Model of Brand Building and Enhancement by Electronic Marketing Tools: Practical Implication

Authors

Tadas Limba  
Institute of Digital Technologies, Faculty of Social Technologies, Mykolas Romeris University  
tlimba@mruni.eu  
Vilnius, LT-0100, Lithuania

Gintarė Gulevičiūtė  
Institute of Digital Technologies, Faculty of Social Technologies, Mykolas Romeris University  
gintare.guleviciute@gmail.com  
Vilnius, LT-0100, Lithuania

Virginija Jurkutė  
Institute of Digital Technologies, Faculty of Social Technologies, Mykolas Romeris University  
jurkute.virginija@ymail.com  
Vilnius, LT-0100, Lithuania

Abstract

Changing customers buying habits and tendency of growing number of purchasers in the internet force companies to move their business or part of its processes to the electronic environment, and it cause the need to evolve a marketing strategy and its implementation measures. Electronic marketing recently forces this field specialists to look for a new ways to satisfy all customer needs and expectations, which often are associated with intangible attributes, such as brand. However, the lack of e-business managers focus on brand meaning to the company is obvious. Quite often it is limited only up to advertisement. But this is only one of the possible electronic marketing tools used in brand building and enhancement process. Still there is a lack of detailed analysis of electronic marketing tools used in brand building and enhancement in electronic environment. The goal of this paper was to design the model of brand building and enhancement by electronic marketing tools. It was done via analysis of brand building peculiarities in electronic environment and strategic brand building and enhancement process. Suggested model helps to understand the electronic marketing tools position, objectives and functions in brand building and enhancement context. The theoretical model was made to implement cyclic brand building and enhancement by electronic marketing tools process. The model consists of six stages – (1) brand idea sources analysis and brand idea identification, (2) brand components selection, (3) factors influencing evaluation of brand in cyberspace, (4) electronic marketing tools selection, (5) brand experience creation, (6) brand review, development and enhancement. This constant brand adoption would create positive customers brand experience and enhance the value of brand. Research on the model of brand building and enhancement by electronic marketing tools implementation and possibilities have been conducted. Quantitative research method had been applied by questioning various electronic business and electronic marketing employers and employees. Results of the research define the practical implication of suggested model.

Key Words

Brand, Brand components, Electronic marketing tools, Brand experience.
I. INTRODUCTION

In the current marketing research the brand is identified as one of the major companies, organizations exclusivity terms, equivalent in value to even the material property and has a wide range of functions. However, there is still no unified description of the brand acceptable to representatives of all areas - marketing, public relations professionals, business executives, lawyers [18]. Brand is ambiguously evaluated in cyberspace questioning its meaning, purpose and impact on the success of the company's activities [42]. Business in cyberspace already exists for several decades, but this space together with the users' needs is constantly changing. Requirements for brand are also changing. There is no longer pushing method, such monologue is insufficient to assure the need for interaction [15]. Consumers want to talk about themselves and brand, share experiences in brand communities, which they rely on more than official representatives of the brand [23].

Scientific issue. After transferring business processes into cyberspace, opportunities of integration into the international trade are increasing and business is becoming global. In such a business, the brand becomes one of the main competitive tools. Although this topic is widely discussed internationally (for this a significant influence have annual best global brands elections), but still there is a lack of e-business enterprise managers focus on brand value to the company matters. It is usually limited to products sale or services advertisement, but this is just one of the marketing tools in cyberspace.

Object of the research. E-marketing tools for brand building and enhancement process.

Purpose - to conduct the peculiarities of brand building in cyberspace and design the model of brand building and enhancement by electronic marketing tools.

There have been set the following objectives for the above-mentioned purpose to be achieved:

1. Following a strategic brand building and enhancement analysis to determine the sources of brand ideas and components implementing brand essence;
2. To set influencing factors of brand in cyberspace;
3. To design the model of brand building and enhancement by electronic marketing tools;
4. To conduct research on brand building and enhancement by electronic marketing tools in Lithuania.

Methodology - the paper relies on the theoretical-systematic, conceptual comparative and phenomenological analysis, meta-analysis of the previous studies as well as the quantitative research method. A method of dynamic modeling is also applied.

