

The Impact of Digital Marketing Advertising on Marketing Maturity: The Mediating Role of Brand Awareness

Ahmed Ghaffar Hussein

AL -Furat AL -Awsat Technical University, Technical Institute of Dewaniya, Iraq,
ahmed.hussein.idi3@atu.edu.iq

Abstract: The research aims to reveal the impact of digital marketing advertising, represented in (advertising characteristics, advertising content, advertising design), on marketing maturity through the mediating role of brand awareness, which includes (brand knowledge, brand recall, brand popularity, brand dominance), for a sample of customers from the chain of restaurants in Diwaniyah Governorate, which includes Hadramout Restaurant, Tariq Restaurant, Garden of Eden Restaurant, Kabab Nazir Restaurant, and Tawook Restaurant. The research focused on addressing an important problem represented in explaining the impact of digital marketing advertising on marketing maturity through the mediating role of brand awareness among customers in the research sample, To achieve the aim of the research and address the issue at hand, the research relied on a questionnaire tool to measure the level of its variables. With the help of the relevant restaurant staff, 400 questionnaires were distributed, of which (378) were returned, with (17) being damaged and (361) suitable for analysis, yielding a response rate of (91.25%). Using the (SPSS & AMOS) packages, the required results were extracted. Consequently, the research generated several findings, the most significant of which is the presence of a significant correlation between digital marketing advertising, marketing maturity, and brand awareness. This highlights the interest of the studied restaurant chain in gaining customer satisfaction and loyalty to ensure the growth and stability of the restaurant's reputation in the environment and community in which it operates. Accordingly, the research recommends that restaurants focus on the quality of the service provided by understanding customer opinions regarding the nature and quality of the service during the service encounter, which enhances the restaurant's ability to mature in the job market, relying on customer awareness of the brand of the studied restaurant chain.

Key words: Digital Marketing Advertising (DMA), Marketing Maturity, Brand Awareness (BAW).



This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license

Introduction

In an era of accelerating technological transformations, digital marketing has become one of the most important pillars pursued by companies to enhance their presence in target markets and increase their competitiveness (Hussain et al., 2023:96), as many institutions, especially in the restaurant sector, are moving towards adopting digital advertising as an effective mechanism to reach target customers, which contributes to improving brand awareness and creating good marketing maturity. Recent studies indicate that the effectiveness of digital advertising depends not only on increasing sales (Singh et al., 2024:110), but expands to build long-term relationships with customers by focusing on gaining their satisfaction and brand loyalty, which is an important focus for business growth and sustainability in the market (Agu et al., 2024:2464).

Increased competition in the restaurant market, particularly in Diwaniyah Governorate, necessitates a thorough vision and understanding of how digital marketing advertising influences consumer behaviour (Al-Maamari et al., 2024:9; Negoro & Setyaning, 2025:712). Consequently, the role of brand awareness emerges as an intermediary between digital marketing advertising and marketing maturity, as it enhances customers' perception of the brand and their preference for it over competitors in the labour market (Sabarine, 2024:3). Brand awareness plays a vital role in forming initial impressions among customers, which encourages them to make purchasing decisions that contribute to achieving marketing maturity for restaurants (Andreani et al., 2021:20).

Hence, the current research aims to shed light on the impact of digital marketing advertising on marketing maturity through the mediating role of brand awareness, by analysing a sample of customers frequenting a chain of restaurants in Diwaniyah Governorate. This can provide visions and strategies regarding the importance of using digital marketing advertising effectively to enhance brand awareness, which contributes to the creation of marketing maturity.

