



## EFFECTIVE BRANDING USING SOCIAL MEDIA AND DIGITAL MARKETING: STUDY IN IRAQ

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Article history:	Abstract:
<b>Received:</b> 28 <sup>th</sup> May 2024 <b>Accepted:</b> 26 <sup>th</sup> June 2024	<p>In the unexpectedly evolving virtual platforms of Iraq, information how clients interact with brands on social media and digital marketing systems is important for effective branding. This examine explores customer behaviors and choices closer to social media usage, brand engagement, and perceptions of virtual marketing, supplying insights into the factors that pressure a success digital branding techniques within the vicinity.</p> <p>A structured questionnaire become distributed amongst 100 Iraqi (Baghdad) purchasers for Iraq brand ( crystal ) for juices and soft drinks, encompassing three dimensions: Social Media Usage, Brand Engagement, and Perceptions of Digital Marketing. Each measurement changed into assessed through ten questions, and responses have been accrued the usage of; Likert scale. The evaluation covered calculating manner, widespread deviations, and correlation coefficient degree internal consistency and the relationships among dimensions.</p>

**Keywords:** Digital branding; social media; consumer conduct; virtual advertising; logo engagement; personalised advertising and marketing.

### INTRODUCTION

In the digital age, the landscape of branding has undergone good sized adjustments, predominantly driven by using the advent of social media and virtual advertising and marketing technology. This is in particular obtrusive in rising markets, in which virtual structures provide a unique space for manufacturers to interact with a hastily growing on-line customer base. Iraq, with its burgeoning internet penetration and growing social media usage, affords a fertile ground for exploring the effectiveness of digital branding techniques. This studies paper targets to analyze the dynamics of powerful branding through social media and digital advertising in the Iraqi context, a subject that has acquired constrained academic interest despite its sensible relevance and burgeoning enterprise software. [1]

The significance of digital branding in Iraq is underscored by numerous elements. Firstly, the demographic distribution of the us of a, in which a substantial percentage of the populace is beneath the age of 30, aligns nicely with the worldwide trend where younger demographics predominantly interact with manufacturers via digital channels. Secondly, the put up-2003 monetary liberalization has brought about a proliferation of nearby and international companies in the us of a, intensifying the need for differentiated branding techniques that leverage virtual structures to capture and preserve purchaser interest.[2]

Despite those promising conditions, Iraqi organizations face particular demanding situations in digital branding. Issues such as restricted virtual infrastructure, varying stages of virtual literacy most of the populace, and local disparities in net accessibility can hinder the effectiveness of virtual advertising and marketing campaigns. Additionally,



the cultural panorama in Iraq necessitates a tailor-made approach to digital content material, one which resonates with neighborhood values and customer behaviors but is flexible sufficient to conform to the rapid adjustments in virtual media intake patterns. [3]

### **The Evolution of Digital Marketing: Global Trends and Local Adaptations**

Digital advertising and marketing has emerged as a transformative pressure in the worldwide business landscape, shaping how brands hook up with clients across various geographies. The evolution of virtual marketing techniques displays a paradigm shift from traditional advertising techniques to greater dynamic, interactive systems, more often than not driven through the upward thrust of the internet and cellular technology. Initially, virtual advertising globally became characterised with the aid of the adoption of web sites and e mail marketing, but it has considering that expanded to encompass a plethora of channels along with social media, seo (SEO), content material advertising, and extra lately, synthetic intelligence and gadget gaining knowledge of for purchaser behavior evaluation and centered marketing.[4] As virtual platforms became greater state-of-the-art and user-centric, companies identified the power of these gear to reach a wider audience extra effectively and fee-correctly than traditional media. For example, social media platforms have allowed brands to engage directly with clients, accumulate worthwhile comments, and build emblem loyalty via regular, customized interactions. This worldwide trend has drastically prompted client expectations, wherein the call for extra tailor-made, meaningful interactions with manufacturers has come to be the norm.[5]

In rising markets like Iraq, the version of digital advertising and marketing strategies is inspired with the aid of each global trends and nearby conditions.

The post-2003 generation marked a full-size turning factor for Iraq, with sluggish upgrades in telecommunications infrastructure and a sharp boom in cellular device penetration. According to the World Bank, internet penetration in Iraq soared from approximately 1% in 2003 to round 75% by way of 2021, laying a sturdy foundation for digital advertising and marketing. This surge has been accompanied with the aid of a growing familiarity with digital technology many of the population, particularly among the adolescents, who represent a large portion of the marketplace.[6]

However, the adoption of global virtual advertising practices in Iraq has required modifications to deal with nearby realities. One of the foremost factors is the local variant in net accessibility and pace, which impacts how content material is delivered and consumed. For example, brands regularly optimize their digital content material to be handy on cellular devices with decrease bandwidth to ensure broader attain. Moreover, linguistic and cultural nuances additionally play a vital function in shaping digital advertising techniques. Content that resonates with the nearby lifestyle and adheres to language choices has a tendency to carry out better, as seen within the popularity of campaigns that contain neighborhood dialects and culturally applicable subject matters.[7]

