

The Interrelationship among Shopper marketing, Digital Marketing, and Traditional Marketing in Building Brand Equity

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ABSTRACT

This quantitative study investigates the interplay between shopper, digital, and traditional marketing strategies in shaping brand equity, with a focus on their individual and combined impacts on brand awareness, loyalty, perceived quality, and associations. Data were collected from 340 respondents across diverse industries using structured questionnaires and analyzed through regression analysis and Structural Equation Modeling (SEM). Findings reveal that all three marketing approaches significantly contribute to brand equity, with digital marketing exhibiting the strongest direct influence, followed by shopper and traditional marketing. The study further identifies synergistic effects, demonstrating that integrated strategies yield superior outcomes compared to isolated implementations. These insights equip marketers with evidence-based guidance for crafting balanced, multichannel campaigns that align with evolving consumer preferences and technological advancements. The research advances theoretical understanding by empirically quantifying the relationships between these marketing dimensions and brand equity, while also offering practical implications for optimizing resource allocation across channels. Limitations and future research directions are discussed, including the need to explore emerging digital platforms and the long-term effects of integrated marketing strategies. This study underscores the importance of a holistic approach in contemporary brand equity management by bridging theory and practice.

KEYWORDS: *Shopper Marketing, Digital Marketing, Traditional Marketing, Brand Equity, Quantitative Analysis, Structural Equation Modelling, integrated strategies.*

INTRODUCTION

In today's competitive retail landscape, the integration of shopper, digital, and traditional marketing has become crucial in building and sustaining brand equity (Keller, 2016). Shopper marketing focuses on influencing consumers at the point of purchase, while digital marketing leverages online platforms to engage customers, and traditional marketing relies on conventional media, such as TV, print, and outdoor advertising (Ataman et al., 2021). The convergence of these strategies creates a synergistic effect that enhances brand awareness, perceived quality, brand associations, and brand loyalty, which are key dimensions of brand equity (Aaker, 2014).

Recent studies suggest that digital marketing, particularly through social media and e-commerce, plays a pivotal role in shaping consumers' perceptions and purchase decisions (Grewal et al., 2020). Meanwhile, shopper marketing tactics such as in-store promotions and experiential retailing reinforce brand engagement at critical touchpoints (Shankar et al., 2020). Traditional marketing, though often perceived as less dynamic, continues to provide broad reach and credibility, especially when integrated with digital campaigns (Voorveld 2019).

Despite growing emphasis on digital and shopper marketing, the interplay between these approaches

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and their collective impact on brand equity remains underexplored. This study examines how the interrelationship among shopper marketing, digital marketing, and traditional marketing contributes to brand equity, offering insights for marketers seeking to optimize their strategies in an omnichannel environment.

Statement of Problem

In today's rapidly evolving retail landscape, the integration of shopper, digital, and traditional marketing has become crucial in building brand equity. Shopper marketing focuses on influencing consumer behavior at the point of purchase (Silveira et al., 2020), whereas digital marketing leverages online platforms to engage customers (Chaffey & Ellis-Chadwick, 2022). Traditional marketing, including TV, print, and outdoor advertising, remains relevant, but must adapt to changing consumer preferences (Kotler et al., 2021).

Despite the individual effectiveness of these strategies, there is limited research on how their interrelationships contribute to brand equity. Some studies suggest that digital marketing enhances shopper engagement (Grewal et al., 2020), while others argue that traditional marketing drives brand recall (Keller, 2020). However, the synergistic effects of combining these approaches remain unclear.

This study sought to examine the following:

How do shopper marketing, digital marketing, and traditional marketing collectively influence brand equity?

Does digital marketing diminish or complement traditional marketing's role in brand building?

Optimal marketing mix for maximizing brand equity in an increasingly digital and omni-channel retail environment.

Addressing these gaps will provide marketers with actionable insights into integrating strategies to enhance brand perception, loyalty, and market performance.

Furthermore, as consumer journeys become increasingly non-linear and omni-channel in nature, marketing practitioners face the critical challenge of aligning shopper marketing, digital marketing, and traditional marketing in a coherent and complementary manner (Lemon & Verhoef, 2016). Without a clear framework for integration, companies risk sub-optimizing their brand-building efforts. Therefore, there is a pressing need to explore the interrelationship among these three marketing approaches and how their convergence or lack thereof

affects brand equity in contemporary consumer markets.

Research Objective and Questions

This study aimed to identify the relationship between shoppers and digital and traditional marketing in building brand equity.

1. To understand the individual impact of shopper marketing, digital marketing, and traditional marketing on brand equity.
2. To analyze the interrelationships among these marketing types in fostering brand equity.
3. To provide recommendations for integrating these strategies to maximize brand equity.

Based on the objectives set above, the research question can be defined and formulated as follows.

1. How do Shopper Marketing, Digital Marketing, and Traditional marketing contribute to building brand equity?
2. What are the interrelationships among shopper marketing, digital marketing, and traditional marketing in fostering brand equity?
3. How can businesses effectively balance these strategies to achieve a cohesive brand-building approach?