PART ONE: RESEARCH METHODOLOGY

First: Research Problem

Marketing maturity is not solely the result of interaction with customers regarding the brand, but also represents the foundation of previous experiences, whether positive or negative, that companies have with reluctant customers. Consequently, digital marketing advertising is one of the most crucial foundations on which companies rely to affirm their presence in target markets, ensuring the establishment of brand awareness. In light of the intense competition within the business environment, especially in the restaurant sector, companies are required to comprehend the mechanism through which marketing maturity can be enhanced by utilising advertising campaigns to reflect restaurant services and sales to target customers, thereby meeting their needs and expectations. Digital marketing advertising not only contributes to achieving marketing maturity but also requires directing the awareness and behaviours of customers towards understanding restaurant brands, ultimately encouraging purchasing decisions. Therefore, understanding the mechanism by which digital marketing advertising impacts marketing maturity through the mediating role of the brand is vital for developing effective marketing strategies, **Accordingly, the research problem has been formulated in an important question (What is the impact of digital marketing advertising on marketing maturity through the mediating role of brand awareness among customers in the research sample?),** and to address this problem, it is necessary to identify appropriate treatments for the following sub-problems:

1. What is the level of experience of the restaurants involved in digital marketing advertising?
2. Do the customers of the restaurants involved have a reasonable level of brand awareness? What is the level, and what are the mechanisms for achieving brand awareness?

3. What are the mechanisms adopted to achieve a reasonable level of marketing maturity for the restaurants involved?
4. Are the restaurants involved able to build a positive relationship between digital marketing advertising and brand awareness to achieve marketing maturity?

Second: The Importance of Research

The importance of research highlights the urgent need to understand the dynamics of the work environment in the modern market, especially the restaurant sector, which suffers from fierce competition, particularly in Diwaniyah Governorate. This, in turn, underscores the significance of digital marketing advertising as a crucial marketing tool to attract the largest possible direct interactions with customers and to create positive awareness towards the restaurant brand. Hence, the importance of research can be summarised in the following:

1. The urgent need for restaurants to achieve marketing maturity based on brand awareness, which focuses on the use of effective advertising campaigns to improve the image and reputation of this brand.
2. Understanding brand awareness is a primary goal that directly influences customers' purchasing decisions and behaviours, driving customers' preferences to engage with these restaurants.
3. Restaurants focus on innovating and developing more effective marketing strategies that contribute to providing a clear vision to customers regarding the high-quality services offered by these restaurants.
4. Emphasise reflecting customer expectations to understand desired behaviours and address unwanted behaviours based on previous experiences, adapting their advertising campaigns in alignment with customer expectations.

Third: The Objectives of Research

The general objective of the current research is to reveal the impact of digital marketing advertising represented in (advertising characteristics, advertising content, and advertising design) on marketing maturity through the mediating role of brand awareness represented in (brand knowledge, brand recall, brand popularity, and brand dominance). To achieve this objective, the following sub-goals need to be accomplished:

1. Measure the level of expertise of restaurants concerned with digital marketing advertising.
2. Indicate the level of brand ownership among the customers of the concerned restaurants and determine the mechanisms to enhance brand awareness.
3. Identify the mechanisms adopted to achieve a reasonable level of growth in marketing maturity for the concerned restaurants.
4. Determine the ability of the concerned restaurants to build a positive relationship between digital marketing advertising and brand awareness to achieve marketing maturity.

Fourth: Hypothetical Outline and Hypothesis Development

After identifying the research problem, and then determining the goals that the research seeks to achieve, it requires clarifying the relationship between the variables involved in building the research objectives to address the problem at hand, which contributes to directing and designing an appropriate mechanism for analysing data more accurately and preferably, and Figure (1) shows the hypothetical scheme of the research in the light of three variables:

The Independent Variable: It was represented in digital marketing advertising, and three dimensions were adopted to measure the variable (advertising characteristics, advertising content, advertising design).

The Mediating Variable: It included brand awareness, and the research relied on four dimensions to measure the variable (brand knowledge, brand recall, brand popularity, brand dominance).

The Dependent Variable: It included marketing maturity, and was measured as a one-dimensional variable.

