

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF MARKETING MANAGEMENT**

**DIGITAL MARKETING PRACTICES, BRAND
AWARENESS AND BRAND LOYALTY AT ALPINE**

**THET OO KHIN
MMM II - 38
MMM 3rd BATCH**

JUNE, 2025

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A thesis is submitted to the Board of Examiners in partial fulfillment of the requirements
for the degree of Master of Marketing Management Programme (MMM).

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ABSTRACT

This study investigates the effect of digital marketing practices on brand awareness and brand loyalty toward Alpine Purified Drinking Water in Yangon. Focusing on five key digital marketing dimensions social media marketing, content marketing, email marketing, online advertising, and pay-per-click (PPC) marketing the research adopts a quantitative approach using structured questionnaires administered to 385 respondents. Data were analyzed using descriptive statistics, correlation analysis, and regression techniques. The results indicate that all five digital marketing practices have a significant positive relationship with brand awareness, with social media marketing followed by content findings. Furthermore, a strong positive relationship was found between brand awareness and brand loyalty, confirming that increased visibility and engagement lead to greater consumer commitment. Based on the findings of Objective two, it is found that all of digital marketing practices have somewhat level of effects on brand awareness at Alpine. According to the objective three, it can be stated that regression analysis of brand awareness has approximately moderate level of effect on brand loyalty. The findings highlight the effectiveness of Alpine's digital marketing strategies in enhancing its brand presence and fostering customer loyalty in a competitive urban market. This study offers practical insights for marketers and brand managers in the purified water industry and provides a foundation for future research into consumer behavior and digital branding strategies.

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CHAPTER 1

INTRODUCTION

Internet technology has transformed personal and professional communication in the 21st century. Internet technology and digital marketing are creating new communication channels. Social media has transformed how clients see digital marketing nowadays (Reddy, 2021). Prospective customers use social media evaluations and recommendations to make smart purchases (Shri, 2023). Technology drives digital marketing shift, which is accepted (Chaudhary, 2022). To introduce new digital marketing activities, industry participants must understand social media marketing's benefits and make the proper choice. Digital marketing is a modern marketing word.

Digital technology has transformed marketing management. Digital marketing has changed consumer-producer connections (Ahmed et al., 2019). Digital marketing helps manufacturers educate customers about their goods (Halik et al., 2021) and strengthen seller-buyer interactions to stimulate repeat transactions (Choedon & Lee, 2020). Manufacturing companies may use digital technology to communicate their product's superiority and benefits to customers in real time (Choedon & Lee, 2020). Brand recognition is crucial in competitive marketplaces, especially for low-involvement items like filtered drinking water. A well-known brand has stronger consumer trust, better purchase recall, and more customer loyalty (Mitiku, 2021).

Brand awareness is how well customers remember a brand under different settings. As a key component of brand equity, it helps consumers choose a brand by making it more recognizable and memorable (Keller, 2013). In competitive marketplaces, strong brand recognition may build confidence, indicate quality, and enhance buy intent. It also helps customers associate the brand with specific traits or feelings, strategically positioning it inside a category (Aaker, 1991).

Brand loyalty, on the other hand, is a consumer's willingness to buy or use a brand's products or services regardless of price or competition. It involves recurrent purchases and brand loyalty (Oliver, 1999). Loyal consumers spread brand awareness and save marketing expenditures. Customer happiness, brand trust, and consistent brand experience affect brand loyalty (Chaudhuri & Holbrook, 2001). Brand

recognition and loyalty boost customer retention and competitive advantage, ensuring long-term business success.

The digital revolution in Southeast Asia, notably Myanmar, occurred following political and economic liberalization in 2011, which increased internet adoption and smartphone use (Win & Khaing, 2019). Social media platforms like Facebook, the most popular in Myanmar, enabling businesses to reach more people at cheaper cost than traditional marketing approaches. The purified drinking water sector is changing how it markets and creates brand recognition, especially in metropolitan centers like Yangon. Myanmar began making purified drinking water in the 1970s. However, Myanmar customers were unaware of this product as it had not yet been produced. After Market-Oriented Economy was introduced in 1988, this product's market developed.

In a competitive market, digital marketing is a cost-effective and quantifiable way to boost brand recognition, distinguish products, and establish consumer loyalty. Integrated digital marketing boosts visibility, consumer interaction, distinctiveness, and brand equity to maintain business growth. This research discusses Yangon's purified drinking water industry's digital marketing services and brand recognition.

1.1 Rationale of the Study

Urban Myanmarese drink mostly bottled water. Purified drinking water consumption has been rising in rural regions due to poor well water quality and availability. In Myanmar, bottled filtered drinking water is needed for everyday consumption. In contrast, Myanmar has too many private water purification companies in practically every town due to the popularity of bottled water.

Many individuals prefer purified drinking water to municipal water, although it's unclear why. Quality (safety) and pricing may influence customers' brand choices. The only evident argument is that this industry is lucrative owing to rising consumer and company demand and is readily established. The manufacturer may handle this firm for a good ROI with modest operational costs. Purified drinking water stays profitable under these conditions (Olson, 1999). Despite the industry's desirability, effective filtered drinking water manufacturers' marketing efforts are hidden. By studying successful purified drinking water market participants, people may learn about the market and how to succeed in it.

In an increasingly digital environment, consumers research, order, and review online, making it crucial for filtered drinking water firms to have a strong internet presence. Digital marketing lets organizations target particular groups with individualized campaigns, improving consumer happiness and ROI (Kotler et al., 2017). Alpine, a Loi Hein Co., Ltd. trademark, is Myanmar's premier purified drinking water brand. It is recognized for supplying safe, high-quality drinking water to suit population health and hydration demands. Alpine confronts constant competition from local and foreign firms selling identical items in Yangon, Myanmar's economic capital. Technology is growing quickly, and organizations may use digital marketing to sell nationally or internationally (Makrides et al., 2020). Building and sustaining brand recognition is crucial to business development and sustainability in such a saturated market. Alpine uses digital marketing to stand out as Yangon customers increasingly use digital channels for information, suggestions, and brand interactions.

Digital platforms including social media, websites, search engines, and mobile apps have changed how companies interact with their audiences. Data analytics and digital platform clients input help organizations make decisions, develop new products, and improve customer experience (Chaffey & Ellis-Chadwick, 2019). In the drinking water industry, visually appealing material on Instagram, Facebook, and TikTok helps businesses exhibit their products, establish brand personality, and communicate with customers in real time (Ashley & Tuten, 2015). This visual connection is crucial in an industry where appearance and emotion influence buying choices.

Content marketing helps create brands by providing recipes, nutritional advice, and behind-the-scenes tales that educate and emotionally engage customers (Pulizzi, 2014). While more subtle, email marketing may establish client loyalty by giving special bargains, event invites, and tailored product suggestions that drive repeat purchases (Chaffey & Ellis-Chadwick, 2019). Online advertising using Google Ads, Facebook Ads, and YouTube advertisements lets purified drinking water firms target populations by geography, interests, and behavior. These targeting boosts marketing efficiency and ROI, especially for small and medium-sized businesses in congested markets (Kotler et al., 2017). Due to severe competition and content saturation, social media marketing is becoming harder for firms, especially small and

medium-sized enterprises, to stand out and retain engagement (Ashley & Tuten, 2015).

Thus, since digital marketing shapes consumer behavior and brand image internationally, it is crucial to study how these methods affect brand awareness in local sectors. Yangon filtered drinking water firms utilize digital technologies extensively, but little is known about their impact on brand awareness and customer recognition. This study examines how digital marketing affects brand recognition in Yangon's purified drinking water business to address that gap. The findings could help firms improve their brand visibility in a competitive and rapidly changing industry.

1.2 Objectives of the Study

The objectives of this study are as per the following:

1. To identify the digital marketing practices of Alpine
2. To analyze the effect of Digital Marketing Practices on Brand Awareness at Alpine
3. To examine the effect of Brand Awareness on Brand Loyalty at Alpine

1.3 Scope and Method of the Study

The research solely examines Yangon Alpine pure drinking water brand awareness digital marketing services. Social media, content, email, online advertising, and pay-per-click marketing are digital marketing practices. Primary and secondary data were employed in this investigation. Alpine purified drinking consumers in Yangon were surveyed for primary data. People in schools, universities, businesses, and companies around Kamayut Township, where Alpine is consumed, provided data. Alpine purified drinking water customers are unknown; hence the sample size was obtained by systematic simple random selection from 385 respondents using Cochran (1977) algorithm. Secondary data from topical reports, industry publications, and academic journals was collected to assess selection criterion trends and efficacy. SPSS was used to examine Alpine Purified Drinking Water's digital marketing activities and brand awareness in Yangon utilizing frequency tables, descriptive statistics, correlation, and multiple regression analysis.

1.4 Organization of the Study

Five chapters make up this study. Chapter one covers the study's premise, objectives, scope, technique, and preliminary outline. Chapter two discusses digital marketing, digital marketing services, associated theories, concepts, past research, and the study's conceptual framework. Chapter 3: Impact of digital marketing on Yangon's purified drinking water sector. Chapter four examines how digital marketing services affect Yangon's filtered drinking water brand recognition. Chapter five concludes with results, comments, recommendations, and research requirements.

CHAPTER 2

THEORETICAL BACKGROUND

The literature review includes ideas, concepts, and prior investigations that form the study's theoretical framework. The first section introduces digital marketing, digital marketing services, and brand recognition. Background theories, past research, and the study's conceptual framework will also be discussed.

2.1 Concepts of Digital Marketing

Keller's 1993 Customer-Based Brand Equity (CBBE) Model supports digital marketing and brand recognition. This paradigm states that brand awareness—including brand identification and recall—is the foundation of brand equity. Digital marketing tactics increase brand recognition by guaranteeing brand presence across several digital platforms (Keller, 2013). To increase brand awareness, social media marketers create interactive brand experiences on Facebook, Instagram, and TikTok (Kaplan & Haenlein, 2010). SEO also raises brand recognition by enhancing search engine rankings so customers can find businesses while looking for related items or services (Dwivedi, Kapoor, & Chen, 2021).