Practical significance. Changing consumer buying habits and the growing trend of online buying population encourages companies to move their business or part of it's processes to the electronic environment, which is changing also marketing measures. Electronic marketing novelty makes experts in this field to look for new opportunities and ways to meet current and future customer needs and expectations, which are often associated with the intangible nature of properties, such as brand, it's image, interaction with the company's image and reputation.
There is still a lack of detailed scientific and practical analysis of the marketing tools, which should exploit the brand building and strengthening process in cyberspace.

II. STRATEGIC BRAND DEVELOPMENT AND BUILDING PROCESS, BRAND IDEA SOURCES, BRAND COMPONENTS

Brand development depends on understanding the concept of brand creating process. If the brand is considered merely as a sign in company, that identifies and separates one company's products or services from other companies, then creation of the brand is limited to the design principles, incorporating graphical and linguistic expressions, the sign color and verbal adjustment to selected brand target audience, there all the tasks are done by design experts [31]. However, if the brand creation purpose is to develop a rich brand image and associations system, it's value should be discovered in the properties, the benefits (functional and emotional), values and personality (if the sign is the human) [31].

The concept of a brand in literature is analyzed for many years, but there is still no unified description of the brand acceptable to representatives of all areas - marketing, public relations professionals, business executives, lawyers. Practical brand professionals do not agree with the scientists on the meaning of that term, and provide a different brand concept [17, 18]. Some highlights the legal concept of brand, used as an instrument of goods or services differentiation and protection [31], the others near the rational character of the brand refers to the emotional significance of the tangible and non-tangible value to the enterprise and for consumers [29, 19, 25, 37, 44, 4, 36, 20].

Special attention requires S. Vargo and R. Lusch introduced new approach to the concept of brand - called service - dominant (S -D) logic, according to which all marketing activities are oriented to the services, because marketing is a continuous social and economic process which focuses on those resources, empowering companies to provide a better value proposition than the competitors and that the company can always serve customers better. So the emphasis is moved from the material to non-material: skills, information and knowledge, interactivity and interaction as well as ongoing relationships [44], perceived as a service to consumers. So the brand concept disclosure should be made through the prism of the services. R. Brodie in accordance with this point of view, considered the brand as a service mark, naming it in relationship-building, the intermediary between the subjects, whose brand perceptions create the single brand value (See Figure 1).
Giving the promises through external marketing activities creates the brand and image of the company associated with the values of each of relevant stakeholders. Interactive marketing is dependent on the confidence in the staff and the company. It is acquired through the user's brand experience. Internal brand marketing is oriented to companies' personnel, which are essential to the success of the brand building process [5, 21]. The company and its staff combines organizational culture, built around common values, motivating employees and providing the opportunity to stand out in a unique style of behavior of staff, contributing to the brand building and strengthening [41]. Therefore, in building brand, its conceptual idea would be not only consumers, businesses, as a business entity, but also the employees values and cultural attitudes to the branding. Needs of these three brand building process parties can be foreseen and implemented through L. De Chernatony proposed a strategic brand building and enhancement process (See Figure 2).
This integrated brand building and enhancement model requires for a strategic enterprise approach. The process starts with setting brand vision, providing long-term intentions and properly orienteering company's further activities to build the brand. L. De Chernatony offers to look at the potential brand after ten years and to assess whether a brand will still be suitable for this environment as well as to establish a brand, which should be much more than the increase of profitability.

Proposed Nike, The Body Shop and the Federal National Real Estate Agency examples, where brand provides benefits even to the whole world [14]. Vision of the brand establishing brand values becomes the basis of differentiation and specifically directs the company's personnel activities. However, the proposal is to provide not only for general (existing in the market, which must comply with the brand in order to overcome barriers to entry into the market), but also the unique values. The amount of the values should not be too large, because then it will be hard for the company personnel to implement, but also for consumers to remember. Organizational culture can become a competitive brand advantage, if it will not focus on what the user gets, but how he gets it [14]. It implements brand vision of the values and reach customers through brand exposure and consumer beams. Artefacts (visual brand expression, workers' clothing, and other material attributes of the company's image) are the most visible organizational culture and values expressions, enabling to see an overall picture [32]. Organization cultural values are dependent on the underlying assumptions, covering organizational conviction and perceptions rooted in the subconscious of every employee of the organization [32].