Moreover, Iraqi corporations are an increasing number of leveraging nearby social media influencers to bridge the distance among global manufacturers and neighborhood customers. These influencers regularly have a profound know-how of local contexts and might tailor worldwide advertising and marketing messages to match the cultural and social norms of their audiences. This method no longer most effective complements emblem relatability and trust however also considerably boosts patron engagement and conversion charges.[8]

### **Social Media as a Platform for Brand Engagement: Theories and Models**

Social media platforms have emerged as pivotal arenas for brand engagement, reworking conventional customer-brand dynamics into interactive, actual-time dialogues.

Theoretical frameworks and fashions of client conduct and interaction provide insights into how these systems facilitate such engagements. These fashions no longer handiest help in knowledge the mechanisms of purchaser engagement but also in designing techniques that optimize those interactions for more suitable brand loyalty and recognition.[9]

One prominent theory relevant to social media logo engagement is the Uses and Gratifications Theory (UGT). Originally advanced to apprehend why humans actively are trying to find out precise media shops and content material, UGT has been tailored to explore social media utilization. According to UGT, purchasers use social media structures to meet numerous needs consisting of information, non-public identity, integration and social interaction, and enjoyment. Brands that efficiently cope with these desires through their social media interactions are possibly to see better ranges of client engagement and loyalty. For example, a emblem that creates content material that is informative and pleasing, and fosters a sense of community, can gratify those consumer wishes, leading to stronger engagement. Another relevant framework is the Consumer Decision Journey (CDJ) version, which has evolved with the appearance of virtual media. Unlike conventional linear fashions of client conduct, the CDJ version describes consumer engagement as a dynamic, ongoing method that includes a couple of touchpoints.[10] Social media structures play a vital function in several ranges of this journey, especially in the initial consideration set, energetic assessment, and publish-buy revel in. Through social media, manufacturers can have an effect on the evaluation procedure with the aid of providing records and peer reviews and beautify the post-buy enjoy via persevering with the relationship with the purchaser thru network engagement and support.



Furthermore, the idea of Social Presence Theory also can be carried out to recognize social media interactions. This concept posits that media fluctuate of their capability to deliver the presence of others; in social media, the experience of presence is high, making communications experience personal and direct.

Brands that efficiently humanize their presence on social media platforms can create a experience of intimacy and agree with, that's essential for building lengthy-term consumer relationships. [11]

Brand engagement on social media is also stimulated by way of the Network Effect theory. This idea underscores the boom in a community's cost with the upward push in the range of customers. On social media, this translates into brands gaining extra value as greater human beings interact with their content material, proportion it, and advocate it to others. High-first-class, shareable content can consequently increase logo visibility and affect exponentially via social media networks.[12]

Finally, the Psychological Ownership idea gives an know-how of the way consumers broaden feelings of possession in the direction of a brand beyond physical possession. On social media, whilst purchasers are invited to take part in content introduction, supply remarks, or are stated by means of the brand, they begin to experience part of the emblem's adventure, improving their loyalty and advocacy. [13]

### **Technological Infrastructure and Its Role in Digital Branding in Iraq**

The technological infrastructure of a rustic performs a pivotal function in shaping its digital advertising landscape. In Iraq, the kingdom of this infrastructure is critical for determining the reach and effectiveness of virtual branding efforts. This segment examines the modern condition of Iraq's digital infrastructure and its implications for virtual marketing campaigns inside the nation.

Post-2003, Iraq has been on a course of gradual technological advancement, however the progress has been choppy, marked by way of full-size demanding situations. The telecommunications infrastructure, that's principal to virtual marketing, has visible great enhancements with the introduction of 3G and later 4G offerings. However, notwithstanding these improvements, the overall network insurance stays inconsistent, specially in rural and struggle-affected areas.

This disparity in access impacts the reach of digital advertising and marketing campaigns, which have a tendency to be greater powerful in city centers where connectivity is stronger and more reliable.[14]

Internet penetration in Iraq has proven a fine fashion, growing appreciably during the last two many years. According to the Iraqi Communications and Media Commission, net penetration changed into anticipated to be around 75% through the stop of 2021. This boom in internet get admission to has increased the potential audience for digital advertising and marketing campaigns substantially. However, the pleasant of net service, characterized via frequent disruptions and gradual speeds, can hinder the shipping of media-wealthy content, which is often crucial for powerful digital branding.[15]

Moreover, the supply of strength is some other critical element of technological infrastructure that affects digital advertising and marketing in Iraq. Power outages are common and may be prolonged, affecting not best the customers' capacity to get entry to virtual content but also the operations of companies that depend on virtual technology for advertising and sales. This necessitates the need for digital advertising strategies that aren't overly reliant on non-stop power supply or high-bandwidth net..