Another important framework is the Theory of Engagement Marketing that illustrates how consumers' interaction with digital marketing content increases awareness and loyalty toward a brand (Brodie et al., 2011). A digital marketing campaign tends to create consumer engagement through likes, shares, comments, and more direct opportunities between a business and a consumer in general. Content marketing through blogs, videos, and infographics takes the critical facilitative role in keeping consumers informed and engaged, largely acting as a reinforcement of a brand's presence in consumers' minds (Pulizzi, 2014). Influencer marketing, which finds its utility in addressing brand awareness credibly and broadly, leverages online influencers that endorse a product to its audience (Brown & Hayes, 2008). Influence refers to people who tend to be perceived as having comparable scaling to traditional advertising methods but, rather, as being more authentic to consumers; hence, influencing increased brand recognition and recall (Lim, Radzol, Cheah, & Wong, 2017).

Digital marketing tactics fall into various categories. Facebook, Instagram, and TikTok are used in social media marketing to build brand communities and

engagement (Ashley & Tuten, 2015). To attract and keep consumers and reinforce the brand's value proposition, content marketing creates and distributes valuable, relevant information (Pulizzi, 2014). Direct contact via email is still effective for tailored offers, newsletters, and client retention (Chittenden & Rettie, 2003). Online marketing—including SEM, SEO, and display advertising—aims to increase brand awareness and targeted visitors using paid and organic techniques (Ryan, 2016).

Digital marketing's data-driven nature is a major benefit. Businesses can monitor user behavior, marketing performance, and strategy in real time. Digital marketing gives companies actionable insights to boost ROI and customer satisfaction, according to Kingsnorth (2019). Digital marketing also promotes integrated marketing communications (IMC), which unites marketing activities across channels and brand message (Belch & Belch, 2018).

2.2 Digital Marketing Practices

Any marketing approach using electronic devices is digital marketing, which is dynamic. Digital marketing allows prospective customers to connect with the firm (Chaffey & Chadwick, 2016). Digital marketing includes maintaining corporate websites and social media to achieve marketing goals. Digital platforms employ branding to reach marketing goals.

2.2.1 Social Media Marketing

Social media marketing (SMM) promotes websites, businesses, and services via social media. Blogging and online photo sharing are marketing activities (Jayasuriya et al., 2018). Social media's shift from friends' networks to the most trustworthy and fast developing source of product and service information impacts marketing (Rishi & Sharma, 2017). Social media marketing programs vary every organization, but all attempt to raise brand awareness, exposure, and sales. Social media marketing is crucial for client engagement and online visibility.

Consumers initially joined social media to remain in contact with family and friends, but interest grew, and marketers found an audience. Facebook, WhatsApp, Instagram, Twitter, YouTube, and LinkedIn are popular (ElAydi, 2018). These tools have changed online communication and knowledge sharing (Muma, 2018). Today, shoppers can follow their favorite companies on Facebook, Instagram, TikTok, and Twitter to learn about new goods, get discounts, access promotions, and learn more

about the firm. Over 80% of youth and young adults worldwide use social media for information and knowledge (Akudugu et al., 2023). Majhi (2020) stated that manufacturers have raised their marketers' attention and concentration on social media as a new marketing strategy since they know their customers use it.

Affordable social media marketing reaches many customers. Brands may be affected by social media. Social media marketing promotes brands. Social media marketing ranks second to mobile in brand awareness (Kingsnorth, 2016). Brand awareness and social media marketing are strongly linked (Cizmeci & Ercan, 2015). Bruhn et al. (2012) discovered that social media and word-of-mouth marketing increase brand awareness. Social media marketing improves consumer buying by enabling two-way communication (Laksamana, 2018).

2.2.2 Content Marketing

Content marketing, another popular digital marketing technique, generates and publishes product-related articles, photos, videos, podcasts, and other material to attract, engage, and retain consumers.

Content marketing offers people valuable information, entertainment, or solutions, unlike straight product promotion. Pulizzi (2014) defines content marketing as interacting with clients and prospects without selling to develop trust, credibility, and long-term engagement.

Media content raises brand recognition (Holliman & Rowley, 2014). If the content interests' customers, they should participate actively and become brand loyal. The relationship should raise customer brand recognition (Prentice et al., 2019). Content marketing improved brand recognition and buying decisions, according to Ansari et al. (2019). Wang et al. (2019), Chen et al. (2021), and Jafarova and Tolon (2022) obtained similar results. Implemented content marketing may raise a company's hit rate by 30% by increasing the possibility of a client converting from an ad (Putri, 2021). To increase brand recognition, a corporation should provide easy-to-understand information (Renwarin, 2021). Digital media like Facebook may boost consumer-company engagement, thus organizations should use it to raise brand recognition and sensitivity (Makrides et al., 2020).

2.2.3 Email Marketing

Email marketing is one of the most cost-effective and proven digital marketing methods for sending tailored messages to consumers' inboxes. To build client connections and boost company, it entails sending segmented audiences' promotional content, product information, newsletters, or targeted offers. Email marketing is vital to direct marketing because it allows organizations to communicate with customers regularly and personally, according to Chaffey and Ellis-Chadwick (2019). Email marketing allows more private and regulated interactions than public social media platforms, making it ideal for organizations seeking loyalty and repeat engagement.

Email campaigns are a faster way to offer time-sensitive promotions, updates, and rewards in direct marketing. It segments messages by client behavior, geography, preferences, or purchase history, making them more relevant and effective. Compared to mass communication, tailored email marketing enhances open, click-through, and conversion rates, according to Ellis-Chadwick and Doherty (2012). Email is 40 times more successful than social media like Facebook or Twitter in attracting new consumers and achieving ROI, according to McKinsey.

Internet advancements made email marketing possible in the 1990s. Email marketing saves money (Hudák et al., 2017). Many companies sell their products and services via email. Email marketing promotes client trust and product awareness (Ligaraba et al., 2023). Email marketing informs a list of individuals about new or improved products, discounts, value, and other features to keep them engaged (Abdel Baky, 2016). Email marketing boosts brand exposure, traffic, and sales (Samantaray & Pradhan, 2020).

2.2.4 Online Advertising

Internet and digital platforms are used to offer promotional information to target audiences in online advertising. It includes display banners, social media advertisements, video commercials, sponsored content, and email marketing. Businesses may efficiently and data-drivenly engage customers across various touchpoints with online advertising (Chaffey & EllisChadwick, 2019). Online advertising may produce instant reactions and build brand equity through persistent digital presence and customer involvement, according to Kotler et al. (2021).

Paid advertising is a method of online marketing in which a manufacturer rents a spot on a site that their target audience routinely visits (Ahmed et al., 2019). Okolo et al. (2018) discovered that paid advertising boosts brand recognition in Enugu, Nigeria. In Gorakhpur, India, Irfan (2019) found a positive and substantial association between paid advertising and brand awareness. Display advertising, which includes banner ads, video ads, and interactive content placed on third-party websites or apps, plays a significant role in brand visibility and remarketing. These visually engaging ads can be tailored based on user behavior, location, interests, or browsing history, allowing for precise targeting. As reported by Li and Leckenby (2007), display ads are effective in creating brand recall and awareness, especially when combined with strong visual branding.

2.2.5 Pay-per-click Marketing

A manufacturer pays an internet marketer for each click in pay-per-click advertising (Kapoor et al., 2016). Mostly used on Google and Bing Ads, but also on Facebook, Instagram, and LinkedIn (Ryan, 2016). Pay-per-click advertising helps manufacturers and online marketers contact clients (Diamantopoulos, 2020). In Jordan and Ethiopia, Khraim and Alkrableih (2015) and Mitiku (2021) directly and statistically boosted brand recognition.

PPC's performance-based strategy, where companies only pay when a potential consumer clicks on the ad, is its key benefit. This makes it a cheap and trackable way to increase website traffic, leads, and sales (Kingsnorth, 2019). Moreover, PPC campaigns enable real-time performance analysis, A/B testing, and keyword optimization, allowing advertisers to continuously refine their strategies for better return on investment (ROI). As highlighted by Tiago and Veríssimo (2014), PPC is not only effective for direct response but also contributes to brand awareness, especially when used in combination with broader digital marketing strategies.

2.3 Brand Awareness

Brand awareness—consumers' ability to recall a brand name under different conditions—is the first and most essential component of their brand knowledge systems (Keller, 1993). Brand awareness is a potential customer's brand recognition and classification (Aaker, 1991). In brand equity, brand awareness is crucial.

Consumer brand awareness is the ability to recall, recognize, and correlate brand name, logo, jingles, etc. with specific memories (Aaker, 1991). Keller (1998) says regular brand exposure raises awareness. Building brand awareness needs matching brand name to product class. Advertising and celebrity endorsement raise brand recognition (Tsai et al., 2007).

According to Rossiter and Percy (1987), brand awareness involves brand recognition (the ability to confirm prior brand exposure when given the brand as a cue) and brand recall (recalled from memory when given a product category or need). Marketing success depends on both dimensions, especially in crowded and competitive industries like filtered drinking water, where buyers have several identical product alternatives. According to Chaffey and EllisChadwick (2019), search engine marketing, social media, and targeted advertising boost brand exposure and customer engagement. Brand familiarity makes people trust it and prefer it over unknown alternatives.

2.4 Brand Loyalty

Brand loyalty is a consumer's continuous preference and repeated purchases of a brand based on satisfaction, trust, and emotional attachment (Keller, 2013). It is a crucial outcome of successful marketing strategies, particularly in competitive markets where consumer retention is vital. Brand loyalty not only ensures repeat purchases but also fosters word-of-mouth promotion and resistance to competitors' marketing efforts (Oliver, 2015). Loyal customers are less price-sensitive and more likely to overlook negative information, making brand loyalty a key driver of long-term profitability (Kotler & Keller, 2016).