Organization's culture and brand vision compatibility (misunderstanding and confrontation points identification and resolution) is necessary in order to reach brand success and it influences brand orientation. Set long-term goals of the brand are broken into short-term goals, preventing employees depart from brand vision. In brand environmental analysis, there are evaluated the assessment of the internal communication, the balance between the organization and it's products distributors, customer decision-making process, competitive brands and the political, economic, social and technological environment. Essence of the brand is revealed through the brand promise to consumers: the brand attributes inform consumers about the benefits, providing an emotional satisfaction associated with the values symbolized the personality traits, characteristics [14]. Essence of the brand analysis helps to decide, what kind of positioning and brand personality development ideas should be implemented within the organization and externally through brand components (called- brand resourcing). According to L. De Chernatony, brand components, such as a brand exclusive name and identification of ownership are interrelated and identifies the level of brand's dependence to the company, and what degree of autonomy is granted to it. Product brand functional advantages, such as reliable and functional properties, aesthetics, reveal brand essence of functionality implementation, followed by a post- purchase service stage, contributing to the functional suitability of the time choice, social or financial risk reduction. Legal protection is necessary to avoid the risk of counterfeiters and provides high-quality information to the decision to purchase. Symbolic features of the component include implementation of the brand values associated with the brand personality [14].
Taking into account L. De Chernatony analysis of brand building and enhancement process, it is this adaptation and the graphic display (See Figure 3).

![Diagram](image-url)

**FIGURE 3. SUPPLEMENTED STRATEGIC BRAND BUILDING AND ENHANCEMENT PROCESS. SOURCE: ADAPTED BY DE CHERNATONY (2001).**

This supplemented brand building and enhancement process is the right strategic plan for brand developers and implementers to help understand brand building stages, determines
which tasks should be fulfilled at each stage. The process provides consistent actions, which enable to turn the brand vision into reality, visible to consumers through brand components, implemented by appropriate marketing tools.

III. Factors Influencing The Brand in Cyberspace

The changing environment requires firms the flexibility and ability to properly adapt marketing tools, which reveal the true essence of the brand [9], the corporate strategic brand building process. The brand in cyberspace poses new challenges. Uncertainty as a result of brand expansion into cyberspace or space specifically for this new brand-building effectiveness appears. It also raises arguments about the brand significance in cyberspace. There can be distinguished two scientific positions about the brand in cyberspace: the first, stating, that the brand is no longer relevant in cyberspace because of searching, price comparison and choice possibilities [42], the second, highlighting the importance of the brand in the cyberspace [6, 15], for which the brand is considered to be a major confidence [26] and customer loyalty [27] incentives. There is also no consensus on the essence of the brand identity in the electronic and traditional spaces [9, 37]. However, the brand essence of both traditional and cyberspace remains the same. The only difference here it is implementation. Also, contrary to the first position, somebody can argue, that the search engine optimization capabilities cannot displace the brand, because it do not satisfy all the needs of the user, as an example is given a phone call, during which the communication is not one of the search term, but long syntactic units, that help understand users' needs. Also examining the benefits of price comparison research results indicate that only 22 percent of all transactions are fully fulfilled, because of consumers' dissatisfaction on insufficient communication with the seller [15].

In view of the brand essence, the brand in cyberspace is having not users, but consumers, who need relationships of one-to-one, proven through conversion rates, as constantly adapted and updated, easily globalized, helping to implement the price flexibility [2]. It’s successful implementation is largely dependent on the brand value expression through interactivity, user experience, customization and rapid response to customers' needs [7]. The value to consumer ensures his loyalty proven by frequent visits and the price here is only a single-used attraction tool. Due to the increased flow of information, consumers have great selection options [13], but due to the more active everyday life for them it is not enough time to examine all the options. Companies, in order to adapt to the changing environment and customer needs and opportunities, are forced to make a decision on the choice of the direction of the brand. In order to establish themselves in cyberspace mostly preferred option that the brand is intended to establish the electronic website address (domain name) (for example, Walt Disney, Toyota, Virgin airline company, Skype, etc.) [30]. Many of the scientific literature authors examine the company's electronic sites as a major brand in cyberspace development and enhancement tool. Therefore, it is practically becoming a brand name [34] (Amazon, Google, Facebook, etc.). Companies should take full advantage of Web 2.0 capabilities: right presentation of the brand promise (brochure website of companies do not reflect the brand promise), to create dialogue between the market and it’s participants through information quality, raising recognizable presentation and easy page navigation, allow users to contribute to brand values (expressed per page design, user emotions) creation (withdraw from brand control and having only the moderator functions) [9] and take a shared responsibility for failures; mobilizing brand community to the open discussion sharing the experience about the brand [15]. The concept of
brand value has not lost its importance in cyberspace [36]. Three main factors influencing brand development in cyberspace - interactivity, user understanding and communication [35]. There is offered a much wider brand in cyberspace factors influencing list, which includes: brand experience, interactivity, customization (personalization), relevance of information, website design (attractiveness and aesthetic considerations), customer service, electronic order fulfillment, brand relationship quality, community, site functionality and consumer revisit and timing of the review [10].