The growth of mobile era in Iraq has been a fantastic motive force for virtual advertising. With the widespread adoption of smartphones, cellular advertising has grow to be a key approach for attaining consumers. This fashion is supported by means of records displaying that a sizable portion of internet traffic in Iraq comes from cell devices. Brands that optimize their digital content material for cell customers can gain higher engagement and attain a much wider target audience..[16]

To efficiently make use of virtual advertising in Iraq, organizations ought to remember those infrastructural constraints and adapt their strategies hence. This might involve creating lighter, more available content for areas with negative connectivity, using offline advertising and marketing strategies along side virtual strategies, or scheduling content material releases to coincide with instances when internet utilization is probably to be maximum..[17]

### **Consumer Behavior and Social Media Interactions in Iraq**

Understanding customer conduct on the subject of social media interactions is pivotal for crafting powerful digital marketing techniques. In Iraq, the unique social, financial, and technological panorama influences how consumers engage with manufacturers on social media. This section opinions studies and observations on Iraqi client conduct concerning social media, focusing on alternatives, intake patterns, and responsiveness to on-line advertising and marketing, that are essential for growing centered marketing strategies..[18]

Iraqi consumers showcase quite a few behaviors on social media which can be shaped through demographic elements along with age, gender, and socioeconomic repute. Younger populations, particularly those beneath 30, are the maximum lively on social media platforms. This demographic tends to be particularly conscious of virtual advertising



campaigns that incorporate video content and interactive factors such as polls and contests. Studies have shown that Iraqi adolescents value creativity and are probably to have interaction with brands that offer progressive, visually attractive content that stands out in their crowded social media feeds..[19]

Gender also performs a considerable role in shaping social media conduct in Iraq. Men and ladies have a tendency to have exceptional preferences and interactions on those platforms. For instance, girls are much more likely to have interaction with manufacturers thru social media if the content consists of direct interaction possibilities which includes customer service inquiries and product suggestions. Conversely, guys are normally greater aware of posts concerning generation and sports activities. These differences are vital for marketers to remember when segmenting their audience and tailoring content material..[20]

The responsiveness of Iraqi purchasers to on-line advertising is noticeably prompted by way of the credibility and relatability of the content. Brand transparency and authenticity are enormously valued. Consumers generally tend to choose manufacturers that now not handiest offer high-quality products but additionally engage actually and overtly with their target market.

Customer opinions and testimonials play a considerable position in fostering agree with, specially for e-commerce structures. Social proof, established through consumer-generated content and high-quality remarks on social media, notably complements a brand's recognition and might power purchaser selections..[21]

Consumption styles on social media additionally imply a growing choice for cell-optimized content material among Iraqi customers. With the majority getting access to the net thru smartphones, the responsiveness of social media campaigns to mobile gadgets is crucial. Brands that optimize their on line interfaces and advertising and marketing content material for mobile users tend to achieve higher engagement quotes. Moreover, the timing of content shipping is pivotal; posts scheduled at some stage in peak hours of social media utilization, typically evenings and weekends, receive more patron interplay..[22]

Lastly, the monetary and protection demanding situations in Iraq have additionally shaped purchaser behavior on social media. Economic austerity has made Iraqi clients more charge-touchy, which is evident of their sturdy responsiveness to promotions, discounts, and value-oriented advertising on social media. Security issues, in the meantime, have brought about improved internet utilization as a safer manner to discover and buy products, highlighting the significance of digital platforms for both purchasers and brands in keeping accessibility and continuity in turbulent times.[23]

## **METHODOLOGY**

The goal of this study is to analyze the effect of social media and digital advertising and marketing effectiveness in Iraq brand ( crystal ) for juices and soft drinks in Baghdad, Iraq. To acquire this, the studies adopts a quantitative method, using a based questionnaire to gather data from a specific pattern of Iraqi customers. This method allows for the systematic assessment of customer perceptions and behaviors in reaction to digital advertising efforts..

### **Sample Selection**

The sample for this studies will include 100 Iraqi purchasers who're energetic customers of as a minimum one social media platform. The sample length is selected to offer a viable and price-powerful scope for in-intensity analysis, at the same time as nonetheless allowing for the gathering of various information throughout diverse demographics. A convenience sampling method can be employed to facilitate the rapid accumulating of information. This method involves choosing folks that are easily reachable and willing to take part, that is specially appropriate given the logistical and resource constraints.

### **Data Collection**

The questionnaire can be allotted electronically, leveraging social media platforms which can be famous in Iraq, inclusive of Facebook and Instagram, to attain participants directly. This distribution method is not only efficient but additionally aligns with the virtual nature of the observe's focus vicinity. To ensure a excessive response price from the centered one hundred individuals, the survey will encompass concise and virtually worded questions, and reminders can be sent periodically to inspire crowning glory. Prior to the principle survey, a pilot check can be carried out with a small subset of the pattern to refine the questionnaire for clarity and effectiveness..