According to Dick and Basu (1994), brand loyalty is a combination of repeat patronage and a favorable attitude toward a brand. This dual perspective distinguishes true brand loyalty from mere habitual buying. More recent studies emphasize the emotional and psychological dimensions of loyalty. For example, Chaudhuri and Holbrook (2001) differentiate between behavioral loyalty (actual repurchase behavior) and attitudinal loyalty (emotional attachment and commitment). Both forms are critical; while behavioral loyalty sustains sales, attitudinal loyalty forms the foundation for enduring consumerbrand relationships.

In the digital age, the nature of brand loyalty has evolved. The ease of accessing information and the abundance of choices have made loyalty more difficult

to attain (Keller, 2013). Therefore, firms increasingly focus on building brand experiences and personalized engagement to enhance loyalty (Aaker, 2020). Digital platforms such as social media and email marketing provide tools for real-time interaction and targeted communication, fostering a deeper sense of connection and commitment among consumers (Bilgin, 2018).

Brand loyalty often depends on trust. Brand loyalty increases when customers see it as trustworthy, ethical, and consistent (Liu et al., 2021). Brand equity—brand awareness, perceived quality, and brand associations—also boosts loyalty (Aaker, 1991; Kim et al., 2018). Brand loyalty may help shape customer views and long-term brand performance in emerging economies like Myanmar, where consumer trust and infrastructure are still evolving.

2.5 Related Theories

These marketing and communication ideas underpin digital marketing's brand awareness increase for small and medium firms. They discuss consumer behavior, brand perception, digital marketing, brand awareness and engagement.

2.5.1 Brand Equity Model

Brand equity includes brand awareness, brand associations, perceived quality, and loyalty, according to Aaker's (1991) Brand Equity Model. The notion states that brand awareness increases brand equity, which boosts customer preference and trust. In highly competitive or low-involvement product categories like purified drinking water, great brand awareness helps customers recognize and recall a brand when confronted with options. The consumer's familiarity decreases purchasing risk and increases perceived value. Digital marketing helps raise awareness by providing regular exposure across numerous channels.

2.5.2 Hierarchy of Effects Theory

Robert J. Lavidge and Gary A. Steiner introduced the Hierarchy of Effects Theory in 1961 in their famous work "A Model for Predictive Measurements of Advertising Effectiveness." This model has since become a foundational framework in advertising and consumer behavior studies. The theory outlines the sequential process that consumers typically undergo from initial brand exposure to final

purchase, offering a structured explanation of how advertising influences consumer decisions (Lavidge & Steiner, 1961).

The model draws heavily from behavioral psychology and divides consumer response into three primary stages: cognitive, affective, and behavioral. In the cognitive stage, consumers become aware of the product and begin acquiring knowledge about it. This stage focuses on the mental engagement or “thinking” aspect, where the advertisement introduces the brand and informs potential buyers about its features and benefits.

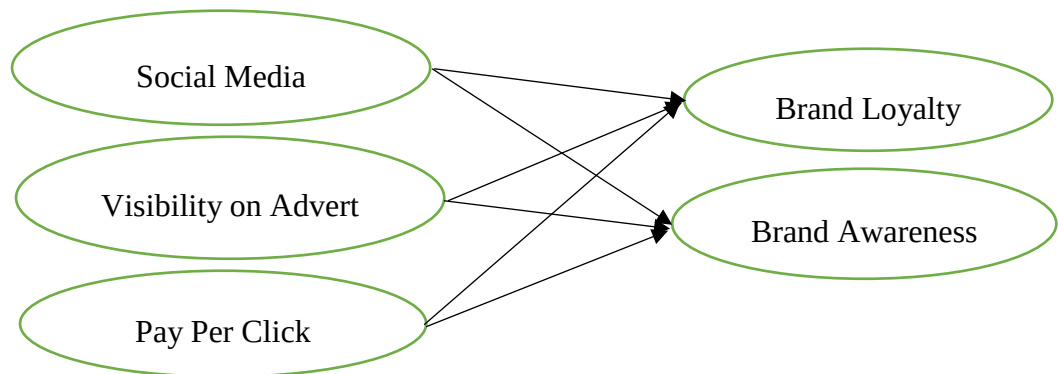
Following this is the affective stage, which addresses emotional reactions. It includes sub-stages such as liking, preference, and conviction. During this phase, consumers form attitudes toward the brand, begin to favor it over competitors, and may develop a sense of trust or loyalty. This stage reflects the “feeling” component of decision making.

The final phase is the behavioral stage, where the consumer takes action—usually in the form of a purchase. This “doing” stage marks the conversion from intention to behavior, influenced by the prior cognitive and emotional processes. Over time, this theory has been adapted and expanded in marketing practice, but the original structure remains a valuable tool for understanding the pathway to brand engagement and purchase.

2.6 Previous Studies

Digital marketing methods, brand recognition, and loyalty have been studied. Mitiku (2021) examined “The Impact of Digital Marketing on Brand Awareness and Brand Loyalty: The Case of Awash Wine S.C”. The study assessed Awash wine's marketing staff and customers. This research was quantitative. Secondary data augmented questionnaire-based primary data. 217 Awash wine customers and 23 workers provided data. Data was examined using descriptive and informant statistics in SPSS. The following figure illustrates the conceptual framework of this study.

Figure (2.1) The Impact of Digital Marketing on Brand Awareness and Brand Loyalty

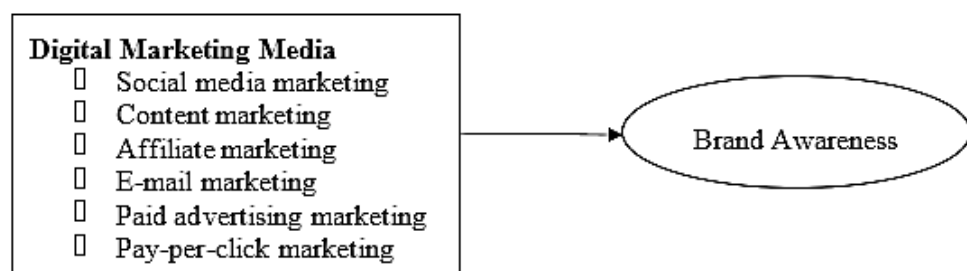


Source: Mitiku, A. (2021).

The data reveal that pays per click, commercial, and social media ads all increase brand recognition and loyalty. Overall, the research reveals a favorable association between brand awareness/loyalty and online digital engagement.

Nyange (2024) studied “The Impacts of Digital Marketing on Brand Awareness: Consumers Perspectives on Sportswear Industry” in its second study. Internet marketing and sportswear brand recognition in Dar es Salaam, Tanzania, were explored in this study. Analytic cross-sectional survey of simple random sportswear users was used to examine quantitative data. 250 Kigamboni and Kinondoni sportswear purchasers completed a standardized questionnaire. Data analysis included descriptive statistics and multiple linear regression.

Figure (2.2) The Impacts of Digital Marketing on Brand Awareness



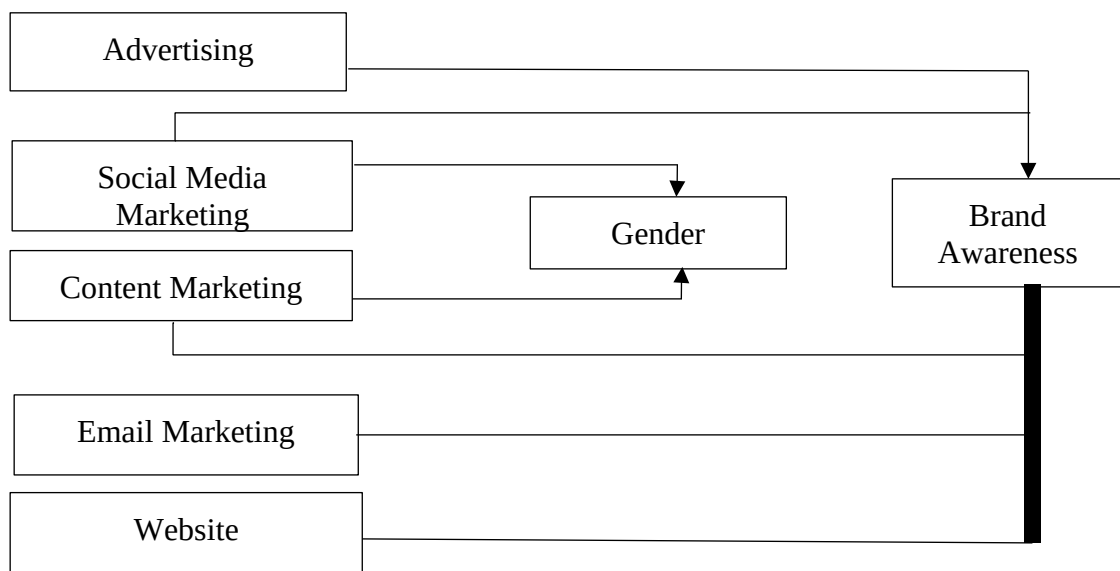
Source: Nyange, E. F. (2024).

This study found that content, social media, affiliate, paid advertising, and pay-per-click marketing boost brand identification. Email marketing hardly affected brand recognition. Sportswear firms should engage extensively in paid advertising and pay-per-click marketing campaigns and mix digital and conventional marketing

tactics for ad-wide coverage to boost brand recognition, according to this report Together, the two-marketing media operate better.

The last study by Karen et al. (2025) explored how digital marketing influences internet users' brand awareness. Many industries use digital marketing methods including advertising, social media, content, email, and website marketing in our quickly increasing technology. This essay thoroughly examines how digital marketing methods affect brand awareness. This study's comparative causal design employed data from 273 Riau Island digital media consumers and the SmartPLS tool to assess them. The premise was tested, and online advertising increased brand identification significantly.