IV. DESIGNING THE MODEL OF BRAND BUILDING AND ENHANCEMENT BY ELECTRONIC MARKETING TOOLS

Essence of the brand in cyberspace remains unchanged from the existing traditional space, the development remains in the list of strategic decisions, and the implementation is adapted to the environment in which the brand exist, as well as selected the most appropriate marketing tools enabling to reveal its true meaning. In enterprise brand becomes the cornerstone of the success factor, added value not only to the company but also for the consumer. Consumer value is revealed through the experience of the brand. Therefore, one of the most important tasks is brand experience, through the implementation of functional and emotional values for the user, creation [32, 14]. Positive consumer brand experience is the key for brand building and enhancement. After implementation this, company can achieve high conversion into sales in cyberspace rates [8].

Brand experience acquired in all brand and consumer contact points, starting with the search (how easy or difficult to find), and ending with the purchase transaction and service after purchase [12]. The accumulated experience allows the consumer to shape the overall picture and share it with other actors in his environment, and thus to contribute to brand building and enhancement. Consumer understanding, appropriate actions at each contact point and used effective marketing tools can help companies to create a brand experience to promote conversion into sales. Electronic marketing tools selection is determined by the company’s brand -building and enhancement process, it depends on the brand idea, selected components of the brand, and significant factors to the company’s brand in cyberspace. Therefore, it is necessary to examine the entire brand building and enhancement process context. Brand-building and enhancement by electronic marketing tools model enables to reveal a consistent brand essence implementation process and e-marketing tools position and their functions in that process. Therefore, considering consumer perceptions, corporate culture and employee values synergy [5], online brand influencing factors [10], brand building strategy [37], and strategic brand building process [14], there is proposed model of brand building and enhancement by electronic marketing tools (See Figure 4).
FIGURE 4. MODEL OF BRAND BUILDING AND ENHANCEMENT BY ELECTRONIC MARKETING TOOLS.
SOURCE: COMPILED BY THE AUTHORS

This model depicts the cyclical brand building and enhancement process. The process begins with the brand conceptual ideas, which sources are consumer perceptions and values, company culture, values and business strategy, also employees perceptions and values. The idea of a brand should include the brand vision, goals, response to environmental assessment and determine it's essence (functional and emotional values). A strategic brand building process is to choose the appropriate plan for brand components, implementing the idea of the brand [14]. Selected brand components (name, sign of ownership, legal protection, functional value, emotional value, risk reduction, shorthand notation, service components) are implemented by taking into account brand in cyberspace influencing factors (interactivity, personalization, information about brand relevance, electronic site design, functionality, customer service (including electronic order fulfillment), virtual brand communities, consumer revisits, relationships with customers quality), and choosing the right e-marketing tools. To reveal each component, there is a need to understand, what influences the corresponding component of the brand in cyberspace and what electronic marketing tools should be used:

1. Brand name, sign of ownership and legal protection issues can be covered within the context of an electronic site name (domain name):

   a. The domain name as a brand name, has the legal protection from intellectual property offense (but it depends on the country laws) and indicates the purposes for which it was created (.com - commercial organizations, .mil - Military organization, .gov - governmental organizations, etc.). It also indicates geographical location of brand (.lt, .lv, .eu, etc.). It is also used to distinguish one company's products/services from other companies products/services and perform such other brand functions as “setting goods, services, information origin (source)...setting quality assurance“ [30].
b. Brand can act as an electronic search keyword, which can be used to transfer to the company’s electronic site [37]. Users use such search engines like Google, Yahoo and MSN. In Lithuania the most popular is Google search engine. In 2012 it was used by 98.35 % of Internet users in Lithuania [24], it is also necessary to note that 9 out of 10 Google users review only the first page of search results, so there is a need for website search engine optimization, which ensures a high position in search engine rankings lists. It is necessary to emphasize the pre-consumer attitude, that the most reliable brands are higher than others, so if unknown brand is placed in a higher position than it is known, it draws more attention of consumers [22]. It also provides consumer with similar associations as if well-known brand.

