as a language, as the survey questionnaire was not available in another language.

Before the distribution of the questionnaires, a pilot phase of its administration was carried out, in order to establish its effectiveness as a tool, to point out its possible errors or shortcomings and to make some corrective changes. The specific test phase did not show any particular problems and the questionnaire was judged to have the appropriate size, to be easy to read and its topic interesting enough for the respondents. Descriptive statistical analysis, Pearson's parametric test and Univariate ANOVA were used to analyze and present the results to verify statistically significant correlations.

Results

Table 3 presents the demographic characteristics of the sample. The majority of the respondents were from 18 to 24 years old (58.7%), female participants (53.5%), they hold a bachelor's degree (76.4%), and they are students (36.6%).

Variable	Percentage	
Age	18 - 24	58.7
	25 - 30	30.6
	> 31	10.7
Gender	Male	46.5
	Female	53.5
Educational Level	Bachelor's degree	76.4
	Master's Degree	17.7
	PhD	6.0
Employment	Unemployed	18.4
	Student	36.6
	Public servant	6.7
	Private sector employee	25.6
	Self employed	12.7

Table 3: Demographic data.

Table 4 provides a comprehensive overview of the mean scores for various brand attributes and the expenditure levels on digital marketing and social media marketing. The data reveals that expenditure on digital marketing is perceived to be higher compared to social media marketing expenditure, with both categories of spending exceeding average levels. In terms of brand attributes, the findings

indicate distinct variations. Brand awareness scores the highest ($M = 5.63$, $SD = 1.136$). This suggests that consumers are generally very aware of the brand, and there is relatively moderate variability in awareness levels among the surveyed population. Following brand awareness, brand image or associations score a mean of 4.99 ($SD = .938$). This indicates that the perception and associations related to the brand are fairly strong, though slightly less so than brand awareness. The lower standard deviation here implies a more consistent perception of the brand image among respondents. Brand loyalty, on the other hand, records the lowest mean score of 3.29 ($SD = 1.866$). This indicates that loyalty towards the brand is relatively low, with a high degree of variability among consumers' loyalty levels. The high standard deviation suggests significant differences in loyalty across the surveyed group, indicating that while some consumers may be very loyal, others are not loyal at all.

	M	SD
Perceived digital marketing expenditure	4.61	.989
Perceived social media marketing expenditure	3.95	.950
Perceived Quality	4.53	.928
Brand Loyalty	3.29	1.866
Brand Awareness	5.63	1.136
Brand Image / Associations	4.99	.938

Table 4: Brand attributes and marketing expenditure.

Correlations between Digital Marketing and Social Media Expenditure and Brand Attributes

Table 5 shows the correlations between marketing expenditures (both digital and social media) and various brand attributes. All the correlations reported are statistically significant, indicating that there are meaningful relationships between these variables. The strength of these relationships ranges from medium to weak, and all are positive, suggesting that increases in marketing expenditures are associated with improvements in brand attributes. Specifically, for perceived digital marketing expenditure, the strongest relationship is with brand image and brand associations ($r = .425$). This indicates a medium positive relationship, meaning that higher spending on digital marketing is moderately associated with better brand image and stronger brand associations. The next strongest relationship is with brand awareness ($r = .337$). This suggests a weaker but still positive relationship, indicating that increased digital marketing expenditure is somewhat associated with greater brand awareness. Similarly, for perceived social media marketing expenditure, the strongest relationship is also with brand image and brand associations ($r = .342$). This medium positive correlation

indicates that higher spending on social media marketing is moderately associated with better brand image and stronger brand associations. However, the relationship between social media marketing expenditure and brand awareness is weaker ($r = .169$). This weak positive correlation suggests a minor association between increased social media marketing

expenditure and higher brand awareness. Additionally, perceived social media marketing expenditure shows a medium correlation with perceived quality ($r = .308$). This indicates a moderate positive relationship, suggesting that increased social media marketing expenditure is associated with improvements in the perceived quality of the brand.

	1	2	3	4	5	6
Perceived digital marketing expenditure	1	.257**	.319**	.311**	.337**	.425**
Perceived social media marketing expenditure		1	.308**	.239**	.169**	.342**
Perceived Quality			1	.259**	.296**	.455**
Brand Loyalty				1	.239**	.364**
Brand Awareness					1	.626**
Brand Image / Associations						1

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

Table 5: Correlations between digital marketing and social media expenditure and brand attributes.

Conclusion

Despite the fact that in the past only a few companies implemented brand building strategies and activities [22], brand equity proved to be very important as it can lead to multiple benefits [15,17]. Furthermore, due to the absence and disagreement about the most accurate method of measuring brand equity, the various approaches should be used with caution. Additionally, consumer brand equity is influenced by multiple strategic decisions regarding a brand's marketing mix [18]. Therefore, every decision in a company's marketing plan must be made with this in mind. Also, according to the literature review, each company must choose between short-term benefits from using marketing activities that can damage the brand and long-term benefits that can build a strong brand with high goodwill for consumers.

Digital marketing plays a crucial role in shaping the brand equity of enterprises in the sustainable food and drink sector. By leveraging various online platforms and tools, these businesses can effectively enhance brand visibility, communicate their values, and engage with a broad audience. Through targeted content, social media interactions, and data-driven strategies, digital marketing fosters stronger brand awareness, a positive brand image, and greater brand loyalty. These efforts are particularly vital for the sustainable food and drink sector, where consumer trust and ethical considerations are paramount. As consumers increasingly prioritize sustainability, digital marketing allows brands to transparently showcase their commitment to environmental

and social responsibility, thereby strengthening their market position and driving long-term growth. Ultimately, the strategic use of digital marketing not only boosts brand equity but also aligns with the evolving preferences and values of today's consumers, ensuring relevance and resilience in a competitive marketplace.

Finally, Despite the fact that this research combines all the dimensions that affect the goodwill of the brand in order to ascertain the influence of digital and social media marketing on it, it is also original as in the past similar researches either did not concern digital marketing but marketing in general, either they did not include in total all the dimensions that affect the goodwill of the brand but focused on some of them, or the surveys concerned only one specific product category. A company to strengthen its brand name or the brand name of a product, should keep in mind that spending on digital marketing and social media marketing is linked to how recognizable its brand name is by consumers, as well as with how qualitative it is considered but also how positively it is associated with them. Furthermore, by increasing/improving awareness, perceived quality and more positive brand associations, each company can increase customer loyalty in addition to attracting new ones. Therefore, based on the above, it is clear the significant effect of digital marketing and social media marketing on the brand name of a business or a product. The current research show that consumers tend to associate a company's investment in digital and social media marketing with positive brand attributes. These associations can significantly enhance brand awareness, improve brand image, foster brand loyalty, and elevate perceptions of

product quality, ultimately contributing to stronger brand equity.

Research Limitations and Future Research

The main limitation of the present research can be considered the sample size, which may possibly create problems regarding the generalizability and representativeness of the results. Despite this, this primary data research offers important data about consumer views on digital marketing, its influence on young consumers and the value it offers to companies' brands in food and beverages sector. Future research should delve into the nuanced ways digital marketing shapes brand equity in the sustainable food and drink sector, particularly by employing both quantitative and qualitative methods to assess consumer responses, thereby offering a comprehensive view of how financial allocations in digital marketing drive brand equity. By focusing on consumers' perceptions, future studies can uncover the most impactful digital marketing practices for sustainable brands, guiding enterprises to optimize their marketing efforts for enhanced brand equity and competitive advantage.

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