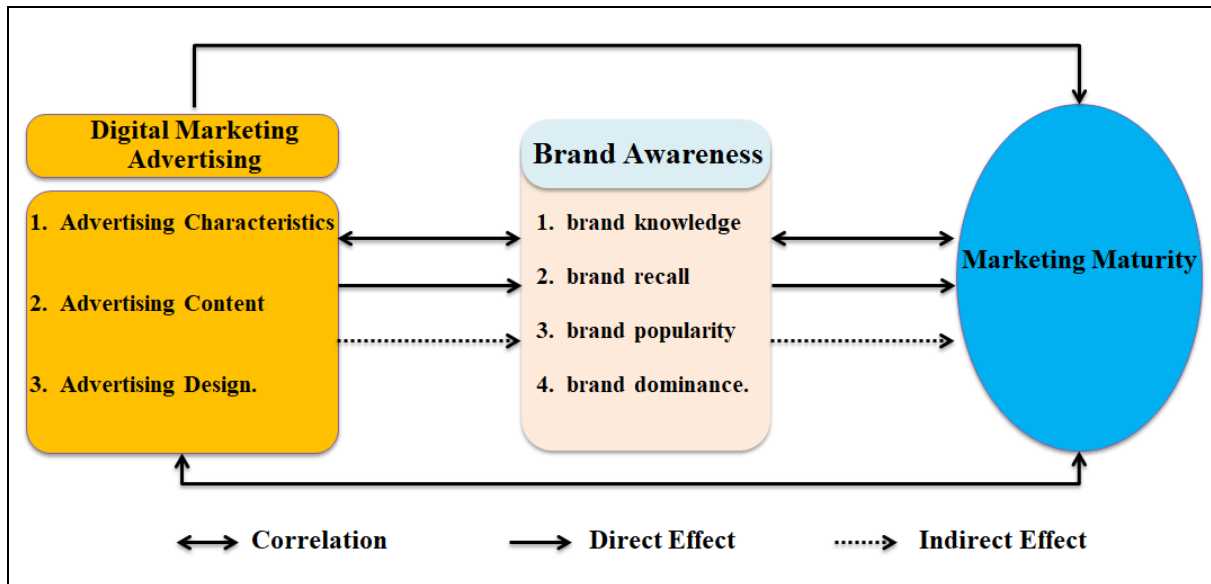


Figure (1): Research Hypothetical Outline

Source: Prepared by the researcher.

Defining the hypothetical research plan contributes to constructing and developing several hypotheses to test the relationship between variables and then develop appropriate solutions to the research problem. These hypotheses are:

H1: There is a significant correlation between digital marketing advertising and brand awareness, from which emerges:

1. There is a significant correlation between the advertising characteristics dimension and brand awareness in its dimensions (brand knowledge, brand recall, brand popularity, brand dominance).
2. There is a significant correlation between the advertising content dimension and brand awareness in its dimensions (brand knowledge, brand recall, brand popularity, brand dominance).
3. There is a significant correlation between the advertising design dimension and brand awareness in its dimensions (brand knowledge, brand recall, brand popularity, brand dominance).

H2: There is a significant correlation between digital marketing advertising and marketing maturity, from which emerges:

1. There is a significant correlation between the advertising characteristics and marketing maturity.
2. There is a significant correlation between the advertisement content and marketing maturity.
3. There is a significant correlation between the advertisement design and marketing maturity.

H3: There is a significant correlation between brand awareness and marketing maturity, which indicates:

1. There is a significant correlation between the brand knowledge and marketing maturity.
2. There is a significant correlation between the brand recall and marketing maturity.

3. There is a significant correlation between the brand prevalence and marketing maturity.
4. There is a significant correlation between the brand dominance and marketing maturity.

H4: There is a significant effect of digital marketing advertising on brand awareness, which indicates:

1. There is a significant effect of the advertisement characteristics on brand awareness in its dimensions (brand knowledge, brand recall, brand prevalence, brand dominance).
2. There is a significant effect of the advertisement content on brand awareness in its dimensions (brand knowledge, brand recall, brand prevalence, and brand dominance).
3. There is a significant impact of the advertising design on brand awareness in its dimensions (brand knowledge, brand recall, brand prevalence, and brand dominance).