. Figure (2.3) Analyzing the Effects of Digital Marketing on Brand Awareness among Internet Users



Source: Nyange, E. F. (2024).

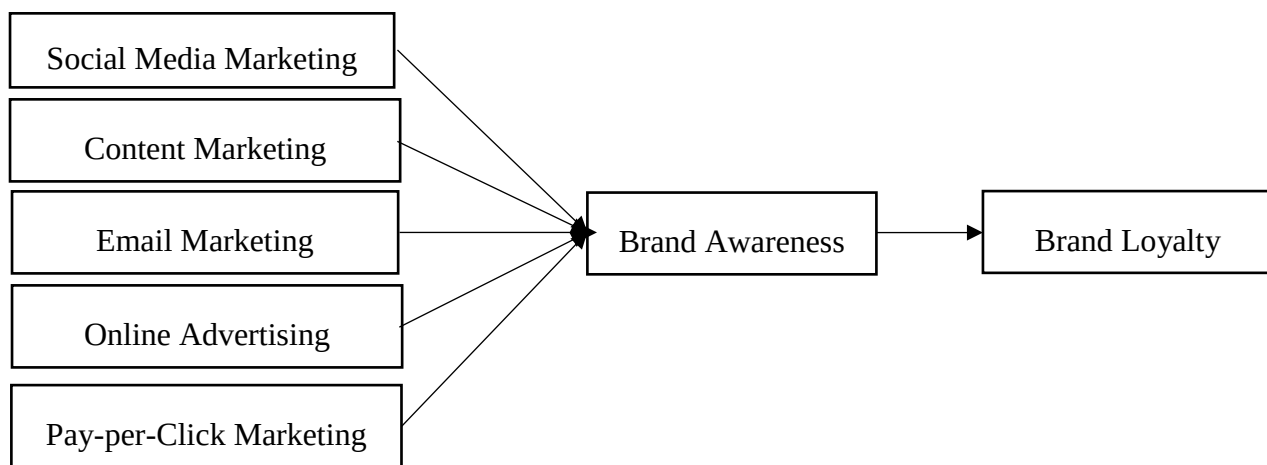
The research shows a strong positive correlation between brand awareness and advertising. This large effect has confirmed and strengthened past findings. Some findings contradict numerous studies that found positive results. The study found no effect from brand recognition and content marketing. The study's test results validate the website variable's favorable link with brand awareness.

2.7 Conceptual Framework of the Study

The study examined how digital marketing services affect Yangon's purified drinking water brand recognition. Based on relevant ideas and past investigations, this study's conceptual framework is created. Digital marketing services are the independent variable, while brand awareness is the dependent variable. Figure (2.4) shows the study's conceptual structure.

Figure (2.4) Conceptual Framework of the Study

Digital Marketing Services



Source: Own Compilation (2025)

Five independent variables reflect digital marketing services in the conceptual framework. This study examines how social media, content, email, internet advertising, and pay-per-click marketing affect purified drinking water brand awareness.

Working Definitions

Social Media Marketing

Social media marketing uses Facebook, Instagram, Twitter, LinkedIn, and TikTok to promote a brand, product, or service. Create and share content, engage with followers, run ads, and analyze performance analytics to boost brand recognition and consumer action.

Content Marketing

Material marketing involves generating, publishing, and distributing valuable, relevant, and consistent material to attract and maintain a defined audience and drive lucrative consumer action.

Email Marketing

Email marketing is direct marketing that sends commercial communications to a specified audience via email. It promotes products, builds customer connections, delivers targeted offers, and keeps customers engaged.

Online Advertising

Online advertising includes all marketing and promotion that uses the internet to reach people. It comprises display, search engine, social media, video, mobile, and more advertisements.

Pay-per-click Marketing

Pay-per-click marketing charges marketers each click. Most people think of search engine advertising (e.g., Google adverts), but it also covers social media adverts.

Brand Awareness

Brand awareness is how well people know a brand's attributes or image. It shows how well a brand is known by its target demographic and influences customer choices.

Brand Loyalty

For Alpine, loyal customers are those who not only choose the brand regularly for their hydration needs in Yangon but also engage with the brand online, recommend it to others, and remain committed even when alternatives are available at competitive prices.

CHAPTER 3

PROFILE AND DIGITAL MARKETING PRACTICES AT ALPINE

Alpine Purified Drinking Water's digital marketing techniques and their effects on Yangon brand recognition and loyalty are covered in this chapter.

3.1 Profile of Alpine Purified Drinking Water

Alpine Purified Drinking Water is a popular Myanmar bottled water brand that provides clean, safe, and economical drinking water to urban customers. The company was established in the early 2000s as part of a growing demand for hygienic bottled water in Yangon and other metropolitan areas. Alpine operates under a privately held ownership structure, with a strong commitment to public health and environmental sustainability. The brand's vision is to become a trusted household name by consistently delivering high-quality purified water that meets both international safety standards and local preferences.

Over the years, Alpine has achieved several milestones, including expanding its production capacity, enhancing water purification processes, and increasing market penetration in major urban centers. The company has earned a reputation for compliance with food safety and quality assurance standards. Notably, Alpine holds certifications such as the Myanmar Food and Drug Administration (FDA) approval and ISO 22000:2018 for food safety management systems, ensuring that its products meet rigorous standards for purity, hygiene, and safety (FDA Myanmar, 2021; ISO, 2023).

3.1.1 Product Portfolio

Alpine's product portfolio primarily consists of purified drinking water available in multiple packaging sizes to cater to varying consumer needs. These include small-sized bottles (300 ml and 500 ml) for individual consumption, medium-sized bottles (1 L and 1.5 L) for regular use, and large 5-gallon containers for office and household purposes. The company employs multi-stage filtration and reverse osmosis purification technologies to guarantee the highest water quality.

Distribution is achieved through both traditional and modern retail channels, including grocery stores, supermarkets, food stalls, and direct-to-home delivery services. In addition, Alpine is visible at major convenience stores, events, and restaurants throughout Yangon. The brand follows a competitive pricing strategy aimed at affordability while maintaining quality, thereby appealing to a wide range of income groups. Through value-based positioning, Alpine is perceived as a safe and convenient choice for daily hydration, particularly in a city like Yangon where water safety remains a public concern (Nilar & Htun, 2020).

3.1.2 Target Market

Alpine's target market comprises urban residents of Yangon, including working professionals, students, families, and businesses. Demographically, the brand appeals to consumers aged 18–45 who are health-conscious, quality-oriented, and value convenience. Psychographically, these consumers seek products that are both affordable and trustworthy, especially given rising concerns about tap water quality and hygiene in urban areas (UNICEF Myanmar, 2020).

Geographically, Alpine focuses its marketing and distribution efforts primarily in densely populated areas of Yangon, including downtown commercial zones, residential townships, and business districts. By addressing key consumer needs such as safe hydration, convenience in availability, and reliable quality, Alpine continues to strengthen its presence as a daily-use brand in Yangon's competitive beverage market.

3.1.3 Market Position and Competitive Landscape

Alpine operates in a competitive bottled water market in Myanmar, where both local and international brands vie for consumer attention. While exact market share data is limited, Alpine holds a notable position due to its consistent brand presence and widespread availability in Yangon. The brand competes with major players such as Aqua, Nestlé Pure Life, and Alpine Fresh a similarly named competitor each offering various purified or mineral water products targeting different market segments.

Alpine's unique selling propositions (USPs) include its reliable purification standards, accessible pricing, and strong distribution network. Its ISO-certified production and clear brand messaging around purity and trust contribute to consumer confidence and brand preference. Moreover, Alpine's adoption of digital marketing

and local partnerships has allowed it to build closer relationships with Yangon consumers, positioning itself not just as a water provider but as a trusted health companion.

3.2 Digital Marketing Practices at Alpine

Alpine began integrating digital marketing tools in the late 2010s as Myanmar experienced rapid growth in internet and mobile usage. With over 80% of online activity coming via smartphones, Alpine made the strategic shift to mobile-optimized websites and social media-focused campaigns to align with consumer behavior. Initial efforts focused on establishing a presence on platforms like Facebook, Viber, and Telegram to amplify brand visibility and accessibility.

In its early digital phase, Alpine allocated about 15–20% of its marketing budget to digital channels, balancing this investment against traditional methods such as outdoor advertising and in-store promotions. Digital budgets gradually increased to more than one-third of total marketing expenditure as measurable ROI became evident through online engagement metrics and direct sales impact.

Digital efforts are tightly integrated with Alpine’s legacy marketing. For example, social media contests reinforce offline community events, and QR codes on bottle labels connect consumers to digital promotions or educational content. This integrated approach creates a seamless brand experience across online and offline environments.

(a) Social Media Marketing

Alpine maintains active Facebook, Instagram, and TikTok pages, tailoring content to Yangon’s predominantly mobile-first audience. Regular features include engaging infographics on hydration, behind-the-scenes production insights, and local welfare campaigns. Engagement rates frequently exceed industry averages in Myanmar, especially for interactive posts like polls and mini-contests.

Digital marketing practices at Alpine have significantly enhanced the brand’s visibility and consumer recall in Yangon’s competitive bottled water market. Through platforms such as Facebook, Instagram, and Google Ads, Alpine has been able to reach a wide range of consumers, including young adults, working professionals, and healthconscious households. Social media marketing, in particular, has enabled Alpine to maintain a strong digital presence, allowing consumers to frequently interact with

branded content in their daily online routines. This visibility supports top-of-mind awareness, a key component of brand awareness (Keller, 2013).

(b) Content Marketing

The brand's content hub offers blog posts, videos, and infographics focused on hydration, health tips tailored to Yangon's climate, and environmental messages. These pieces are shared across social media and via email campaigns, helping to establish Alpine as a trusted local wellness authority, not just another bottled water option.