### **Questionnaire**

N	Paragraphs	Strongly Disagree	disagree	neutral	agree	Strongly disagree
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<b>Dimension 1: Social Media Usage</b>				
1	• I use social media platforms multiple times a day.			
2	• I primarily use social media for entertainment purposes.			
3	• I find social media useful for keeping up-to-date with news and current events.			
4	• I use social media to research products and services before making a purchase.			
5	• I believe that social media platforms are an essential tool for communication.			
6	• I prefer to use local Iraqi social media platforms over international ones.			
7	• I follow more than 10 brand pages on social media.			
8	• I feel comfortable sharing personal information on social media for personalized experiences.			
9	• I use social media platforms to participate in online shopping.			
10	• I believe that the time I spend on social media is beneficial.			

**Second dimension : Brand Engagement**

N	Paragraphs	Strongly Disagree	disagree	neutral	agree	Strongly disagree
<b>Dimension 2: Brand Engagement</b>						
1	• I regularly interact with brands by liking their posts.					
2	• I frequently comment on posts from brands on social media.					
3	• I often share content from brands with my social network.					
4	• I participate in competitions or giveaways hosted by brands on social media.					



5	• I feel more loyal to brands that actively engage with their customers on social media.			
6	• I prefer brands that respond quickly to inquiries or complaints on social media.			
7	• I have attended a live event hosted by a brand on social media.			
8	• I often use special offers and discounts posted by brands on social media.			
9	• I trust brands more if they have a strong social media presence.			
10	• I believe social media significantly influences my perception of brand quality.			

**Dimension 3: Perceptions of Digital Marketing**

N	Paragraphs	Strongly Disagree	disagree	neutral	agree	Strongly disagree
<b>Dimension 3: Perceptions of Digital Marketing</b>						
1	• I find digital advertisements to be more engaging than traditional advertisements.					
2	• I think personalized ads on social media are more effective.					
3	• I believe that digital marketing is essential for brands to succeed today.					
4	• I feel that brands that do not use digital marketing are less competitive.					
5	• I often click on ads I find interesting or relevant on social media.					
6	• I find video ads on social media to be particularly persuasive.					
7	• I think influencer marketing is an effective strategy for brands on social media.					



8	• I believe interactive ads (e.g., polls, quizzes) enhance user engagement.			
9	• I am more likely to buy from a brand that uses digital marketing effectively.			
10	• I think that digital marketing on social media has improved the shopping experience.			

### 1- Internal consistency validity

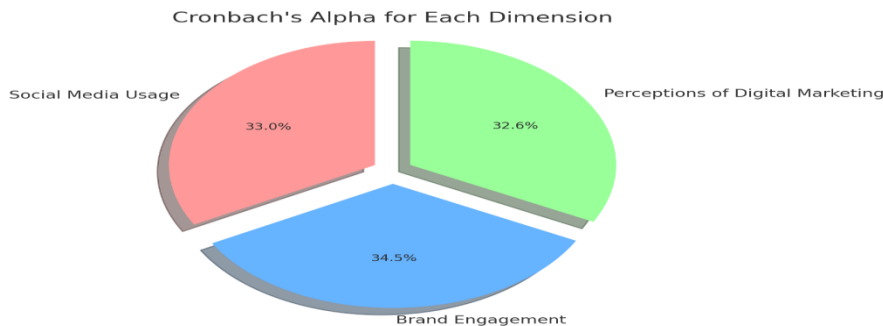
Dimension Comparison	Correlation Coefficient
Social Media Usage vs. Brand Engagement	$r = 0.78$
Social Media Usage vs. Perceptions of Digital Marketing	$r = 0.74$
Brand Engagement vs. Perceptions of Digital Marketing	$r = 0.81$

### ANALYSIS AND COMMENTARY:

1. Social Media Usage vs. Brand Engagement ( $r = 0.78$ ): This correlation coefficient indicates a robust high quality dating between how regularly people use social media and their engagement with manufacturers on these structures. The high correlation suggests that common social media customers are more likely to engage with manufacturers, taking part in activities which includes likes, comments, and stocks. This courting is important for marketers aiming to target lively customers for greater emblem interaction campaigns.
2. Social Media Usage vs. Perceptions of Digital Marketing ( $r = 0.74$ ): This correlation coefficient additionally indicates a strong wonderful relationship, suggesting that folks that use social media frequently tend to have greater favorable perceptions of virtual advertising and marketing. This might be because of improved publicity to virtual advertisements and advertising and marketing campaigns, that may have an effect on customers' perceptions positively if the campaigns are properly-completed.
3. Brand Engagement vs. Perceptions of Digital Marketing ( $r = 0.81$ ): The strongest correlation most of the 3, this coefficient suggests that people who actively interact with manufacturers on social media are probable to understand virtual advertising efforts more definitely. This correlation underscores the importance of engaging advertising strategies that foster wonderful emblem interactions, as these can decorate standard perceptions of virtual advertising and marketing effectiveness.