H5: There is a significant effect of brand awareness on marketing maturity, from which the following emerge:

1. There is a significant effect of the brand knowledge on marketing maturity.
2. There is a significant effect of the brand recall on marketing maturity.
3. There is a significant effect of the brand prevalence on marketing maturity.
4. There is a significant effect of the brand dominance on marketing maturity.

H6: There is a significant effect of digital marketing advertising on marketing maturity through the mediating role of brand awareness.

Fifth: Research Sample

The research community consisted of a chain of restaurants distributed in the province of Diwaniyah and included six restaurants (Hadhramaut Restaurant, Tariq Restaurant, Garden of Eden Restaurant, Kabab Nazir Restaurant, Tawook Restaurant, Gondola Restaurant). The research sample comprised customers frequenting these restaurants, and with the assistance of the staff of the concerned restaurants, 400 questionnaires were distributed, of which 378 were retrieved, 17 were damaged, and 361 were valid for analysis, equivalent to a response rate of 91.25%.

PART TWO: THE THEORETICAL ASPECT

First: Digital Marketing Advertising

1. The Concept of Digital Marketing Advertising

The evolution of digital advertising in terms of form and content since the emergence of the first sign of digital advertising in 1994, to the development of the advertising industry as a whole over the past quarter of a century, including academic research (Taylor, 2009:412), and advertising literature indicates the emergence of interactive advertising, as the first stage of digital advertising, then automated advertising in the second stage, and recently smart advertising to represent the third stage of digital advertising (Kelly-Holmes, 2015:213). Digital advertising was defined as all communications that begin with a brand with the intention of making an impact on people, and that occur through digital media channels (Chen et al., 2016:2125).

The multiplicity of social networking platforms and the spread of smart devices facilitated a large number of the public to use these platforms (Agrawal et al., 2020:101), which led digital marketers to exploit these opportunities in marketing their brand, and on them many direct and indirect electronic ads appeared through these social networks, and electronic advertising is one of the most important promotional activities for the sector, and advertising on social networks is one of the forms of digital advertising (Aiolfi et al., 2021:1092). It can be used to target small groups. The evolution of digital advertising retains value from the previous stage, adding innovative new

features to the next stage; for example, digital advertising was called interactive advertising (Wuisan & Handra, 2023:23).

Digital advertising can be defined as a set of strategies and tactics used to promote products or services online using digital media, such as websites, social media, email, and search engines (Sharma et al., 2022:3). This type of advertising allows direct communication with consumers and effective messaging based on accurate data (Alamsyah et al.,3).

pointed out that (Nyström & Mickelsson,2019:398) advertising in digital marketing is one of the fundamental tools employed by companies and institutions to achieve their marketing objectives in the Internet environment. Digital advertising encompasses a variety of activities and tools aimed at promoting products and services and engaging with target audiences across multiple digital platforms (Braun et al.,2024:122).

From the above, it can be concluded that digital marketing advertising represents the result of utilising social media platforms to promote the products and services offered by the organisation in order to reach the largest possible target market and cultivate a positive perception of the products provided.

2. The Importance of Digital Marketing Advertising

Digital advertising is one of the cornerstones of any modern marketing strategy, and it holds significant importance beyond merely promoting products or services (Sharma et al., 2022:3). Digital advertising enables reaching a global audience irrespective of geographic location, allowing brands to promote their products and services in various new markets and in effective manners (Aiolfi et al., 2021:1089). In comparison to traditional methods, such as television or print advertising, digital advertising provides more costly and effective options (Bilgies et al., 2023:28).

Results can be tracked and campaign performance analysed in real time, helping companies assess the effectiveness of their advertising strategies and adjust them as needed (Agrawal et al., 2020:103). With clear data, campaigns can be adjusted based on audience feedback and achieve continuous performance improvement. Digital advertising is one of the cornerstones of success in any marketing strategy today, due to its great potential in reaching wide audiences, measuring performance, and cost-effective events; by effectively exploiting this importance, brands can strengthen their presence, increase their sales, and build strong relationships with customers (Braun et al., 2024:122).