Moreover, Alpine's use of engaging visual content, hydration-related tips, and community-focused posts has contributed to stronger brand recognition and differentiation. According to Bilgin (2018), digital content that is informative and visually compelling plays a critical role in enhancing consumer memory and brand association. Alpine's digital efforts also enable real-time engagement through likes, shares, comments, and direct messaging, giving the brand immediate feedback from customers. This two-way communication fosters a more responsive and consumer-centric brand image, which is crucial for building awareness in digitally active urban populations like Yangon (Chaffey & Ellis-Chadwick, 2019).

(c) Email Marketing

Alpine sends monthly newsletters and promotional emails via its website sign-up and social media channels. Content includes discount offers, new product announcements, and seasonal hydration guides particularly useful during Yangon's hot months. These emails aid customer retention and foster direct brand communication.

(d) Online Advertising

Alpine uses banner ads and sponsored posts on high-traffic Burmese-language news portals, e-commerce platforms, and lifestyle blogs. These digital ads enhance brand visibility and complement outdoor advertising campaigns in Yangon, bridging the gap between offline awareness and online action.

Alpine's digital marketing practices have also contributed meaningfully to strengthening brand loyalty. One of the most significant impacts is the enhancement of brand-consumer communication through personalized messages, promotions, and

customer service responses delivered via email and social media platforms. Personalization such as sending hydration tips during hot seasons or targeted discounts to frequent buyers encourages consumers to feel recognized and valued, which fosters emotional commitment to the brand (Chaudhuri & Holbrook, 2001).

(e) Pay-Per-Click (PPC) Marketing

Geo-targeted PPC campaigns on Google target users in Yangon searching for “purified drinking water,” “safe water delivery,” and related keywords. CPC rates in Myanmar are low around \$0.20 to \$0.30 per click and Alpine’s ads typically convert at above-average rates, indicating strong local demand for purified water.

CHAPTER 4

ANALYSIS OF DIGITAL MARKETING PRACTICES, BRAND AWARENESS AND BRAND LOYALTY AT ALPINE

Demographic, reliability, descriptive, and regression analysis for digital marketing techniques, brand awareness, and brand loyalty for Alpine filtered drinking water in Yangon are discussed in this chapter.

4.1 Research Design

This study uses a quantitative research design to examine how social media, content, email, online advertising, and pay-per-click (PPC) marketing affect brand awareness and loyalty at Alpine purified drinking water in Yangon. This study employed primary and secondary data. The primary data was collected through surveys targeting customers of Alpine purified drinking located in Yangon. In particular, data was gathered from individuals in schools, universities, offices and companies located near Kamayut Township where Alpine is commonly consumed. As the number of Alpine purified drinking water customer base is unknown, the sample size was selected by systematic simple random sampling method from 385 respondents of by Cochran (1977) formula. Secondary data was also gathered from topical reports, journals of the industry, and various academic journals in order to provide insight into the existing trends and effectiveness within selection criteria. As the total number of Alpine customers is unknown, the sample size was determined using Cochran's formula (1977) for an unknown population

$$n_0 = (Z^2 \times p \times (1 - p)) / e^2$$

n_0 = required sample size

Z = Z-value (e.g., 1.96 for 95% confidence level)

P= estimated proportion (0.5 is used for maximum variability)

e = margin of error (e.g., 0.05)

$$n_0 = (Z^2 \times p \times (1 - p)) / e^2$$

$$\begin{aligned} n_0 &= (1.96)^2 \times 0.5 \times (1 - 0.5) / (0.05)^2 = 3.8416 \times 0.25 / 0.0025 \\ &= 0.9604 / 0.0025 \\ &= 384.16 \end{aligned}$$

The required sample size was rounded to 385 respondents.

The study uses basic random sampling to assure sample representativeness and reduce bias. The self-administered questionnaire included close-ended items on a 5-point Likert scale from "strongly disagree" to "strongly agree." The questionnaire was pre-tested for clarity, reliability, and construct validity before data collection. All constructs have Cronbach's Alpha coefficients over 0.70, suggesting good internal consistency and dependability.

Data analysis uses descriptive statistics (such as means and standard deviations) to summarize demographic and response data and inferential statistics, such as multiple linear regression, to evaluate the relationships between digital marketing practices, brand awareness, and brand loyalty. This organized method gives an overview and deeper knowledge of how digital marketing initiatives affect Yangon filtered water user behavior.

4.2 Reliability Analysis

Reliability analysis is essential for assessing the consistency and stability of measurement instruments used to study the effects of social media, content, email, online advertising, and pay-per-click (PPC) marketing on Alpine purified drinking water brand awareness and loyalty in Yangon. This study used Cronbach's alpha, the most used reliability metric. This coefficient measures the internal consistency of survey items within each scale, with a value of 0.70 or above indicating dependability (Nunnally, 1978). Reliability analysis also guarantees that responses vary due to participant perceptions rather than measuring equipment discrepancies or faults.

Table (4.1) Reliability Analysis

Sr. No.	Factors	Number of items	Cronbach' Alpha
1	Social Media Marketing	5	0.821
2	Content Marketing	5	0.836
3	Email Marketing	5	0.804
4	Online Advertising	5	0.818
5	Pay-Per-Click Marketing	5	0.793
6	Brand Awareness	5	0.842
7	Brand Loyalty	5	0.857

Source: Survey Data (2025)

The reliability analysis was conducted using Cronbach's Alpha to assess the internal consistency of the measurement items across all constructs in the questionnaire. As shown in the Table (4.1), all seven factors social media marketing ($\alpha = 0.821$), content marketing ($\alpha = 0.836$), email marketing ($\alpha = 0.804$), online advertising ($\alpha = 0.818$), payper-click marketing ($\alpha = 0.793$), brand awareness ($\alpha = 0.842$), and brand loyalty ($\alpha = 0.857$) exceeded the widely accepted minimum threshold of 0.70 (Nunnally, 1978). These values indicate strong internal consistency and reliability for all constructs used in the study. In particular, brand loyalty showed the highest reliability, suggesting that the related items were well-aligned in measuring the construct. Overall, the results confirm that the questionnaire items are consistent and suitable for further statistical analysis.

4.3 Demographic Profile of Respondents

Demographic analysis examines a population's makeup, behavior, and trends. It entails gathering and evaluating age, gender, education, and other data. Businesses, governments, researchers, and marketers use this knowledge to make educated decisions and target audience-specific initiatives. Alpine Purified Drinking Water demographics are in Table 4.2.

Table (4.2) Demographic Profile

Category	Option	No. of Respondents (385)	Percentage (%)
Gender	Male	170	44.2
	Female	190	49.4
	Prefer not to say	25	6.5
Age	Under 18	20	5.2
	18-24	130	33.8
	25-34	145	37.7
	35-44	60	15.6
	45 and above	30	7.8
Occupation	Student	100	26.0
	Employed	180	46.8
	Self-Employed	60	15.6
	Unemployed	30	7.8
	Other	15	3.9
Monthly Income (MMK)	Less than 200,000	100	26.0
	200,000 – 500,000	160	41.6
	500,001 – 1,000,000	90	23.4
	Over 1,000,000	35	9.0

Source: Survey Data (2025)

In Table (4.2), the demographic profile of the 385 respondents shows a fairly balanced gender distribution, with 49.4% identifying as female and 44.2% as male. The age group most represented is 25–34 years (37.7%), followed by 18–24 years (33.8%), indicating a predominantly young adult sample.

Occupationally, nearly half of the respondents (46.8%) are employed, while 26.0% are students, suggesting that the survey reached a largely working-age and economically active demographic. In terms of income, 41.6% reported earning between MMK 200,000 and 500,000 monthly, with 26.0% earning less than MMK 200,000, reflecting the moderate-income profile typical of urban Yangon residents.

Importantly, awareness of Alpine Purified Drinking Water is very high among respondents, with 90.9% indicating they have heard of the brand. This highlights enjoys strong brand recognition in the market, which is essential for evaluating the effectiveness of its digital marketing strategies on brand awareness and loyalty.

4.4 Descriptive Analysis for Digital Marketing Practices, Brand Awareness and Brand Loyalty Towards (Alpine)

According to Best (1977), the mean values of five-point Likert scale items are interpreted as follows:

The score among 1.00 – 1.80 means strongly disagree.

The score among 1.81 – 2.60 means disagree.

The score among 2.61 – 3.40 means neutral.

The score among 3.41 – 4.20 means agree.

The score among 4.21 – 5.00 means strongly agree

Standard deviation (S.D.) measures data dispersion. A low standard deviation implies that data points are close to the established mean, whereas a large standard deviation suggests a broad range of values (Bland & Altman, 1996).

Statisticians often use the standard deviation to assess confidence.

4.4.1 Social Media Marketing

First variable digital marketing practice (social media marketing) attributes are calculated. Respondents answer 5 statements. Table (4.3) shows mean values and overall mean for this dimension.

Table (4.3) Social Media Marketing

No.	Characteristics	Mean value	Standard Deviation
1	Visibility of Alpine promotions on social media platforms (e.g., Facebook)	4.25	0.68
2	Attractiveness and engagement level of Alpine's shared social media content	4.18	0.72
3	User following and engagement with Alpine's official social media pages	4.10	0.75
4	Increased brand trust resulting from Alpine's social media presence	4.05	0.80
5	Positive brand perception influenced by Alpine's social media campaigns	4.20	0.70
	Overall Mean	4.16	

Source: Survey Data (2025)

According to the results of Table (4.3), the overall mean score of 4.16 reflects a favorable perception of Alpine's social media marketing strategy. The descriptive analysis of social media marketing indicators reveals that Alpine's social media efforts are perceived positively by consumers. The highest-rated item is the visibility of promotions on platforms like Facebook, with a mean of 4.25, suggesting that Alpine has achieved strong exposure in digital spaces. Similarly, the attractiveness and engagement level of Alpine's shared content scored a high mean of 4.18, indicating that consumers find their online posts visually and contextually appealing.