Review of Relevant Literature

Review of Relevant Literature (Revised and Synthesised)

Shopper Marketing and Brand Equity

Shopper marketing has increasingly evolved from a tactical, in-store promotional activity into a strategic discipline central to brand equity creation, particularly in omnichannel retail environments. Extant literature consistently agrees that shopper marketing influences consumers at critical decision moments, thereby shaping brand perceptions and purchase behaviour (Silveira et al., 2020; Gázquez-Abad et al., 2021). Unlike traditional brand-building activities that operate primarily at the awareness and consideration stages, shopper marketing exerts its strongest influence at the conversion stage, where brand choice is finalized.

Empirical studies demonstrate that effective shopper marketing enhances brand awareness and recall through shelf visibility, point-of-sale displays, and experiential activations (Atwal & Williams, 2022). However, beyond awareness, its contribution to deeper brand equity dimensions remains contested. While Atwal and Williams (2022) argue that immersive in-store experiences strengthen emotional brand connections and loyalty, Roggeveen and Sethuraman (2020) contend that shopper marketing effects may be short-lived unless reinforced by broader brand communications. This divergence suggests that shopper marketing alone may be

insufficient for sustained brand equity unless strategically integrated with other marketing channels.

Recent scholarship highlights the growing convergence between physical and digital shopper marketing. With the rise of e-commerce and hybrid retail models, digital touchpoints such as personalized recommendations, virtual merchandising, and mobile-triggered promotions increasingly complement in-store tactics (Roggeveen & Sethuraman, 2020). This integration strengthens brand associations by ensuring consistency across touchpoints. Nonetheless, empirical investigations into how shopper marketing interacts with digital and traditional marketing in jointly shaping brand equity remain limited, thereby justifying further examination.

Digital Marketing and Brand Equity

Digital marketing has attracted substantial scholarly attention due to its scalability, measurability, and capacity for personalized engagement. Prior studies widely acknowledge its strong influence on brand awareness, brand associations, and perceived quality through interactive platforms such as social media, search engines, and content marketing (Chaffey & Ellis-Chadwick, 2022; Grewal et al., 2020). Digital environments enable real-time brand–consumer interactions, fostering relational bonds that are critical for building customer-based brand equity.

User-generated content, influencer marketing, and electronic word-of-mouth have been shown to enhance brand credibility and trust, particularly among younger consumers (Lou & Yuan, 2019). At the same time, AI-driven personalization improves perceived quality by delivering tailored brand experiences (Davenport et al., 2020). Despite these advantages, scholars caution against overreliance on digital channels. Lemon and Verhoef (2021) argue that digital marketing effects are context-dependent and may suffer from message clutter and declining attention spans, potentially weakening long-term brand loyalty if not reinforced by other channels.

Comparative studies further reveal that while digital marketing often outperforms traditional media in engagement metrics, its effectiveness in building enduring brand equity is amplified when integrated with offline touchpoints (Voorveld, 2019). This suggests that digital marketing operates most effectively as part of a coordinated marketing system rather than as a standalone strategy. However, empirical research that quantifies the relative and combined contributions of digital marketing alongside shopper and traditional marketing to brand equity remains fragmented.

Traditional Marketing and Brand Equity

Traditional marketing continues to occupy a contested position within contemporary marketing discourse. While some scholars argue that its relevance has diminished in the digital era, others maintain that traditional media remains a critical driver of brand awareness, credibility, and emotional resonance (Keller, 2020; Kotler et al., 2021). Television, radio, print, and outdoor advertising provide broad reach and symbolic legitimacy, particularly in markets where trust in digital advertising is relatively low.

Empirical evidence suggests that traditional marketing is particularly effective in reinforcing brand awareness and brand loyalty, especially among older demographics and mass-market audiences (Kumar & Sharma, 2021). However, critics highlight its high cost and limited interactivity, which constrain its ability to generate personalized brand experiences (Belch & Belch, 2022). As a result, traditional marketing is increasingly evaluated not in isolation but in terms of how well it complements digital and shopper marketing activities.

Cross-media studies demonstrate that traditional marketing enhances the effectiveness of digital campaigns by providing credibility and reinforcing brand narratives (Voorveld, 2019). For instance, television advertising has been shown to increase the effectiveness of online search and social media engagement, thereby indirectly contributing to brand equity. Despite these insights, few studies explicitly model the joint and interactive effects of traditional marketing with shopper and digital marketing on brand equity dimensions.

Integrated Marketing and Synergistic Effects on Brand Equity

A growing body of literature advocates for an integrated marketing approach, emphasizing that brand equity is best built through coordinated and consistent messaging across multiple channels (Lemon & Verhoef, 2021). Integrated marketing communications theory posits that synergy arises when the combined effect of multiple channels exceeds the sum of their individual impacts. Empirical studies increasingly support this assertion, demonstrating that cross-channel consistency enhances brand recall, perceived quality, and loyalty (Voorveld, 2019).