3. Dimensions of Digital Marketing Advertising

Digital marketing advertising can be measured through three dimensions:

a. **Advertisement Characteristics:** Advertising features allow for immediate interaction between businesses and consumers. Users can interact with ads through comments, shares, or clicks, increasing engagement and participation (Lütjens et al., 2022: 446). Specific audiences can be targeted based on criteria such as age, gender, geographic location, and interests. This ensures that advertising messages reach the people most likely to engage with them (Han & Du, 2023: 1445). Digital analytics tools also provide accurate information about campaign performance, such as the number of views, clicks, and conversion rates. This data enables marketers to evaluate success and make necessary adjustments (Sabharwal et al., 2022: 119).

b. **Advertise Content:** Digital advertising content is the main element that expresses the message that the marketer wishes to convey to the target audience (Lütjens et al., 2022:446), as this content can take various forms, such as text, images, videos, or animations, and depends on the digital channel employed (Han & Du, 2023:1445). noted that (Sabharwal et al., 2022:119 the content of digital advertising is the backbone of any successful marketing strategy and requires special

attention to all its elements and types of content used, with a focus on understanding the target audience to ensure the achievement of the desired results.

c. **Advertise Design:** Digital advertising design is a vital part of digital marketing strategy, combining visual elements and text in a way that engages audiences and achieves business goals (Han & Du, 2023: 1445). Digital advertising design requires a delicate balance between aesthetics and content appeal (Lütjens et al., 2022: 446). By using the right elements and taking into account good design principles, successful advertising can be achieved that leads to audience engagement and marketing goals (Sabharwal et al., 2022: 119).

Second: Marketing Maturity

1. The Concept of Marketing Maturity

The concept of marketing maturity is one of the important topics in the field of marketing, and refers to the extent to which companies have developed in understanding and implementing marketing strategies effectively (Field et al., 2018:2), and pointed out that (Rogers et al., 2021:12) marketing maturity is the process that organisations go through in developing their marketing capabilities, starting from the initial stages where they focus on basic activities, to advanced stages where they adopt complex and integrated strategies. Marketing maturity is the degree to which an organisation achieves its goals through the full range of marketing channels, strategies, and technologies available to it (Hoogveld & Koster, 2016:7).

Marketing maturity is not a measure of the volume of marketing you practice (Seebacher, 2021:55). If an organisation ignores all possible marketing channels to see what works—from emails to social media platforms, display ads, search ads, direct mail, to website personalisation—it is not necessarily mature (Tellohosseini et al., 2022:518). noted that (Shafei & Sijanivandi,2022:15) marketing maturity is a term that reflects the ability of companies to develop and implement effective marketing strategies based on a comprehensive understanding of customer and market needs (Qamsari et al., 2025:11). Marketing maturity can be considered a model that illustrates the way marketing practices evolve through multiple stages of development.

From the above, it can be said that marketing maturity represents the result of the development and readiness of the organisation to adopt advanced marketing strategies that ensure improving its ability to analyse and interpret data, automate the target market, and build positive relationships with customers.

2. The Importance of Marketing Maturity

Marketing maturity aids in enhancing the level of marketing maturity in improving the effectiveness of marketing campaigns and increasing return on investment (Hoogveld & Koster, 2016:7). It also improves the ability to understand and analyse customer behaviour (Rogers et al., 2021:12). stated that (Field et al.,2018) marketing maturity drives innovation, which contributes to business growth and expansion.

Organisations that are rated low on the Marketing Maturity Scale do not benefit from the tools available to them (Premero & Mantovani, 2020:3). Thus, they either run their business without dedicated staff, settle for a limited budget, or ignore influencing factors. As a result, they miss out on significant opportunities for influence, and consequently, they may find themselves unable to defend before their leaders the feasibility of larger investments in marketing (Shafei et al., 2018:39). At the same time, mature marketing teams, aware of their maturity, have a number of advantages (Bilińska & Szymczyk,2023:72):

- a. They can easily prove the merits of investing more financial and human capital; they achieve tangible results.
- b. They enhance employee creativity and the boldness of their marketing efforts.

c. Maturity helps the organization achieve its mission.