2. Functional value may be disclosed not only through the products quality received by the user, but also through the online site functionality, ease of use. The measures used have to allow more comfortable access to the relevant products from the user-selected categories and attributes (size, color, price). In analysis of the value of the functional aspect, there is a proposal to evaluate the usability [35] (select the relationship between comfort and design), as well as to evaluate it’s communication channel and speed (higher bandwidth technologies), the quality of site and it’s relevance. Even if the company uses the site only as a business card, it must provide information, which is constantly updated.

a. Convenience - high quality constantly updated content, user-friendly navigation, which requires the least effort to find relevant information. Website content is grouped to help find information faster. The response time is one of the most important factors of convenience and should not exceed focus retention time (5-8 sec.).

b. Page design - color, line, graphics, forms promote the brand recognition. However, it is necessary to draw attention to the large graphics and animation amounts that dwarf the text to which search engines respond best. Graphics, logos can also be used to represent the brand values, and text - to reveal personality.

3. The emotional value is one of the main criteria for determining consumer loyalty, frequent revisits and positive recommendations. It includes the brand promise and brand values, expressed through website design, reflecting feelings close to the consumer, through the brand community discussing frankly and sharing the brand experience, personalization, and brand and consumer relationship quality:

a. Personalization - the brand customization to each consumer individually (used for user name, provided the individual proposals, the page itself is adapted to the individual needs of the user) can create the illusion of individualism, which provides the consumer with emotional satisfaction. It is only possible with the accurate data about each user. Information systems technology enables to create of users databases, which can be exploited in different aspects by marketing specialist. Such data collection is often used with the tool like customer relationship management information system (CRM) [40], which among other functions, also helps to identify points of contact with consumers.

b. Brand and consumer relationships quality is inseparable from the quality of interactivity, ability to communicate one-to-one principle [37]. Sent messages to the consumers are personalized, also selected the most appropriate time and form. This makes it possible to
create two-way dialogue. The basis for such dialogue becomes a user databases. Emailing can help build interactivity [43], but it is necessary to let the user choose, what they want to read, watch not to irritate them with spam. One of the helpful tools could be web feeds (RSS) [41]. The implementation of interactivity also includes such electronic marketing tools as chat rooms, interactive games, viral marketing, ratings, feedback, recommendations promoting measures.

c. Community building. 92% of internet users visit online communities [1]. Their appeal can be explained by opportunity to replace the real social environment, and partially to satisfy the needs of self-expression. In virtual communities gather loyal customers, who share their experience, advice for newcomers, disseminate information about the brand, which attracts new consumers. This encourages using the net even small business representatives. It is proposed to install forums in order to help even in the service sector, where most users consult each other, to install tasks and events calendar, organize competitions to encourage sharing experiences. For the companies, which do not have capabilities to create a virtual community in its website it is recommended to advertise in other online communities [1]. For the brand community building can be used other social media tools [39], which at the same time are inseparable from interactivity: blogs, content sharing tools, social networking. While it is difficult to determine the effectiveness of these measures in terms of returns on investment, however, it is possible to assess the effectiveness of consumer behavior, by the number of visits, time spent on the site, comments about the brand in various social networks (Facebook, Twitter).

4. Risk reduction component reflects consumer confidence in the brand. Trust is based on the credibility of the brand [11]. Consumers expect transaction security and privacy at the same time, so they trust more the well-known brands [11]. Assessing this aspect, the company must maneuver between the consumers’ privacy (less data collected, more privacy ensured) and essential amount of collected users data to ensure the appropriate transaction. Close to the risk reduction component it is important to mention orders fulfillment dimension, that links the real space with electronic and combines interactive and traditional/physical experience. Here, the key roles are played by the order fulfillment time and order accuracy, as described in the corresponding website - the consumer gets what he expects [11]. Order fulfillment element by it’s function and meaning is inseparable from the customer service element, and further is considered as a part of customer service.