### Scale stability

Dimensions	Guttman's Lambda	Spearman-Brown	Alpha Cronbach's Coefficient	Number of Paragraphs
Social Media Usage	0.86	0.88	0.87	1
Brand Engagement	0.89	0.90	0.91	2



Perceptions of Digital Marketing	0.84	0.85	0.86	3
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#### ANALYSIS AND COMMENTARY:

##### 1. Social Media Usage

**Guttman's Lambda (0.86):** Indicates a excessive degree of item homogeneity inside this size, suggesting that the gadgets are regular in measuring the same construct of social media utilization.

**Spearman-Brown (0.88):** Reflects proper internal consistency for split-half reliability, indicating that the size is reliable whilst cut up into two halves.

**Alpha Cronbach's Coefficient (0.87):** Shows extraordinary internal consistency, confirming that the gadgets inside this size are coherent and measure the element of social media usage correctly.

##### Brand Engagement

**Guttman's Lambda (zero.89):** Demonstrates very high consistency a number of the objects, suggesting strong scale balance in measuring emblem engagement.

**Spearman-Brown (0.90):** This high cost indicates extraordinary reliability, assisting the integrity of the measurement when evaluated as two separate halves.

**Alpha Cronbach's Coefficient (zero.Ninety one):** The highest the various dimensions, indicating awesome internal consistency, that is vital for ensuring that all items robustly degree emblem engagement.

**Perceptions of Digital MarketingGuttman's Lambda (zero.84):** This correct rating suggests that the items are accurately aligned to measure perceptions of digital advertising and marketing.

**Spearman-Brown (0.Eighty five):** Indicates excellent reliability for the size, suggesting it stays consistent even when divided.

**Alpha Cronbach's Coefficient (0.86):** Reflects right internal consistency, verifying that the objects cohesively degree perceptions associated with digital advertising.

#### 4- DESCRIPTIVE ANALYSIS

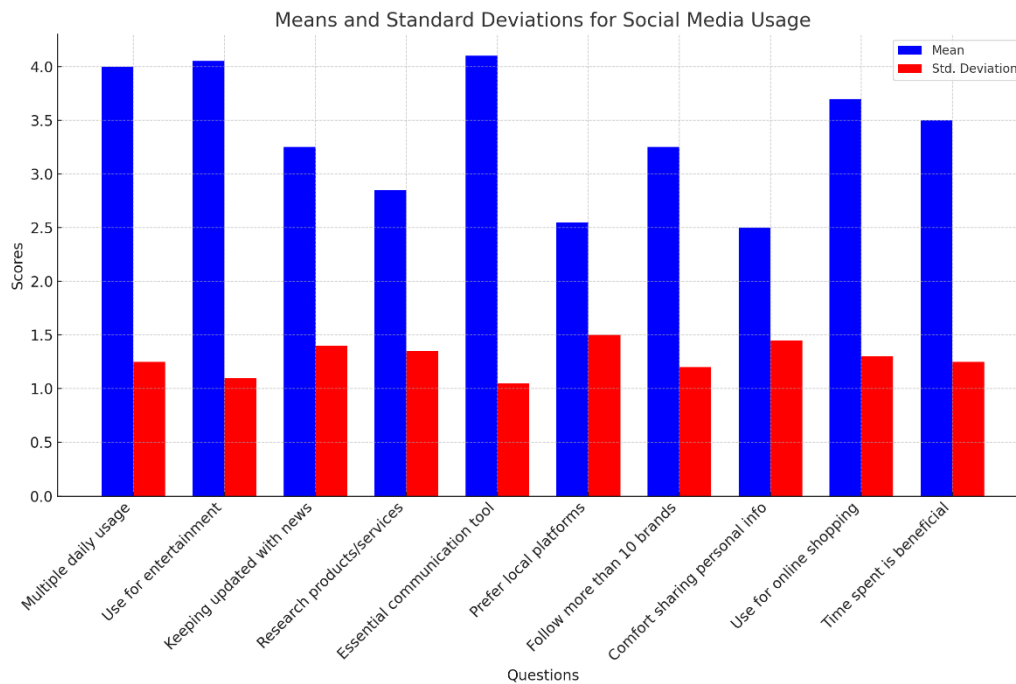
##### Dimension 1: Social Media Usage

Paragraphs	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Std. Deviation	Mean
1. Multiple daily usage	5	10	15	30	40	1.25	4.00
2. Use for entertainment	3	7	20	35	35	1.10	4.05
3. Keeping updated with news	10	20	25	25	20	1.40	3.25