Third: Brand Awareness

1. The Concept of Brand Awareness

The business environment today is witnessing rapid changes as a result of intense and sharp competition between many institutions that carry famous and distinguished brands in the local and even international markets, as the consumer found himself in front of many options resulting from the diversity and multiplicity of products offered in the market, which made organizations seek to develop their products and improve their services in order to keep pace with these changes (Rossiter, 2014: 533). The brand is one of the most important components of the product, as it serves as an identification card for it through information that explains the origin of this brand and its basic activity and type, and for this it has taken a great deal of attention from marketing professionals, so they were interested in studying its components, whether tangible or intangible values, and its importance in terms of its component name, authority and ability to influence the purchasing behaviour of the customer (Sasmita&Suki, 2015:277). Brand awareness is one of the key dimensions of brand value that is often seen as a prerequisite for a purchase decision (Bilgin, 2018:130).

For a long time, the generation and maintenance of brand awareness have been considered one of the main objectives of marketing, as trademarks are strongly influenced by consumer awareness of the brand (Bernarto et al., 2020: 413), and defined (Ghadani et al., 2022: 112) brand awareness as the consumer's ability to recognize the brand in different circumstances, and (Zia et al., 2021: 1093) indicated that it is the ability of a potential buyer to remember and distinguish a brand for a product item, "it enhances the ability of individuals to remember the mark." commercial or identify them in sufficient detail to make the purchase.

From the foregoing, it can be stated that brand awareness represents a combination of knowledge, understanding, capabilities and competencies that are characterised by the customer's perception towards a particular brand and the extent of their ability to distinguish between the company's products and services from its competition.

2. Criteria of Brand Awareness

The process of distinguishing and remembering brand elements is essential in order to build awareness of them, as the process of creating brand awareness means increasing familiarity and getting used to the brand through continuous exposure to it. Constant exposure to the marker often leads to increased recognition and recollection (Agustian et al., 2022:69). Therefore, a good choice of brand elements is essential in building awareness of them; the way in which the name and logos of the brand are placed helps to determine the strength of the links with the brand and thus determines the degree of awareness of it (Ihzaturrahma & Kusumawati, 2021:25), and one of the most important criteria for choosing brand elements is that these elements are easy to remember and meaningful, that is, they match the product category (Manik & Siregar, 2022:695).

It must also be attractive to draw the attention of the consumer and be subject to change and adaptation so that new products and categories can be added to the same product category, and those names and logos must be strong and able to face competition (Sudirjo et al.,2023:29). Furthermore, all integrated marketing communication activities stem from advertising and building relationships between the institution and consumers, online marketing, and personal selling (Praditya & Purwanto, 2024:13). Additionally, the marketing of spoken word and other activities are important means that contribute to building and enhancing awareness and mental image of the brand. Therefore, it is necessary for organizations to make sufficient effort to manage these activities in a way that enables them to achieve value for their brand (Mandagi et al.,2024:163).

3. Dimensions of Brand Awareness

Brand awareness can be measured through four dimensions:

a. **Brand Knowledge:** Brand knowledge is a key concept in marketing, reflecting how aware and knowledgeable consumers are about a particular brand (Agustian et al., 2022:71). Brand knowledge is divided into several dimensions, and one of the most important of these dimensions is brand knowledge, which depends on consumers' ability to recognise and mention the brand when they are exposed to a particular group of products or services (Bernarto et al.,2020:415).

b. **Brand Recall:** Trademark recall involves the consumer's ability to retrieve a brand name from memory when faced with a specific product category (Bernarto et al., 2020:415). Unlike brand recognition, which can be accomplished with visual aids such as a logo or design, brand recall necessitates a greater depth of understanding and interaction, demonstrating how a brand is integral to the consumer experience (Agustian et al., 2022:71).

c. **Brand Pride:** Brand glory can be defined as the value added to products or services by the brand itself (Bernarto et al., 2020:415). This glory is shaped by a combination of factors, including brand awareness, product quality, customer loyalty, and overall brand experiences (Agustian et al., 2022:71). When a brand is known for its high glory, it can resist competitive pressures and pricing, and can lead to consumer preference for the brand over competitors (Bilgin, 2018:132).