4.4.2 Content Marketing

The second digital marketing practice (content marketing) variable is calculated as follows. Respondents answer 5 statements.

Table 4.4 shows mean values and overall mean for this dimension.

Table (4.4) Content Marketing

No.	Characteristics	Mean value	Standard Deviation
1	Provision of valuable content by Alpine (e.g., hydration tips, purified water facts)	4.22	0.66
2	Enjoyment and engagement with Alpine's articles, blogs, and infographics	4.15	0.70
3	Influence of informative content on consumer opinion about Alpine	4.10	0.75
4	Reflection of quality and health commitment in Alpine's online content	4.18	0.68
5	Strengthened consumer connection through engagement with Alpine's digital content	4.12	0.72
	Overall Mean	4.15	

Source: Survey Data (2025)

According to Table (4.4), the overall mean score of 4.15 suggests a consistently favorable perception of Alpine's content marketing efforts. The descriptive analysis of content marketing factors demonstrates that Alpine's digital content strategy is wellreceived by consumers. The highest-rated characteristic, with a

mean score of 4.22, is the provision of valuable content, such as hydration tips and health-related facts—indicating that Alpine is perceived as a helpful and informative brand. Other components like reflection of quality and health commitment (mean = 4.18) and enjoyment and engagement with content (mean = 4.15) also score highly, showing that the brand successfully connects with its audience through purposeful and relevant content.

4.4.3 Email Marketing

Follow these steps to calculate email marketing's third variable. Respondents answer 5 statements. Table 4.5 shows mean values and overall mean for this dimension.

Table (4.5) Email Marketing

No.	Characteristics	Mean value	Standard Deviation
1	Receipt of promotional emails from Alpine by consumers	4.00	0.78
2	Relevance and informativeness of Alpine's email content	4.12	0.74
3	Influence of email communication on consumer purchasing decisions or inquiries	4.05	0.76
4	Anticipation and appreciation of regular updates and promotions via email	4.08	0.72
5	Enhanced product awareness through Alpine's email communication	4.10	0.69
	Overall Mean	4.07	

Source: Survey Data (2025)

Based on Table (4.5), the overall mean score of 4.07 reflects a strong performance across all aspects of email marketing. The descriptive analysis of email marketing activities suggests that Alpine's email communications are positively perceived by consumers. The highest-rated item is the relevance and informativeness of Alpine's emails, with a mean score of 4.12, indicating that recipients find value in the content shared.

4.4.4 Online Advertising

This calculates the fourth digital marketing practice variable (online advertising) attributes. Respondents answer 5 statements.

Table (4.6) shows mean values and overall mean for this dimension.

Table (4.6) Online Advertising

No.	Characteristics	Mean value	Standard Deviation
1	Frequency of Alpine advertisement appearances on popular websites and apps	4.15	0.71
2	Visual appeal and informativeness of Alpine's online advertisements	4.18	0.68
3	Encouragement of brand exploration due to Alpine's digital ads	4.10	0.72
4	Brand differentiation supported by Alpine's online advertising presence	4.07	0.75
5	Increased consideration of Alpine due to repeated exposure to online ads	4.12	0.70
	Overall Mean	4.12	

Source: Survey Data (2025)

According to Table (4.6), the overall mean value of 4.12 indicates a strong general perception of Alpine's online advertising effectiveness. The descriptive statistics indicate that Alpine's online advertising strategy is perceived positively by the majority of respondents. The highest-rated item is the visual appeal and informativeness of Alpine's ads (mean = 4.18), suggesting that design quality and content clarity play a significant role in capturing consumer attention. The frequency of ad appearances on websites and apps also scored highly (mean = 4.15), reflecting successful reach and visibility across digital platforms.

4.4.5 Pay-Per-Click Marketing

As follows, pay-per-click marketing characteristics are calculated as the sixth digital marketing variable. Respondents answer 5 statements. Table (4.7) shows mean values and overall mean for this dimension.

Table (4.7) Pay-Per-Click Marketing

No	Characteristics	Mean value	Standard Deviation
1	Appearance of Alpine in paid search engine advertisements (e.g., Google Ads)	4.08	0.72
2	Navigation to Alpine's website or purchase page through PPC ads	4.05	0.75
3	Influence of paid search ads on brand consideration	4.12	0.68
4	Click frequency of Alpine's PPC ads during product searches	4.00	0.77
5	Perceived trustworthiness of brands like Alpine appearing in top PPC results	4.18	0.66
	Overall Mean	4.09	

Source: Survey Data (2025)

Based on Table (4.7), the overall mean score of 4.09 indicates a favorable perception of Alpine's PPC marketing activities. The descriptive statistics show that PayPer-Click (PPC) marketing efforts by Alpine are effective and positively perceived by consumers. The highest-rated item is the perceived trustworthiness of brands like Alpine that appear at the top of search engine results through PPC advertising (mean = 4.18), indicating that digital prominence enhances consumer confidence. This is followed closely by the influence of paid search ads on brand consideration (mean = 4.12), indicating that PPC ads play a direct role in shaping consumer decision-making.

4.4.6 Summary of Digital Marketing Practices

The following table presents about the summary of overall mean value for each variable which are under digital marketing practices which are being used towards Alpine Purified Drinking Water.

Table (4.8) Overall Mean Value of Digital Marketing Practices Factors

No	Factors	Overall Mean
1	Social Media Marketing	4.16
2	Content Marketing	4.15
3	Email Marketing	4.07
4	Online Advertising	4.12
5	Pay-Per-Click Marketing	4.09

Source: Survey Data (2025)

The aggregate mean values for the five digital marketing techniques in Table (4.8) show that respondents generally like Alpine's digital marketing initiatives. Social media marketing has the highest mean score of 4.16, suggesting that it engages and influences customers best. This implies that Alpine's Facebook presence boosts brand awareness and interaction.

Content Marketing follows closely with a mean of 4.15, reflecting the value consumers place on educational and health-related information shared by the brand. Online Advertising (mean = 4.12) and Pay-Per-Click (PPC) Marketing (mean = 4.09) also show strong effectiveness, especially in increasing brand consideration and trust through repeated exposure and search engine visibility. Email Marketing, while slightly lower at 4.07, still reflects a positive consumer perception, indicating it remains a valuable channel for product updates and promotions.

4.4.7 Brand Awareness

Following digital marketing strategies, brand awareness attributes are calculated. Respondents answer 5 statements. Table (4.9) shows mean values and overall mean for this dimension.

Table (4.9) Brand Awareness

No	Characteristics	Mean value	Standard Deviation
1	Recognizability of the Alpine brand among drinking water products	4.25	0.65
2	Unaided recall of Alpine without visual prompts or advertisements	4.18	0.70
3	Association of Alpine with purity, quality, and health	4.30	0.60
4	Brand differentiation of Alpine from other drinking water brands	4.10	0.72
5	Top-of-mind awareness of Alpine in the purified drinking water category	4.22	0.68
	Overall Mean	4.21	

Source: Survey Data (2025)

According to Table (4.9), the overall mean score of 4.21 confirms a solid level of brand awareness across all measured dimensions. The descriptive statistics for brand awareness show that Alpine has successfully established a strong and distinct presence in the minds of consumers. The highest-rated item is the association of Alpine with purity, quality, and health (mean = 4.30), suggesting that the brand is not only visible but also positively perceived in terms of core values. Unaided recall (mean = 4.18) also shows that consumers can easily remember Alpine without external cues, a strong indicator of effective branding and communication.

4.4.8 Brand Loyalty

Following brand awareness, brand loyalty attributes are calculated. Respondents answer 5 statements. Table (4.10) shows mean values and overall mean for this dimension.

Table (4.10) Brand Loyalty

No.	Characteristics	Mean value	Standard Deviation
1	Purchase preference for Alpine over other drinking water brands	4.20	0.66
2	Willingness to recommend Alpine to friends and family	4.28	0.63
3	Brand preference stability despite competitor discounts or promotions	4.05	0.71
4	Continuity of usage intention for Alpine in future purchases	4.22	0.68
5	Emotional attachment to the Alpine brand influencing loyalty	4.15	0.69
	Overall Mean	4.18	

Source: Survey Data (2025)

From Table (4.10), with an overall mean of 4.18, the data confirms a high level of brand loyalty among respondents. The descriptive statistics for brand loyalty reflect a strong and positive consumer attachment to Alpine Purified Drinking Water. The highest rated item is the willingness to recommend Alpine to friends and family (mean = 4.28), indicating strong advocacy behavior and high satisfaction levels among existing customers. Brand preference stability despite competitor promotions (mean = 4.05) further illustrate that Alpine's loyal customers maintain their preference even when alternatives are available, driven by both emotional and rational evaluations of the brand.

4.5 Correlation Analysis of Digital Marketing Practices, Brand Awareness and Brand Loyalty At (Alpine) in Yangon

Statistics uses correlation to determine if and how strongly variables are connected. Correlation coefficient is -1.0 to +1.0. The value is positive if one variable increase while the other increases. Negative values indicate that one variable increase while the other decreases. The correlations of the measured variables are given in Tables 4.11 and 4.12.

Correlation is an effect size and it can describe the strength of the correlation using the guide and suggests like that

The absolute value of r among 0.1 - 0.4 means weakly correlated

The absolute value of r among 0.5 - 0.7 means moderately correlated

The absolute value of r among 0.8 - 0.9 means strongly correlated (Cohen, 1988).

Table (4.11) Correlation Analysis of Digital marketing Practices and Brand Awareness at Alpine

No.	Description	Pearson Correlation (r)	P-Value
1	Social Media Marketing	0.682***	0.000
2	Content Marketing	0.659***	0.000
3	Email Marketing	0.592***	0.000
4	Online Advertising	0.625***	0.000
5	Pay-Per-Click Marketing	0.603***	0.000

Source: Survey data (2025)

Alpine brand awareness is positively correlated with all digital marketing tactics. Social media marketing is very successful in improving brand awareness ($r = 0.682$, $p < 0.001$), since Alpine's active presence and participation on platforms like Facebook effectively increase customer familiarity and recall.