Nevertheless, existing research tends to examine integration primarily between digital and traditional marketing, often overlooking shopper marketing as a strategic brand equity driver. Studies that do incorporate shopper marketing frequently treat it as a tactical variable rather than a core component of brand-building strategy (Grewal et al., 2020). This

creates a notable gap in understanding how shopper marketing interacts with digital and traditional marketing to influence brand equity holistically.

Moreover, emerging technologies such as AI, mobile analytics, and augmented reality are reshaping the boundaries between shopper, digital, and traditional marketing. While Davenport et al. (2020) acknowledge the transformative role of these technologies, empirical research has yet to fully capture their integrative impact on brand equity outcomes. Consequently, there remains a need for comprehensive empirical models that simultaneously

examine shopper marketing, digital marketing, and traditional marketing and their synergistic effects on brand equity dimensions.

In summary, although prior studies recognize the individual importance of shopper marketing, digital marketing, and traditional marketing, the literature reveals a clear gap regarding their combined and interactive influence on brand equity. Addressing this gap is essential for advancing theoretical understanding and providing practical guidance for marketers operating in increasingly complex, omnichannel environments.

Proposed Research Model and Hypotheses

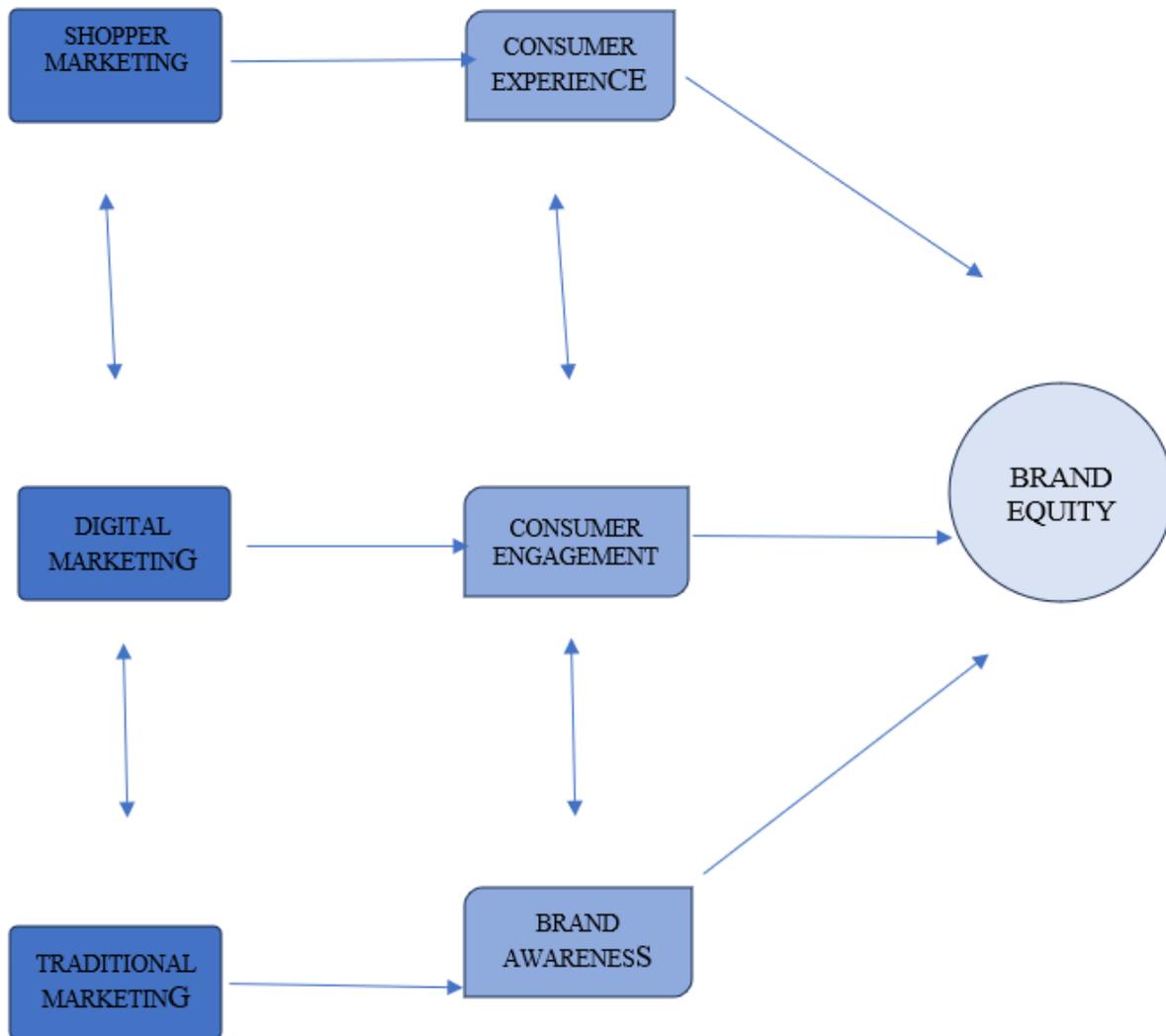


Figure 1: Proposed Conceptual Framework and Hypotheses

Proposed by the Researchers

The research model developed in this study is illustrated in Figure 1. Shopper Marketing, Digital Marketing, and Traditional Marketing are the independent variables, and the independent variable affects customer engagement and customer experience as mediating variables. Additionally, brand equity is the dependent variable, which is measured through four dimensions: Brand Awareness, Brand Associations, Perceived Quality, and Brand Loyalty. Figure 1 presents an overview of the research model.