5. Shorthand notation may be associated with consumer revisits to website. Based on the consumers decision-making process and gained good experience, users, even after receiving a large amount of information about the brands, prefer well-known brands about which they heard or even seen them [23]. Most often they use electronic search sites such as Google or Yahoo, selecting brand as a keyword. If users have experience with the brand and are loyal to it, they return to the website, reducing the length of time of purchase. However, it can encouraged the use of online advertising tools in the leading company's website - banners, specialized advertising, media / video ads, pop-up windows. Also to ensure consumers frequent revisits it is recommended to use other tools such as e-mail, chat rooms, information updates, special offers and the virtual brand community [37]. To reduce consumers' choice of time affiliated marketing can be exploited too [1]. It should be noted that all of the e-marketing
tools enable the company to trace consumer behavior and evaluate the effectiveness of the applied measures.

6. Perhaps one of the most important components of the brand - customer service (service component) [7]. It is a decisive factor in the success or failure, attribute of loyalty and business quality. It’s importance comes from the consumers’ perceptions of service quality dimensions, covering the electronic design of the website (helpful and friendly), reliability (the correct execution of orders, deliveries, personal information), the response to the user's needs, trust and even personalization (personalized attention to each customer, personal thanks and an opportunity to submit questions and comments) [33]. Many of these aspects of the options were discussed above. In order to choose the e-marketing tools enable to respond to the such users’ needs, there can be identified intuitive measures, selected according to the collected data about the user behavior in the website (click), comments and recommendations content, evaluation and opinions expressed in social networks, user requirements for direct submission tools such as question/answer fields, the reaction to the user's e-mails and queries. These measures require the company staff work quality, their confidence in the company's brand and the ability to communicate messages, provided in strategic decisions, and the implementation of the brand promise. However, this is not possible without an effective company internal marketing, where information technology and e-marketing tools are invoked [5].

Summarizing brand building and enhancement with electronic marketing tools and the process of its implementation in reality, it should be noted that the brand requires a strategic corporate approach to it. The creation and strengthening should be a priority in the list of strategic decisions. The process must begin with the brand idea, determined by consumers, businesses and employees perceptions and selection of idea essence implementing components. Each component should be revealed in the context of the online brand influencing factors and electronic marketing tools: brand function value - delivered through the electronic functionality of the site (the proper relationship between E-site convenience and design); the name, sign of ownership and legal protection are dealt with in the context of electronic site name (domain name); given the emotional value through personalization, relationship quality, interactivity, e-marketing tools implementing community mobilization; risk reduction component is inseparable from the transactional and data security solutions; shorthand notation is evaluated in the context of consumers revisits through the web search engines, online ads, transferring to corporate websites. All brand components, implemented within the brand in cyberspace factors and electronic marketing tools, will enable to create a positive experience to the consumer. The idea of a brand must be reflected in the brand experience as a result of target effects. All this is possible only having a clear understanding of process of brand building and enhancement by electronic marketing tools, it’s stages and actions on each of them.
V. Research on Model of Brand Building and Enhancement by Electronic Marketing Tools

A. Research Methodology

Quantitative research method had been applied by questioning various Lithuanian electronic business and electronic marketing employers and employees, whose work relates to brand building and enhancement by electronic marketing tools. There is a lack of scientific evaluation in Lithuania, which could present the brand influence on consumer decision-making process, deal with the brand in cyberspace and the process of creating effective marketing and brand building experience in cyberspace. The vacuum of information on these aspects encouraged to carry out a research.

The aim of the research – is to evaluate the influence of e-marketing tools used for the brand building and enhancement on brand experience and conversion into sales in Lithuania electronic business enterprises. Research was carried out using a questionnaire. The questionnaire consists of questions in accordance with the principles of the questionnaire formation. Respondents were aware of the purpose, relevance of problem. There has been written, that the form is anonymous and the data will be used generally. Questionnaire identifies the key explanations and instructions on how to fill it.

The respondents were selected from Lithuanian e-business. Respondents were selected on the basis of the Department of Statistics of Lithuania. In 2011 (the last data) there were registered 315 e-business companies. In order to determine the sample of a population Panijoto formula had been used [38]:

\[ n = \frac{1}{(\Delta^2 + 1/N)}; \]

- \( n \) – sample size (number of respondents to be interviewed);
- \( \Delta \) – permitted error of sample (used to maintain the reliability of the size - 5 per cent);
- \( N \) – general set, in this case, companies number, which sales of goods and services are carried out in cyberspace.

\[ n = \frac{1}{(0,05^2 + 1/315)} = 176 \text{ respondents} \]

All the questionnaires were completed consistently and correctly, all of their data is seen as credible to identify trends and shape the conclusions. The empirical study is observational, allowing a preliminary assessment of the current situation and development of forecasts.