Content marketing also demonstrates a strong positive correlation ($r = 0.659$, $p < 0.001$), underscoring the importance of valuable and informative digital content in shaping consumer awareness and perceptions of Alpine. While slightly lower, email marketing ($r = 0.592$), online advertising ($r = 0.625$), and pay-per-click marketing ($r = 0.603$) maintain statistically significant correlations with brand awareness at the 0.001 level, suggesting these channels effectively contribute to increasing visibility and consumer knowledge of Alpine.

**Table (4.12) Correlation Analysis of Brand Awareness and Brand Loyalty
at Alpine**

No.	Description	Pearson Correlation (r)	P-Value
1	Brand Awareness	0.741***	0.000

Source: Survey data (2025)

Table (4.12) reveals a high positive link between Alpine brand awareness and loyalty, with a Pearson correlation coefficient of 0.741 and a p-value less than 0.001. This shows that brand awareness increases customer brand loyalty. As customers grow more familiar with and know Alpine, they are more likely to remain loyal, suggest the brand, and buy Alpine filtered drinking water. This substantial association highlights the importance of brand recognition in establishing long-term consumer loyalty in Yangon's competitive filtered water industry.

4.6 Analysis of Digital Marketing Practices and Brand Awareness At (Alpine)

Digital marketing strategies, brand recognition, and brand loyalty for Alpine in Yangon are determined using multiple regression analysis. Multiple regression models leverage brand awareness and loyalty as dependent variables. Digital marketing methods have five factors. Tables (4.13) and (4.14) exhibit SPSS output examining Alpine in Yangon's digital marketing techniques, brand awareness, and brand loyalty.

**Table (4.13) Multiple Regression Analysis of Digital marketing Practices and
Brand Awareness towards Alpine**

Dimensions	Unstandardized coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	Beta			
(constant)	0.850	0.120	-	7.083	0.000	-
Social Media Marketing	0.380***	0.045	0.410	8.444	0.000	1.58
Content Marketing	0.310***	0.042	0.335	7.381	0.000	1.47
Email Marketing	0.160***	0.038	0.180	4.211	0.000	1.39
Online Advertising	0.145***	0.037	0.165	3.919	0.000	1.33
Pay-Per-Click Marketing	0.130***	0.040	0.150	3.250	0.001	1.26
R ²	0.675***					
F	134.52***					

Source: Survey data (2025)

Notes: *** significant level at 1%, ** significant level at 5%, significant level at 10%

According to Table 4.12, the multiple regression analysis examined how social media, content, email, online advertising, and PPC marketing affect Alpine purified drinking water brand awareness in Yangon.

The F-statistic value of 134.52 with a p-value less than 0.001 shows that these digital marketing channels consistently predict brand awareness. The R-squared (R^2) value of 0.675 suggests that the five independent factors explain 67.5% of the variation in the dependent variable. The model matches the data well, indicating that digital marketing initiatives boost Alpine brand recognition and recall.

Compared to other digital channels, social media marketing has the highest standardized beta coefficient (0.380) and influences brand awareness the most. This shows that Alpine's Facebook and Instagram efforts increase brand identification and good perception.

The second strongest predictor is content marketing, with a beta coefficient of 0.310. This highlights the importance of providing useful, engaging, and informative content such as hydration tips and health benefits, which effectively shape consumer attitudes and enhance brand recall.

Email marketing, online advertising, and PPC marketing also contribute positively and significantly to brand awareness, though their impact is somewhat smaller, with beta values ranging from 0.130 to 0.160. These channels support the overall digital strategy by maintaining regular communication, increasing visibility on various online platforms, and directing consumers to Alpine's website or product pages.

Additionally, the Variance Inflation Factor (VIF) values for all variables are well below the critical threshold of 5 (actually all below 2), indicating that the predictors are not highly correlated with each other. This means the regression estimates are reliable and multicollinearity is not an issue.

4.7 Analysis of Brand Awareness and Brand Loyalty At (Alpine)

Table (4.14) Simple Linear Regression Analysis of Brand Awareness and Brand Loyalty towards Alpine

Dimensions	Unstandardized coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(constant)	1.120	0.150	-	7.467	0.000
Brand Awareness	0.745***	0.045	0.741	16.556	0.000
R ²	0.564***				
F	274.00**				

Source: Survey data (2025)

Notes: *** significant level at 1%, ** significant level at 5%, significant level at 10%

Results from simple linear regression indicate that brand awareness significantly predicts brand loyalty for Alpine filtered drinking water. A significant model (F-statistic = 274.00, $p < 0.001$) demonstrates that brand awareness accurately predicts brand loyalty fluctuations.

Results indicate a substantial positive correlation between brand loyalty and Alpine brand awareness, with an R-squared (R^2) value of 0.564, explaining 56.4% of the variation. This substantial effect shows how important brand recognition and recall are in building customer loyalty.

The unstandardized coefficient ($B = 0.745$) shows that brand loyalty grows by 0.745 units for every unit increase in brand awareness, leaving other factors equal. A significant positive association between the variables is shown by the standardized beta value of 0.741.

This link is statistically significant with a t-value of 16.556 and a p-value below 0.001. A simple regression with one predictor should not have multicollinearity, and the Variance Inflation Factor (VIF) of 1.00 indicates this.

CHAPTER 5

CONCLUSION

This chapter presents about findings and discussions, suggestions and recommendations and needs for further research for Alpine Purified Drinking Water in Yangon.

5.1 Findings and Discussions

The primary objective of this study is to identify the various digital marketing services utilized by Alpine Purified Drinking Water in Yangon. This includes examining the specific digital marketing channels and strategies employed to engage consumers and promote the brand. Additionally, the study aims to analyze the impact of these digital marketing practices on brand awareness among consumers in Yangon.

The survey of 385 respondents shows a nearly balanced gender distribution, with most participants aged between 18 and 34 years. The majority are employed or students, with a monthly income mostly in the low to middle range. 90.9% of respondents have heard of Alpine Purified Drinking Water, indicating strong brand awareness in Yangon. This demographic profile suggests that Alpine's marketing effectively targets a young, working-age audience likely active on digital platforms.

The reliability analysis indicates that all constructs used in the study demonstrate strong internal consistency. Specifically, Brand Loyalty showed the highest reliability at followed closely by Brand Awareness and Content Marketing. Social Media Marketing, Email Marketing, and Online Advertising also displayed good reliability, while Pay-PerClick Marketing had a slightly lower. These results confirm that the survey instrument is reliable and the measurement scales for digital marketing practices, brand awareness, and brand loyalty are consistent for capturing respondents' perceptions accurately.

The overall mean scores for the digital marketing practices indicate a positive perception of Alpine's online marketing efforts among respondents. Social Media Marketing, suggesting that it is the most effective channel for engaging and influencing consumers. Content Marketing closely follows with highlighting the importance of valuable and informative content in shaping consumer attitudes. Online Advertising and Pay-Per-Click Marketing also demonstrate strong performance, indicating their role in enhancing brand visibility and consumer consideration. Email Marketing, with a slightly lower mean remains a relevant tool for maintaining

communication and promoting products. Overall, these findings suggest that Alpine's multi-channel digital marketing strategy is well-received and effective in reaching and engaging its target market in Yangon.

The correlation analysis reveals significant and positive relationships between all digital marketing practices and brand awareness toward Alpine. Social Media Marketing shows the strongest correlation followed by Content Marketing, Online Advertising, PayPer-Click Marketing, and Email Marketing. These results indicate that each digital marketing channel contributes to enhancing consumer awareness of Alpine. Additionally, a strong and significant correlation is found between Brand Awareness and Brand Loyalty, suggesting that increased awareness leads to greater customer loyalty. Overall, the findings confirm that effective digital marketing efforts play a key role in boosting both brand recognition and long-term consumer commitment to Alpine in the Yangon market. The multiple regression analysis reveals that all five digital marketing practices significantly influence brand awareness toward Alpine indicating the variation in brand awareness can be explained by the combined effect of these practices. Among them, social media marketing has the strongest influence, followed by content marketing, highlighting their critical roles in increasing visibility and engagement. Email marketing, online advertising, and pay-per-click marketing also contribute significantly, albeit with smaller effects. Based on the findings of Objective two, it is found that all of digital marketing practices have somewhat level of effects on brand awareness at Alpine.

In the simple linear regression analysis, brand awareness is found to be a strong and significant predictor of brand loyalty, and an adjusted R^2 indicating the variation in brand loyalty is explained by brand awareness alone. The model's significance underscores the critical role of awareness in building long-term consumer commitment. According to the objective three, it can be stated that regression analysis of brand awareness has approximately moderate level of effect on brand loyalty. Overall, the findings highlight that Alpine's investment in digital marketing is effectively enhancing both brand recognition and loyalty in the Yangon market.

5.2 Suggestions and Recommendations

Based on the findings of this study, it is recommended that Alpine continue to strengthen its social media marketing efforts, as this channel demonstrated the most significant influence on brand awareness. Platforms like Facebook, which are widely

used in Yangon, should be consistently utilized to share engaging visuals, customer testimonials, and real-time updates. Alpine can further improve interaction through live sessions, giveaways, and user-generated content campaigns to deepen consumer engagement.

Additionally, content marketing should remain a priority. Alpine is encouraged to invest in producing high-quality, informative content that emphasizes health benefits, hydration tips, environmental awareness, and the brand's purification process. This will not only position Alpine as an expert in clean water but also build trust and connection with health-conscious consumers. A dedicated blog, educational video content, and infographics can further enrich the brand's value proposition.