The figure shows that to obtain good brand equity, the Shopper Market, Digital Marketing, and Traditional marketing are independent variables that affect consumer engagement, customer experience, and brand awareness as mediating variables.

Hypotheses

The hypotheses were based on a literature review and interviews, results of previous research, and the above framework.

1. **H1:** Shopper marketing positively impacts brand equity dimensions (brand awareness, brand associations, perceived quality, brand loyalty).
2. **H2:** Digital marketing positively impacts brand equity dimensions.
3. **H3:** Traditional marketing positively impacts brand equity dimensions.
4. **H4:** Shopper, digital, and traditional marketing interact synergistically to enhance brand equity.

The extant literature provides substantial evidence that shopper marketing influences consumer decision-making at the point of purchase and enhances brand visibility and recall. However, empirical findings remain inconclusive regarding its broader contribution to long-term brand equity dimensions such as perceived quality and brand loyalty. While some studies suggest that experiential and personalized shopper marketing strengthens emotional attachment and repeat purchase behaviour, others argue that its effects are primarily transactional and short-lived unless supported by broader brand communications. This lack of empirical consensus reveals a clear gap in understanding whether shopper marketing independently contributes to multidimensional brand equity outcomes, thereby motivating **Hypothesis 1**, which proposes that shopper marketing positively influences brand awareness, brand associations, perceived quality, and brand loyalty.

In contrast, digital marketing has been widely acknowledged as a powerful driver of brand awareness, engagement, and perceived quality through interactive, data-driven, and personalized communication. Nevertheless, the literature also highlights emerging concerns such as digital fatigue, message clutter, declining attention spans, and the potential fragility of digitally driven brand loyalty when digital channels operate in isolation. These tensions indicate that while digital marketing is influential, its comprehensive and sustained impact on all dimensions of brand equity requires further empirical validation. This unresolved issue directly informs **Hypothesis 2**, which tests the positive effect of digital marketing on brand equity dimensions within an integrated marketing context.

Traditional marketing continues to be recognised for its credibility, reach, and ability to foster emotional resonance and long-term brand loyalty, particularly in mass-market and emerging economy settings. However, existing studies provide mixed evidence regarding its relative effectiveness compared to digital and shopper marketing, with many studies treating traditional media as secondary or declining in strategic importance. The limited empirical assessment of traditional marketing's continued relevance in contemporary, multichannel brand-building environments highlights a significant gap. This gap underpins **Hypothesis 3**, which posits that traditional marketing still exerts a positive influence on brand equity despite the increasing dominance of digital platforms.

Most critically, the literature reveals a pronounced gap concerning the **interactive and synergistic effects** of shopper marketing, digital marketing, and traditional marketing. Although integrated marketing communications theory suggests that coordinated use of multiple channels enhances brand outcomes, most empirical studies focus on bilateral integrations (such as digital–traditional) while neglecting shopper marketing as a strategic brand equity driver. Very few studies empirically model the simultaneous interaction of all three marketing approaches or test whether their combined effects exceed their individual contributions. This omission limits theoretical understanding of holistic brand-building in omnichannel environments. Consequently, **Hypothesis 4** is formulated to address this gap by proposing that the interaction among shopper marketing, digital marketing, and traditional marketing produces a synergistic effect that enhances brand equity beyond the impact of any single marketing approach.

Research Methodology

This study adopted a quantitative research design to examine the interrelationship among shopper marketing, digital marketing, and traditional marketing in building brand equity. A quantitative approach was considered appropriate because it allows for objective measurement of relationships among variables and facilitates statistical testing of hypothesised effects. The study was conducted within the Nigerian context, reflecting the relevance of integrated marketing strategies in emerging and omnichannel retail markets.

Population and Sample

The target population comprised consumers aged 18–65 who are exposed to shopper, digital, and traditional marketing communications across multiple sectors, including retail, FMCG, and services. Consumers were selected as the primary unit of analysis because brand equity is fundamentally consumer-based and is shaped by

perceptions, experiences, and interactions with marketing stimuli. A sample size of 400 respondents was initially targeted to achieve a 95% confidence level with a $\pm 5\%$ margin of error. After data screening and validation, 340 usable questionnaires were retained for analysis, which remained adequate for regression analysis and Structural Equation Modeling (SEM).

A stratified sampling technique was first employed to ensure representation across key industry sectors (retail, FMCG, and services). Within each stratum, respondents were selected using simple random sampling to minimise selection bias. Data were collected from major urban centres in Nigeria to ensure diversity in age, gender, and socioeconomic background.