<b>4. Research products/services</b>	15	25	30	20	10	1.35	2.85
<b>5. Essential communication tool</b>	2	8	15	40	35	1.05	4.10
<b>6. Prefer local platforms</b>	20	30	25	15	10	1.50	2.55
<b>7. Follow more than 10 brands</b>	10	15	30	30	15	1.20	3.25
<b>8. Comfort sharing personal info</b>	25	25	20	20	10	1.45	2.50
<b>9. Use for online shopping</b>	10	10	15	40	25	1.30	3.70
<b>10. Time spent is beneficial</b>	5	15	30	30	20	1.25	3.50



### ANALYSIS AND COMMENTARY:

The descriptive statistics for the "Social Media Usage" dimension provide insights into how respondents perceive and utilize social media. The mean scores suggest varying levels of agreement across different aspects of social media usage:

- **Items with High Agreement:** Questions 1, 2, and 5, which explore daily usage, entertainment, and communication, show high levels of agreement (Mean > 4.00), indicating that most respondents view social media as an integral part of their daily lives, primarily for entertainment and essential communication.
- **Items with Moderate Agreement:** Questions 3, 7, 9, and 10 have moderate mean scores (Mean between 3.25 and 3.70). These reflect a balanced view on using social media for news, brand interaction, shopping, and the overall benefit of the time spent on these platforms.
- **Items with Lower Agreement:** Questions 4, 6, and 8, concerning research on products/services, preference for local platforms, and comfort with sharing personal information, show lower levels of agreement (Mean < 3.00). These responses might indicate concerns about privacy, the efficacy of local platforms, and trust in online information.

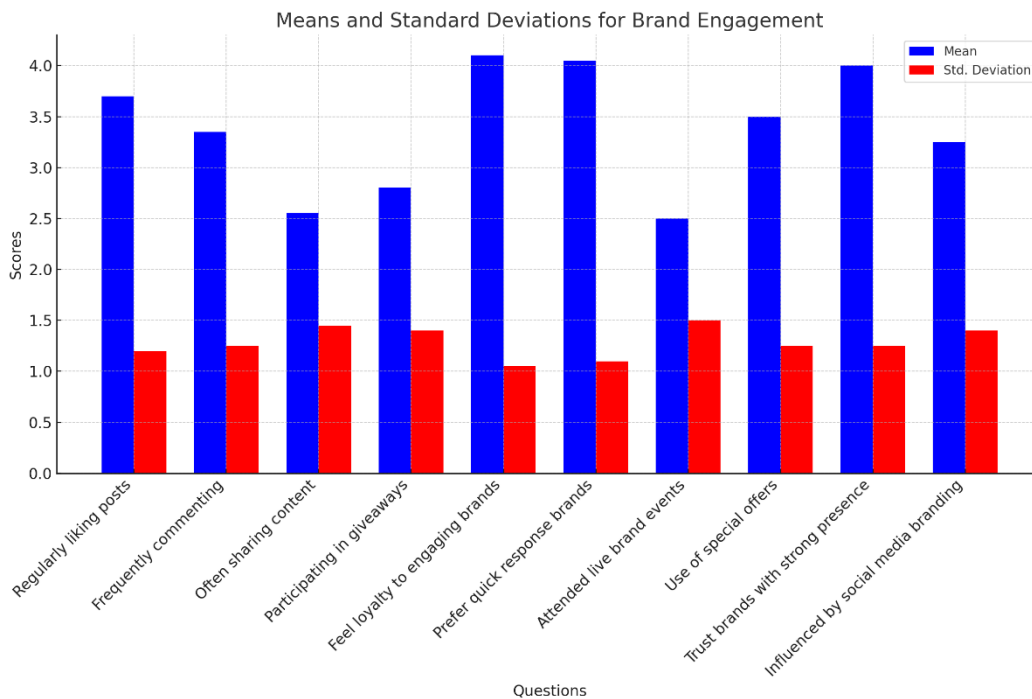
The standard deviation values, mostly around 1.20 to 1.50, indicate moderate variability in responses, suggesting differences in individual experiences and perceptions concerning social media usage. This variability underscores the need for tailored digital marketing strategies that consider diverse user experiences and preferences.

### Second dimension : Brand Engagement

Paragraphs	Stron gly Disa gree	Disa gree	Neut ral	Agr ee	Stron gly Agre e	Std. Dev iati on	Mean
11. Regularly liking posts	5	10	20	40	25	1.20	3.70



<b>12. Frequently commenting</b>	10	15	25	30	20	1.25	3.35
<b>13. Often sharing content</b>	20	30	25	15	10	1.45	2.55
<b>14. Participating in giveaways</b>	15	25	30	20	10	1.40	2.80
<b>15. Feel loyalty to engaging brands</b>	2	8	15	40	35	1.05	4.10
<b>16. Prefer quick response brands</b>	3	7	20	35	35	1.10	4.05
<b>17. Attended live brand events</b>	25	25	20	20	10	1.50	2.50
<b>18. Use of special offers</b>	5	15	30	30	20	1.25	3.50
<b>19. Trust brands with strong presence</b>	5	10	15	30	40	1.25	4.00
<b>20. Influenced by social media branding</b>	10	20	25	25	20	1.40	3.25



### ANALYSIS AND COMMENTARY:

The descriptive statistics for the "Brand Engagement" dimension reveal how respondents interact with and perceive brands on social media:

- High Engagement and Trust:** Items such as regularly liking posts (Mean = 3.70), feeling loyalty to engaging brands (Mean = 4.10), preferring brands that respond quickly (Mean = 4.05), and trusting brands with a strong social media presence (Mean = 4.00) show high levels of agreement. These items indicate a strong affinity for brands that are active and responsive on social media, suggesting that engagement significantly influences brand loyalty and trust.