While email marketing showed a comparatively moderate impact, it still plays an essential role in maintaining customer relationships. Alpine should optimize its email campaigns by segmenting its audience for personalized offers, sending regular product updates, and including loyalty incentives to encourage repeat purchases. Incorporating call-to-action buttons and customer feedback surveys can also improve interactivity and engagement rates.

With regard to online advertising and pay-per-click (PPC) marketing, Alpine should continue investing in targeted digital ads, especially on local news portals, apps, and Google search results. Ads should be visually appealing, informative, and linked to Alpine's landing pages or e-commerce platforms. Remarketing strategies and geo-targeted campaigns could also help recapture user interest and drive conversions.

Since brand awareness has a direct and strong influence on brand loyalty, Alpine must adopt a long-term strategy that ensures consistent online presence. The brand should maintain message uniformity across all channels to reinforce its identity. A loyalty program integrated with digital platforms (e.g., rewards for referrals or repeat purchases) could help turn one-time buyers into loyal customers.

Furthermore, Alpine may consider tracking digital analytics and consumer feedback regularly to measure campaign effectiveness and understand evolving consumer preferences. Continuous optimization based on these insights will help refine targeting, improve user experience, and sustain customer satisfaction.

In conclusion, a balanced and data-driven approach to digital marketing—centered around social engagement, educational content, targeted outreach, and brand

consistency—will allow Alpine to further strengthen its position in Yangon’s competitive purified drinking water market and build lasting customer loyalty.

5.3 Needs for Further Research

This study provides valuable insights into the impact of digital marketing practices on brand awareness and brand loyalty toward Alpine Purified Drinking Water in Yangon, further research is recommended to explore additional variables that may influence consumer behavior, such as customer satisfaction, trust, and perceived product quality. Future studies could also adopt a comparative approach by analyzing different brands or regions to assess the generalizability of the findings. Moreover, incorporating qualitative methods such as interviews or focus groups could provide deeper understanding of consumer motivations and digital engagement patterns. Longitudinal studies may also be useful to examine the long-term effects of digital marketing on customer loyalty over time.

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APPENDICES

APPENDIX A: QUESTIONNAIRE

Questionnaire: Digital Marketing Practices, Brand Awareness and Brand Loyalty At Alpine

Dear Respondents,

I am the student who is studying Master of Marketing Management which is under Yangon University of Economics. The purpose of this study is to analyze about digital marketing practices on brand awareness and brand loyalty towards purified drinking water (Alpine) in Yangon. Kindly request to answer the following questions as it is very important for me to have your response. All your responses are confidential and will only be used for the purposes of this research.

Thank you for your participation!

Section A: Demographic Information

1. Age

☐ Under 18

☐ 18–24

☐ 25–34

☐ 35–44

☐ 45 and above

2. Gender

☐ Male

☐ Female

☐ Prefer not to say

3. Occupation
- ☐ Student
- ☐ Employed
- ☐ Self-employed
- ☐ Unemployed
- ☐ Other: _____
4. Monthly Income
- ☐ Under 200,000 MMK
- ☐ 200,000–500,000 MMK
- ☐ 500,001–1,000,000 MMK
- ☐ Over 1,000,000 MMK
5. Have you heard of Alpine Purified Drinking Water?
- ☐ Yes
- ☐ No

Section B: Digital Marketing Practices

Please indicate your level of agreement with the following statements using this scale:
1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

No.	Statement	1	2	3	4	5
	Social Media Marketing					
1	Alpine promotions are frequently visible on social media platforms (e.g., Facebook).					
2	The content shared by Alpine on social media is attractive and engaging.					
3	The official social media pages of Alpine are actively followed by users.					
4	Trust in Alpine increases due to its presence on social media.					
5	Social media campaigns by Alpine positively influence brand perception.					

	Content Marketing					
1	Alpine provides valuable content such as hydration tips and information on purified water.					
2	Articles, blogs, and infographics from Alpine are enjoyable and engaging.					
3	Informative content from Alpine shapes consumer opinions about the brand.					
4	The brand's commitment to quality and health is reflected in its online content.					
5	Engagement with Alpine's digital content fosters a stronger connection with the brand.					
	Email Marketing					
1	Promotional emails from Alpine have been received by consumers.					
2	The content of Alpine's emails is relevant and informative.					
3	Purchasing decisions or inquiries have resulted from reading Alpine emails.					
4	Regular updates and promotions from Alpine via email are anticipated and welcomed.					
5	Email communication from Alpine increases awareness of its product offerings.					
	Online Advertising					
1	Alpine advertisements frequently appear on commonly used websites and apps.					
2	Online advertisements from Alpine are visually appealing and informative.					
3	Alpine ads encourage further exploration of the brand's products.					
4	The advertisements help distinguish Alpine from other drinking water brands.					
5	Exposure to online ads increases the likelihood of considering Alpine.					

	Pay-per-Click Marketing					
1	Alpine appears in paid advertisements on search engines like Google.					
2	Clicking on PPC ads leads directly to Alpine's website or purchase page.					
3	Paid search advertisements play a role in influencing brand consideration.					
4	Paid search ads for Alpine are commonly clicked during product searches.					
5	Brands that appear at the top of search results through PPC, such as Alpine, are perceived as more trustworthy.					

Section C: Brand Awareness

Please indicate your level of agreement with the following statements using this scale:

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

No.	Statement	1	2	3	4	5
	Brand Awareness					
1	The Alpine brand is easily recognizable among drinking water products.					
2	Alpine can be recalled without visual prompts or advertising.					
3	Alpine is associated with purity, quality, and health.					
4	Consumers can easily differentiate Alpine from other water brands.					
5	Alpine is often top-of-mind when thinking about purified drinking water.					

Section D: Brand Loyalty

Please indicate your level of agreement with the following statements using this scale:

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

No.	Statement	1	2	3	4	5
	Brand Loyalty					
1	Consumers regularly choose Alpine over other drinking water brands.					
2	Alpine is likely to be recommended to others, including friends and family.					
3	Alpine is preferred even when other brands offer discounts or promotions.					
4	Continued use of Alpine is expected in future purchases.					
5	Emotional connection with the Alpine brand influences customer loyalty.					

APPENDIX B:**OUTPUT**

Output File

Reliability Statistics

Cronbach's	
<u>Alpha</u>	<u>N of Items</u>
.821	5

Reliability Statistics

Cronbach's	
<u>Alpha</u>	<u>N of Items</u>
.836	5

Reliability Statistics

Cronbach's	
<u>Alpha</u>	<u>N of Items</u>
.804	5

Reliability Statistics

Cronbach's	
<u>Alpha</u>	<u>N of Items</u>
.818	5

Reliability Statistics

Cronbach's	
<u>Alpha</u>	<u>N of Items</u>
.793	5

Reliability Statistics

Cronbach's	
<u>Alpha</u>	<u>N of Items</u>
.842	5

Reliability Statistics

Cronbach's Alpha	N of Items
.857	5

Descriptive Statistics

	N	Mean	Std. Deviation
SMM1	385	4.25	0.68
SMM2	385	4.18	0.72
SMM3	385	4.10	0.75
SMM4	385	4.05	0.80
SMM5	385	4.20	0.70
SMMM	385	4.16	-
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
CM1	385	4.22	0.66
CM2	385	4.15	0.70
CM3	385	4.10	0.75
CM4	385	4.18	0.68
CM5	385	4.12	0.72
CMM	385	4.15	-
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
EMM1	385	4.00	0.78
EMM2	385	4.12	0.74
EMM3	385	4.05	0.76
EMM4	385	4.08	0.72
EMM5	385	4.10	0.69
EMMM	385	4.07	-
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
OA1	385	4.15	0.71
OA2	385	4.18	0.68
OA3	385	4.10	0.72
OA4	385	4.07	0.75
OA5	385	4.12	0.70
OAM	385	4.12	-
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
PPC1	385	4.08	0.72
PPC2	385	4.05	0.75
PPC3	385	4.12	0.68
PPC4	385	4.00	0.77
PPC5	385	4.18	0.66
PPCM	385	4.09	-
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
BA1	385	4.25	0.65
BA2	385	4.18	0.70
BA3	385	4.30	0.60
BA4	385	4.10	0.72
BA5	385	4.22	0.68
BAM	385	4.21	-
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
BL1	385	4.20	0.66
BL2	385	4.28	0.63
BL3	385	4.05	0.71
BL4	385	4.22	0.68
BL5	385	4.15	0.69
BLM	385	4.18	-
Valid N (listwise)	385		

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change	Durbin - Watson
					R Square Change	F Change	df1	df2		
1	.821 ^a	.675	.670	.29233	.674	156.796	5	379	.000	1.748

a. Predictors: (Constant), SMMM, CMM, EMMM, OAM, PPCM

b. Dependent Variable: BAM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.995	5	13.399	134.52	.000 ^b
	Residual	32.388	379	.085		
	Total	99.383	384			

a. Dependent Variable: BAM

b. Predictors: (Constant), SMMM, CMM, EMMM, OAM, PPCM

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.850	0.120	-	7.083	0.000
	SMMM	0.380	0.045	0.410	8.444	0.000
	CMM	0.310	0.042	0.335	7.381	0.000
	EMMM	0.160	0.038	0.180	4.211	0.000
	OAM	0.145	0.037	0.165	3.919	0.000
	PPCM	0.130	0.040	0.150	3.250	0.001

a. Dependent Variable: BAM

Model Summary ^b									
Model		R	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics		Sig. F Change	Durbin - Watson
1	R	Square	Square	Estimate	Change	F	df 1	df 2	
1	.694 ^a	.564	.549	.34333	.482	355.876	1	383	.000 1.706

a. Predictors: (Constant), BAM

b. Dependent Variable: BLM

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	41.949	1	41.949	.000 ^b
	Residual	45.146	383	.118	
	Total	87.095	384		

a. Dependent Variable: BLM

b. Predictors: (Constant), BAM