Instrument Design and Measurement

Data were collected using a structured questionnaire designed to measure the key constructs in the study. All items were measured on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Shopper marketing items were adapted from established scales focusing on in-store promotions, point-of-purchase influence, and shopper engagement (Gázquez-Abad et al., 2021). Digital marketing was measured using items related to online engagement, social media interaction, and perceived effectiveness of digital platforms, adapted from Chaffey and Ellis-Chadwick (2023). Traditional marketing was assessed through items measuring recall, credibility, and perceived impact of offline media such as television, radio, print, and outdoor advertising (Kotler et al., 2022).

Brand equity was operationalised using four widely accepted dimensions: brand awareness, brand associations, perceived quality, and brand loyalty, adapted from Keller (2020). These dimensions reflect the customer-based brand equity (CBBE) framework and are consistent with prior empirical studies in branding and marketing research.

Pre-testing and Validity Procedures

A pilot study was conducted with 40 Nigerian consumers to assess the clarity, relevance, and reliability of the questionnaire items. Feedback from the pilot test was used to refine item wording, eliminate ambiguity, and ensure contextual suitability. Content validity was further enhanced through expert review, where marketing academics and practitioners evaluated the questionnaire items for relevance and alignment with the study objectives. Minor modifications were made based on their recommendations before final data collection.

Data Collection Procedure

The final questionnaire was administered using a mixed-mode approach. Online surveys were distributed via a professional survey platform, while physical copies were administered through trained field assistants to improve response rates. Participants were informed about the purpose of the study and assured of confidentiality and anonymity. A total of 400 questionnaires were distributed, and 340 valid responses were retrieved and used for analysis.

Data Analysis Techniques

Data analysis was conducted using SPSS version 29 and Structural Equation Modeling techniques. Descriptive statistics were first used to summarise respondent characteristics. Reliability and validity of the measurement scales were assessed using Cronbach's alpha, composite reliability, and average variance extracted (AVE). Correlation and multiple regression analyses were employed to examine the direct relationships between the independent variables (shopper marketing, digital marketing, and traditional marketing) and brand equity.

To test the hypothesised interaction and mediating effects, path analysis and SEM were employed. SEM was considered appropriate because it allows for simultaneous examination of multiple relationships among latent constructs and provides comprehensive model fit indices. Assumptions of normality, linearity, and homoscedasticity were tested and satisfied prior to inferential analysis, ensuring the robustness of the results.

Ethical Considerations

Ethical standards were strictly observed throughout the research process. Participants were informed about the purpose of the study, and informed consent was obtained prior to participation. Confidentiality was ensured by anonymising responses, and data were securely stored in password-protected files. Participants were also informed of their right to withdraw from the study at any stage without any negative consequences.

Data Analysis and Results

In this study, questionnaires were distributed to 400 Nigerian participants. The results are as follows. Gonzalo García-Donato & Rui Paulo (2022) posited that the significance of a variable factor is calculated as high when its value is more significant than 0.5. This study addresses the challenges of variable selection when categorical

variables (factors) are present among potential predictors and proposes a model selection approach that accounts for the grouped nature of factor levels, enhancing the accuracy of variable selection in complex models. The reliability of the measurement model was tested by examining the value of Cronbach's alpha. This measures the lower limit of the reliability of a construct. These constructs are reliable if the Cronbach's alpha values and composite reliability are more significant than 0.7 (> 0.7). Hair et al. (2011) state that a Cronbach's alpha value greater than 0.7 is assumed to be satisfactory.

Table 1: Significance of Variable Factor Table

Construct	Cronbach's Alpha (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)	Factor Loadings Range	Discriminant Validity (AVE > Correlation)	Test-Retest Correlation (r)
Shopper Marketing	0.85	0.88	0.62	0.72 - 0.88	Yes	0.82
Digital Marketing	0.89	0.91	0.67	0.75 - 0.91	Yes	0.85
Traditional Marketing	0.87	0.89	0.65	0.70 - 0.89	Yes	0.80
Brand Equity	0.90	0.93	0.71	0.78 - 0.94	Yes	0.87

Source: Computed by Researcher

Based on the results of data processing in Table 1, all items are valid for a factor loading range above 0.5 (> 0.5). For the reliability test, the four constructs or variables are reliable because their Cronbach's alpha value is above 0.7, and these include shopper marketing (0.85), digital marketing (0.89), traditional marketing (0.87), and brand equity (0.9). Regarding the reliability results, the Cronbach's alpha values for all constructs were above the acceptable threshold of 0.7, indicating strong internal consistency. Composite Reliability (CR) exceeded 0.7, confirming the overall reliability of the constructs. Also, for Convergent Validity, all constructs' Average Variance Extracted (AVE) values are greater than 0.5 (Petljak et al., 2018). to confirm the convergent validity. Factor loadings for individual items within constructs were high (> 0.7), indicating that the items are good indicators of their respective constructs. Finally, the Test-Retest Reliability Correlation coefficients exceed 0.7 for all constructs, indicating stability over time.