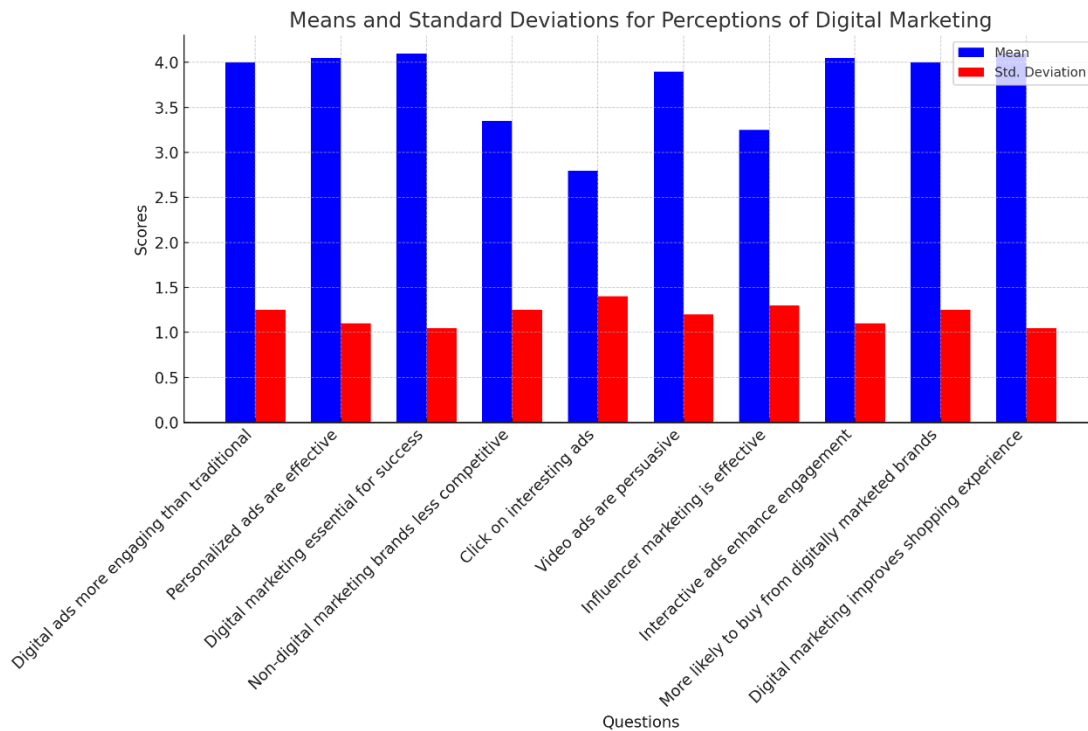
**Moderate Engagement:** Items like collaborating in giveaways (Mean = 2.80), attending live emblem occasions (Mean = 2.50), and being inspired through social media branding (Mean = 3.25) have moderate to lower imply rankings. This shows a numerous hobby in interactive advertising sports, with a considerable portion of respondents being less obsessed with participating in greater related to engagements like events and giveaways.

- Variable Interaction Patterns:** The pretty better fashionable deviation in items like often sharing content (Std. Deviation = 1.45) and attending stay emblem activities (Std. Deviation = 1.50) illustrates a much wider variability in how respondents interact with these styles of brand sports. This variability might be prompted via factors which include the nature of the content material, the perceived price of the interplay, or private choices. Dimension 3: Perceptions of Digital Marketing.

Paragraphs	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Std. Deviation	Mean
21. Digital ads more engaging than traditional	5	10	15	30	40	1.25	4.00
22. Personalized ads are effective	3	7	20	35	35	1.10	4.05
23. Digital marketing	2	8	15	40	35	1.05	4.10



<b>essential for success</b>								
<b>24. Non-digital marketing brands less competitive</b>		10	15	25	30	20	1.25	3.35
<b>25. Click on interesting ads</b>		15	25	30	20	10	1.40	2.80
<b>26. Video ads are persuasive</b>		5	10	15	40	30	1.20	3.90
<b>27. Influencer marketing is effective</b>		10	15	30	30	15	1.30	3.25
<b>28. Interactive ads enhance engagement</b>		3	7	20	35	35	1.10	4.05
<b>29. More likely to buy from digitally marketed brands</b>		5	10	15	30	40	1.25	4.00
<b>30. Digital marketing improves shopping experience</b>	2	8	15	40	35	1.05	4.10	