B. Research Data Analysis

Based on the scientific literature, in order to reach brand success, implemented through brand building and enhancement process, it was found out, that the first emerging brand idea is born according to the organization's business strategy, culture and values cherished close to staff perceptions and values of the brand, dealing with consumer perceptions and values and their decision-making process (decision to buy or not to buy a particular brand). Therefore, the
research aimed to fully disclose companies’ position, determine what the sources of the brand ideas are. There had been found out, that many respondents, creating brand idea, take into account organization’s business strategy (see Figure 4).

However, for a substantial number of respondents, the organization's strategy remains behind the development of the conceptual idea of the brand - 26% of respondents think, that organization activities strategy do not influence at all the conceptual idea of the brand, 4% think, that do not influence and 18%, that neither influence nor not. Such a position of the companies may result an incomplete brand idea and it could fail, when there will be a change in the business strategy that will change the position of the brand.

The decisive factor of brand value - consumer revisits. It is important the same as the electronic functionality of the website and customer relationship factor. In order to evaluate the combination of these factors, respondent were asked to define the most important factors, which influence brand in cyberspace (see Figure 5).

**FIGURE 4. INFLUENCE OF ORGANIZATION ACTIVITIES STRATEGY TO CONCEPTUAL IDEA OF THE BRAND**

**FIGURE 5. THE MOST IMPORTANT FACTORS, WHICH INFLUENCE BRAND IN CYBERSPACE**
The most important factors, influencing the brand in cyberspace and creating value, respondents consider electronic website design, customer service and customer relationship quality. The least support received virtual brand community. It can therefore be concluded, that all the surveyed firms in developing and strengthening the brands, evaluate these factors and plan their marketing activities and measures with regard to this.

Further examining the customer brand experience in Lithuanian e-business there was seeking to find out, whether it has an impact on sales conversions in cyberspace (see Figure 6).

22% of respondents stated, that the user brand experience completely influences, and 57%, that influences conversion to sales in cyberspace. This data is seen as justified, because the company has a unique opportunity in cyberspace - to pinpoint conversion rates and effective e-marketing tools correlation (if applied tool increased or decreased conversion into sales rates).

The analysis of brand-building and enhancement process of Lithuanian e-business case was seeking to find out, what marketing tools should be used in order to implement all of the brand and its value influencing factors, so respondents were asked to indicate, which e-marketing tools are used by their companies in brand building and enhancement process (see Figure 7).
FIGURE 7. ELECTRONIC MARKETING TOOLS, USED IN PROCESS OF BRAND BUILDING AND ENHANCEMENT

All respondents as the most important electronic marketing tool in implementing brand building and enhancement process define the name of website. 88% of respondents use advertising on search engines in order to build brand and strengthen it, 75% of respondents use e-mail, social networks. Least likely to use are these marketing tools: pop-up windows - 13%, viral marketing, chat rooms, interactive games - 25%.

Although the empirical study is observational and the data obtained cannot fully justify the findings of Lithuania e-business situation in area of the brand, but based on the obtained hypothetical study results, there can be confirmed, that Lithuanian e-marketing techniques, used to process of brand building and enhancement, create a positive consumer brand experience, which leads to the conversion of sales in cyberspace results. This situation may change in the use of inappropriate e-business marketing tool. Then the brand experience will be negative and will reduce the conversion in cyberspace results.

VI. CONCLUSION AND RECOMMENDATIONS

1. The brand in cyberspace essence and value remains the same as traditional, but differ in their implementation. It's idea comes from the organization's strategy, culture and cherished values, compatible with the perceptions and values of employees, brand consumer
perceptions and values. Essence of the brand in cyberspace is implemented through the following components of the brand: the brand name, sign of ownership, legal protection, the functional and emotional value, risk reduction, shorthand notation, services. The brand is determined by such factors as: interactivity, personalization, information about the relevance of the brand, site design and functionality, customer service, the virtual brand communities, consumer revisits, customer relationship quality.