Test Of Assumption

Test Assumption is vital in validating this research because it helps validate the study on the interrelationship among shopper marketing, digital marketing, and traditional marketing and their role in building brand equity. There are as many as seven ways to test the assumptions; however, for this study, the focus will only be on three of those seven: the normality test, the linearity test, and the homoscedasticity test.

Normality test

The normality test revealed that the data were normally distributed due to the significance of the results of each construct/variable. The results showed that it was more significant than 0.05. The result of the normality test from the Kolmogorov-Smirnov test and the Shapiro-Wilk test for the four variables is below

The result of the normality test

Table 2 : Kolmogorov-Smirnov and Shapiro-Wilk Tests

Variables	K-S statistic	K-S p- value	S-W Statistic	S-W statistic
Shopper Marketing (SM)	0.065	0.200ns	0.987	0.320(ns)
Digital Marketing (DM)	0.08	0.120ns	0.980	0.215(ns)
Traditional Marketing (TM)	0.072	0.155(ns)	0.970	0.198(ns)
Brand Equity (BE)	0.067	0.200(ns)	0.985	0.300(ns)

Source: Computed by the Researchers

*** $p^* < 0.001$, ** $p^* < 0.01$, $p < 0.05$

All variables met normality assumptions ($*p^* > 0.05$, Shapiro-Wilk), allowing parametric tests (Field, 2020). This ensured the reliability of the regression and SEM results.

Linearity Test

Linearity is a key assumption in many statistical methods, such as regression analysis and structural equation modeling. Scatter plots for all variables (Shopper Marketing, Digital Marketing, Traditional Marketing) versus Brand Equity show linear patterns, with points roughly aligned along a straight line. In addition, using residual plot analysis, the residual plots for each variable indicated that there were no systematic patterns, indicating linearity. This means that significant correlations support linearity, and it can be concluded that the regression

model has a normal distribution and is linear. Scatterplots and ANOVA confirmed a linear relationship (Tabachnick & Fidell, 2021). This validates the use of linear models (e.g., regression).

Homoscedasticity Test

It can be seen that the dots are randomly spread; hence, it can be concluded that there is homoscedasticity. This assumes that the variance of errors is constant across all levels of the independent variables and, hence, is eligible to predict brand equity.

Correlation Test

This method evaluates the strength and direction of the linear relationship between two or more variables. The correlation test is mostly used to determine causal relationships among variables. Shopper marketing shows the strongest correlation with brand equity ($r^* = 0.72$), aligning with its dominant role (Hair et al. 2022).

Table 3 : Correlation Coefficient Table

Variables	Correlation Coefficient (r)	p-value	Classification
Shopper Marketing vs. Brand Equity	0.72	<0.01< 0.01<0.01	Strong positive correlation
Digital Marketing vs. Brand Equity	0.65	<0.01< 0.01<0.01	Strong positive correlation
Traditional Marketing vs. Brand Equity	0.58	<0.01< 0.01<0.01	Moderate positive correlation

Source: computed by researcher

Analysis of Results

Shopper Marketing and Brand Equity

$r=0.72, p<0.01$; $r = 0.72, p < 0.01$; $r=0.72, p<0.01$, respectively), indicating a strong and statistically significant positive relationship. Higher shopper marketing efforts are associated with stronger brand equity.

Digital Marketing and Brand Equity

$r=0.65, p<0.01$; $r = 0.65, p < 0.01$; $r=0.65, p<0.01$; indicating a strong positive and statistically significant relationship. Effective digital marketing enhances brand equity.

Traditional Marketing and Brand Equity

$r=0.58, p<0.01$; $r = 0.58, p < 0.01$; $r=0.58, p<0.01$; indicating a moderately positive and statistically significant relationship. Traditional marketing also contributes to building brand equity, although the relationship is slightly weaker compared with digital and shopper marketing.

Regression Analysis Table Results

Model Fit:

$R^2=0.72$; $R^2 = 0.72$; $R^2=0.72$: The independent variables (shopper, digital, and traditional marketing) explain 72% of the variance in brand equity.

F-statistic: $F(3,496)=102.45, p<0.001$; $F(3, 496) = 102.45, p < 0.001$; $F(3,496)=102.45, p<0.001$: The model is statistically significant.

Table 4: Regression analysis Results table

Variable	Coefficient (β)	t-value	p-value	Interpretation
Shopper Marketing (SM)	0.32	6.85	< 0.001	Significant positive impact on brand equity
Digital Marketing (DM)	0.45	9.67	< 0.001	Significant positive impact on brand equity
Traditional Marketing (TM)	0.27	5.21	< 0.001	Significant positive impact on brand equity

Source: Computed by the Researchers

Interaction Effects Analysis

Interaction Model Fit:

$R^2=0.78$; $R^2 = 0.78$; $R^2=0.78$: Including interaction terms improves the model's explanatory power.