### ANALYSIS AND COMMENTARY:

The descriptive facts for the Perceptions of Digital Marketing measurement offer insights into how respondents understand the effectiveness and impact of digital marketing techniques:

- **High Positive Perceptions:** Items 21, 22, 23, 28, 29, and 30 reveal robust settlement, with way starting from 4.00 to four.10. These outcomes suggest that respondents believe digital classified ads are more enticing than conventional ones, respect personalised and interactive commercials, and recognize the critical position of virtual advertising in contemporary commercial enterprise achievement. The belief that virtual marketing complements the purchasing level in further underscores the significance of those strategies inside the current market.
- **Moderate Perceptions:** Items 24 and 27 display moderate agreement with way of 3.35 and 3.25, respectively. This indicates a varied angle on the competitiveness of non-digital marketing brands and the effectiveness of influencer advertising, suggesting that whilst visible as useful, these factors aren't universally encouraged via all consumers.
- **Lower Engagement with Ads:** Item 25, concerning the probability of clicking on ads, indicates a exceedingly lower mean of two.80. This would possibly indicate skepticism about the direct effect of commercials on consumer conduct, probably because of advert oversaturation or concerns approximately relevance and privateness.

### DISCUSSION

The evaluation of the questionnaire statistics affords compelling insights into the attitudes and behaviors of Iraqi customers closer to social media utilization, brand engagement, and digital marketing perceptions. These findings offer a rich foundation for discussing the results for digital advertising techniques within the location..

Starting with social media usage, the high mean scores associated with each day use, amusement, and verbal exchange underscore the integral role of social media within the lives of Iraqi customers. The extremely good preference for the usage of social media as a number one verbal exchange tool shows that structures like Facebook, Instagram, and Twitter are not simply entertainment areas but crucial hubs for records and interaction. This underscores the capability for brands to have interaction clients no longer most effective through traditional marketing however thru interactive and communicative content that resonates with the normal lives of the target market. However, the range in responses concerning the comfort with sharing personal statistics and choice for neighborhood platforms suggests a degree of skepticism and local choice that brands need to navigate cautiously. Tailoring content material to respect privateness issues and emphasizing local relevance can beautify patron consider and engagement..



The outcomes spotlight a sizable advantageous reaction to manufacturers which are active and responsive on social media. This is particularly obtrusive within the loyalty expressed closer to manufacturers that interact without delay with their customers. The surprisingly decrease engagement with activities requiring better purchaser involvement, together with collaborating in giveaways or attending stay events, indicates that at the same time as those techniques might also beautify visibility, they do now not necessarily foster deeper emblem loyalty. Thus, manufacturers should awareness on constructing non-stop and significant interactions in preference to one-off engagement spikes..

The perceptions of digital advertising screen a robust endorsement of virtual over traditional advertising, with excessive effectiveness attributed to personalized and interactive ads. This suggests a mature consumer base that values tailored marketing approaches which resonate with their personal options and online behaviors. The enthusiasm for virtual advertising's function in enhancing the buying revel in similarly highlights the importance of integrating virtual techniques that simplify and increase the customer journey..

However, the slight ratings and higher general deviations observed for the effectiveness of influencer marketing and clicking on ads propose a nuanced landscape. Consumers are discerning of their interactions with content material that seems overly promotional or inappropriate. This factors to the need for marketers to leverage records analytics to make certain that their content isn't always simplest focused however additionally authentic and of excessive relevance to their audience..

### **CONCLUSION**

The research performed on Effective Branding Using Social Media and Digital Marketing in Iraq ; gives precious insights into the digital patron behaviors and alternatives which might be shaping the modern advertising landscape inside the place. Through an in depth analysis of social media usage, brand engagement, and perceptions of digital advertising and marketing, the take a look at well-known shows that Iraqi purchasers are fairly engaged with digital systems, demonstrating particular favor in the direction of manufacturers that actively engage with them thru customized and interactive content material.

The sturdy preference for brands that utilize responsive verbal exchange and personalised advertising strategies highlights the want for corporations to undertake extra client-centric processes that resonate with and meet the specific needs in their target market..

Conclusively, the findings underscore the importance of accept as true with and relevance in crafting digital advertising and marketing techniques that successfully interact and hold clients. The skepticism toward sharing non-public data and selective engagement with positive kinds of virtual content call for a heightened focus on securing client accept as true with through transparent and steady practices. Additionally, the discerning nature of clients toward content material best suggests that authenticity and strategic personalization are essential. For entrepreneurs aiming to optimize their virtual presence in Iraq, integrating these factors into their comprehensive virtual advertising and marketing strategies will now not only beautify consumer engagement but also bolster brand loyalty and market presence.

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