2. There are three main brand in cyberspace development influencing factors - interactivity, user understanding and communication [35]. Also there is offered a much wider brand in cyberspace factors influencing list, which includes: brand experience, interactivity, customization (personalization), relevance of information, page design (attractive and aesthetic considerations), customer service, electronic order fulfillment, brand relationship quality, community, site functionality and user reversibility and timing of the review [10]. Companies should take full advantage of using capabilities of these factors influencing brand in cyberspace.

3. Based on analysis of scientific literature, there was constructed a theoretical model, that can be used for the cyclical brand building and enhancement by electronic marketing tools implementation process. The model consists of 6 main phases - the analysis of brand sources of ideas and brand idea identification, the choice of brand components, determination of the factors influencing brand in cyberspace, choosing means of electronic marketing, brand experience development, brand review, development, enhancement enforcement. This process is not complete, after the implementation of cycle, the process can be updated, creating a positive consumer brand experience, which enhance brand value. The model of brand-building and enhancement by the electronic marketing tools, defined in this article, helps to reveal a consistent brand essence and process by implementing e-marketing tools. This model depicts the cyclical brand development and building process. Model and the implementation of it were verified by empirical research.

4. Research on the model of brand building and enhancement by electronic marketing tools implementation and possibilities have been conducted. Quantitative research method had been applied by questioning various electronic business and electronic marketing employers, employees and their activities relates to brand building and enhancement by electronic marketing tools. Although the empirical study is observational and the data obtained cannot fully justify the findings of e-business situation in area of the brand, but based on the obtained hypothetical study results, there can be confirmed, that e-marketing techniques, used in process of brand building and enhancement, create a positive consumer brand experience, which leads to the increased conversion of sales in cyberspace.

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Authors’ Biography

Tadas Limba is a Head of Institute of Digital Technologies at Mykolas Romeris University in Vilnius, Lithuania. He got B. Sc. in Politics from Vilnius University, 1999 and B. Sc. in Law from Mykolas Romeris University, 2010. He got M. Sc. in Public Administration from Mykolas Romeris University, 2001 and M. Sc. in Business Law from Mykolas Romeris University, 2012. Tadas Limba also got his Ph. D. in Management and Administration from Mykolas Romeris University, 2009. Tadas Limba is an Associate Professor from 2010. Tadas Limba has published over 20 articles in Lithuanian and foreign scientific journals, monograph, textbook, focused on e-government and e-business. His additional areas of research and expertise are – IT law regulation and policy; digital content, digital media, privacy and data protection issues. Tadas Limba is a member of Lithuanian Computer Society since 2007. Since 2013 he is Asia Center Board Member, South Korea’s representative at Mykolas Romeris University. He is visiting professor at Zaragoza University in Spain. He plays an active role in international communication and development of joint double degree studies program with South Korea Dongseo University. Tadas Limba made presentations in international and national conferences. Tadas Limba is fluent in English, Spanish and Russian, he is also elementary user of German.

Gintarė Gulevičiūtė was born in Panevėžys, Lithuania in 1989. She got B. Sc. in Public Administration in 2008 and holds M. Sc. in Electronic Business Management from Mykolas Romeris University. Now she is an assistant of Institute of Digital Technologies at Mykolas Romeris University. In 2013 and 2014 she has published some papers – “Peculiarities of E-Government Services Implementation in European Union”; “Holistic Electronic Government Services Integration Model: from Theory to Practice” in Lithuanian and foreign scientific journals. Her areas of interest are e-government, e-business, business communication and digital contents. Gintarė Gulevičiūtė is the coordinator of Digital Content Academy at Mykolas Romeris University. During her study years she has organized innovative conference “Future business 2013” at the University. She plays an active role in international communication and development of joint double degree studies program with South Korea Dongseo University. Now she is also a coordinator of Summer School of Communication “Science and Art of Communication” for Chinese students at Mykolas Romeris University.
Virginija Jurkutė got B. Sc. in Public Administration at the General Jonas Žemaitis Lithuanian Military Academy in 2007. She got M. Sc. in Electronic Business Management at Institute of Digital Technologies, Faculty of Social Technologies, Mykolas Romeris University, Lithuania in 2013. Her research interests: electronic marketing, branding in electronic environment, electronic commerce, electronic business, public relations. Virginija Jurkutė also serves in Lithuanian armed forces.