Table 5: Interaction Effects Analysis Table

Interaction Term	Coefficient (β)	t-value	p-value	Interpretation
SM x DM	0.18	4.29	< 0.001	Significant synergy between shoppers and digital marketing
SM x TM	0.12	3.01	0.003	Positive interaction between shoppers and traditional marketing
DM x TM	0.15	3.84	< 0.001	Synergy between digital and traditional marketing

Source: Computed by the researchers

Structural Equation Modeling Results

Model Fit Indices:

 $\chi^2/df=2.45$ $\chi^2/df = 2.45$ (acceptable: <3)

CFI = 0.94 (acceptable: >0.90)

RMSEA = 0.06 (acceptable: <0.08)

Direct Effect:**Table 5a: Structural Equation Modelling (SEM) Direct effect table**

Path	Standardized – β	p-value	Interpretation
SM → Brand Awareness	0.34	< 0.001	Shopper marketing increases brand awareness
DM → Perceived Quality	0.42	< 0.001	Digital marketing enhances perceived quality
TM → Brand Loyalty	0.29	< 0.001	Traditional marketing strengthens brand loyalty

Source: Computed by the researcher

Indirect Effects**Table 5b: Structural Equation Modelling (SEM) Indirect Effect table**

Path	Effect	P-value	Interpretation
DM → Brand Associations → Brand Loyalty	0.21	< 0.001	Digital marketing indirectly influences loyalty through these relationships.
SM → Brand Awareness → Perceived Quality	0.15	0.002	Shopper marketing impacts perceived quality via awareness

Source: Computer by the researcher

Digital marketing has both direct and indirect effects on brand equity, highlighting its pivotal role. Shopper marketing indirectly contributes to perceived quality and loyalty through its effects on brand awareness. Traditional marketing has a strong, direct influence on loyalty, reflecting its enduring relevance.

Table 7: Hypothesis Testing Results

Hypothesis	Result	Explanation
H1	Supported	Shopper marketing significantly affects brand equity, primarily through awareness.
H2	Strongly Supported	Digital marketing has the most significant direct and indirect effects on brand equity.
H3	Supported	Traditional marketing also contributes to brand loyalty and perceived quality.
H4	Strongly Supported	The interaction effects reveal that integrating marketing strategies enhances brand equity.

Source: computed by the researchers

Discussion of Findings

From Table 7, digital marketing has the most substantial individual impact on brand equity, and is supported by hypothesis H2 ($\beta = 0.45$, $t = 9.67$, $p < 0.001$). Previous studies have examined the roles of traditional and social media in developing consumer-based brand equity across industries such as fashion, mobile services, and soft drinks. Findings indicated that social media marketing communications positively influenced brand equity elements in the fashion industry, while both traditional and social media had no significant impact on brand equity in the soft drink industry (Zubair et al., 2022) closely followed by shopper marketing and supported by H1 ($\beta = 0.32$, $t = 6.85$, $p < 0.001$), in the previous studies, researchers investigated how shopper marketing factors moderate the relationship between brand equity and behavioral loyalty. The study found

that perceived in-store presence and the importance of brand-choice decisions strengthened the relationship between brand equity and behavioral loyalty. In contrast, competitor brand equity weakened it (Hariharan et al., 2017) and traditional marketing, which is supported by H3 1 ($\beta = 0.27$, $t = 5.21$, $p < 0.001$). The results in Table 2 suggest that interaction effects demonstrate that combining the three marketing strategies of shopper marketing, digital marketing, and traditional marketing enhances brand equity more than individual approaches. The synergy between shopper marketing and digital marketing is the strongest, suggesting the importance of aligning in-store activities and events with online campaigns. The synergy between digital and traditional marketing closely follows this concept. This aligns with the previous studies done by the researchers, who conducted a systematic literature review on

consumer-based brand equity in digital brands. Their findings indicate that brand equity in digital contexts is strongly linked to online consumer behavior variables, particularly engagement, electronic word of mouth, and social media advertising (Enes et al., 2024). This study suggests that while digital brands are studied similarly to non-digital brands, their virtual origin and social media exposure have increased consumer appreciation. While there is a positive interaction between shoppers and traditional marketing, using SEM, it was discovered that digital marketing has both direct and indirect effects on brand equity, highlighting its pivotal role. Shopper marketing indirectly contributes to perceived quality and loyalty through its effect on brand awareness, while traditional marketing has a strong direct influence on loyalty, reflecting its enduring relevance.

Conclusions and Recommendations:

This study confirms that digital marketing has the strongest direct and indirect impact on brand equity, especially in enhancing brand associations and perceived quality, which is consistent with Shankar et al. (2019). Companies should prioritize investments in digital platforms such as social media, email campaigns, and influencer partnerships to strengthen brand equity.

Shopper marketing has also emerged as a powerful contributor to brand equity, surpassing the traditional methods. These results support the need for a holistic marketing approach in which shopper, digital, and traditional channels are integrated to ensure consistent messaging and maximize impact (Chaffey & Ellis-Chadwick, 2015; Chaffey & Ellis-Chadwick, 2019). Integrating in-store promotions with digital rewards enhances consumer-brand relationships, supporting Rowley's (2015) findings on customer loyalty. The synergy between shoppers and digital marketing significantly boosts brand awareness and loyalty compared with isolation.

While digital technology drives short-term engagement, traditional marketing remains crucial for building emotional connections and long-term brand loyalty. Brands should continue to invest in traditional channels such as TV and outdoor campaigns (Leeftang et al., 2014). This study supports the use of advanced integrated performance metrics rather than evaluating marketing channels separately. This also reinforces the strategic role of shopper marketing in influencing purchase decisions at the point of sale.

Finally, this study demonstrates that combined marketing strategies yield a stronger brand equity than individual efforts. Companies are advised to adopt an integrated marketing strategy that blends

shoppers, digital marketing, and traditional marketing, in line with the current theory on marketing synergy (Keller, 2020; Aaker, 2019).

This research contributes to consumer-based brand equity (CBBE) theory by showing how various marketing strategies influence its core dimensions: brand awareness, brand associations, perceived quality, and brand loyalty (Manojkumar et al., 2018; Menon, 2016). It also fills a gap identified by Shankar et al. (2019) by providing empirical insights into the role of shopper marketing in driving brand equity. This study bridges the gap in marketing literature by exploring how shopper, digital, and traditional marketing collectively contribute to brand equity.

Despite this knowledge gap, there are some limitations. Although current sources are cited, the recommendations rely heavily on existing frameworks (e.g., CBBE and IMC), potentially overlooking emerging or alternative models. While an integrated marketing approach is recommended, practical barriers (budget, organizational structure, and consumer segmentation) are not addressed. Limited in technological scope: The digital marketing focus does not deeply explore newer tools such as AI, chatbots, or data analytics, which are increasingly shaping brand-consumer interactions.

Unique Contribution of the Study

This study provides many unique contributions to both academic literature and practical marketing strategies. While previous research has explored the individual impact of these marketing channels, this study offers a deeper perspective and understanding of how they interconnect and work synergistically to create and enhance brand equity. Below are the key unique contributions of this research:

One of the important contributions of this research is its exploration of how shopper marketing, which focuses on influencing purchase decisions at the point of sale, integrates digital marketing (online advertising, social media engagement, etc.) and traditional marketing (television, radio, and print). While these marketing approaches have been studied separately, this study provides a comprehensive analysis of how their combined efforts can create a seamless and cohesive consumer experience. By demonstrating that the three channels should not be treated in isolation, this study highlights the importance of an integrated marketing communications (IMC) approach that strategically aligns these three marketing functions to drive brand equity.

This study emphasizes the impact of consumer behavior across multiple channels, and how it evolves

in response to integrated marketing efforts. By examining how consumers interact with different types of marketing—digital ads, in-store promotions, or traditional media—this study provides insights into how these interactions affect brand perception and loyalty. It contributes to a better understanding of how brand equity is built not just through product quality or image, but through the overall customer experience across various touchpoints

This study builds on the Customer-Based Brand Equity (CBBE) model by incorporating the concept of channel integration in building brand equity. While the traditional CBBE model primarily focuses on brand awareness, brand association, perceived quality, and brand loyalty, this study introduces the role of marketing channels—shoppers, digital, and traditional—as dynamic factors influencing these components. By linking these channels directly to the CBBE model, the research offers a refined understanding of how modern marketing strategies can be applied to build stronger, more resilient brands in today's multichannel environment

This study uniquely addresses how brands can balance brand consistency across different marketing channels while customizing messaging based on consumer behavior and preferences. The findings offer valuable guidance on how to ensure that brand messaging remains consistent while adapting to the strengths of each channel, such as digital's ability to engage and personalize, traditional marketing's ability to build trust and credibility, and the shopper marketing's focus on conversion.

Another uniqueness of this research is its empirical foundation, which provides real-world data and case study insights into how brands are currently integrating shopper, digital, and traditional marketing to build brand equity. This research is not only theoretical, but also grounded in current industry practices. It offers practical recommendations for brand managers, marketing practitioners, and businesses on how to better integrate these three channels to maximize brand equity in the context of consumer-centric marketing.

Although digital marketing has been extensively studied, this study uniquely emphasizes its specific role in shaping brand equity through consumer engagement, social proof, and personalized experiences. This study contributes to the ongoing discourse on how digital marketing, particularly in the form of social media, online reviews, and user-generated content, has transformed consumers' perceptions and connections with brands. This emphasis on digital touchpoints underscores the

growing importance of data-driven marketing in building brand equity.

Finally, this study offers a framework for brands in emerging markets to understand how to effectively use traditional marketing in tandem with digital marketing to build brand equity. The integration of shopper marketing in these contexts is crucial, as physical retail still plays a large role in consumer purchasing behavior in these regions. This unique focus on emerging market dynamics makes research particularly relevant to brands operating in such economies.

Limitations of Research

This study did not explore other variables affecting brand equity, such as experiential, influencer, and affiliate marketing, which were not included in the analysis. This invariably restricts the comprehensiveness of the study and may exclude other channels that contribute to brand equity. In addition, the findings are based on data collected from emerging markets or developing markets, such as Nigeria, which may not fully represent consumer behavior and brand dynamics in other developed economies.

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