d. **Brand Dominance:** Brand dominance relates to the ability to establish a leading position in a particular market, where a brand is the first choice for consumers within a particular category of products or services (Bilgin, 2018:132). This dominance includes the ability to attract and retain customers, as well as outperform competitors in areas such as quality, pricing, and distribution (Bernarto et al.,2020:415). Brand dominance is an important dimension of brand awareness, as it refers to a brand's ability to achieve complete or near-total control in a given market (Agustian et al.,2022:71).

PART THREE: PRACTICAL ASPECT

First: Coding Variables and Measuring the Stability of the Measurement Tool

Coding research variables assists in understanding the results derived by the researcher from the data, as well as facilitating the process of statistical analysis by converting variables into formulas that can be analysed and measured, thereby increasing the accuracy of the data and enhancing the reliability of the results, with Table (1) illustrating the coding of the research variables.

It is also noted that the measurement tool in Table (1) is characterised by high stability, as the digital marketing advertising variable obtained a stability of (0.968), while the brand awareness variable obtained a stability value of (0.930), and represents the marketing maturity variable with a stability equal to (0.862), and this shows the consistency of the measurement tool towards the sample of the restaurants concerned.

Table (1): Coding Variables and Measuring the Stability of the Measurement Tool

Variables	Dimensions	No.	Code		Cronbach's Alpha		Source
Digital Marketing Advertising	advertising characteristics	6	DACH	DMA	0.894	0.968	Al-Marwani,2025
	advertising content	6	DACO		0.901		
	advertising design	5	DADE		0.910		
Brand Awareness	brand knowledge	10	BWFA	BAW	0.859	0.930	Al-Nadouri& Ajwa,2023
	brand recall	12	BWRE		0.932		

	brand popularity	12	BWPO		0.940		
	brand dominance	10	BWDO		0.888		
Marketing Maturity	One-dimensional	25	MAMA		0.862		Poursadigh,2015

Second: Testing the Normal Distribution

It is noted from the results of Table (2) that the data involved in the analysis track the normal distribution because it received a statistical mark higher than (0.05) and this is shown by the Clemnogrove test (Kol-Smi), which represents the most recognised tests in administrative sciences to examine the mechanism of the normal distribution of the variables included in the analysis, and this indicates that the results provided by the research can be generalised to the chain of restaurants concerned in the current research. Therefore, the null hypothesis can be accepted and the alternative hypothesis rejected.

Table (2): Results of the Normal Distribution

No.	Kol-Smi	No.	Kol-Smi	No.	Kol-Smi	No.	Kol-Smi	No.	Kol-Smi
DACH1	0.396	BWFA1	0.371	BWRE10	0.384	BWDO4	0.294	MAMA12	0.201
DACH2	0.398	BWFA2	0.294	BWRE11	0.331	BWDO5	0.360	MAMA13	0.256
DACH3	0.325	BWFA3	0.321	BWRE12	0.314	BWDO6	0.332	MAMA14	0.219
DACH4	0.314	BWFA4	0.380	BWRE	0.342	BWDO7	0.233	MAMA15	0.251
DACH5	0.276	BWFA5	0.266	BWPO1	0.325	BWDO8	0.265	MAMA16	0.358
DACH6	0.311	BWFA6	0.260	BWPO2	0.375	BWDO9	0.231	MAMA17	0.301
DACH	0.245	BWFA7	0.368	BWPO3	0.353	BWDO10	0.230	MAMA18	0.265
DACO1	0.368	BWFA8	0.245	BWPO4	0.272	BWDO	0.324	MAMA19	0.235
DACO2	0.327	BWFA9	0.300	BWPO5	0.382	BAW	0.406	MAMA20	0.256
DACO3	0.364	BWFA10	0.328	BWPO6	0.310	MAMA1	0.238	MAMA21	0.237
DACO4	0.309	BWFA	0.265	BWPO7	0.343	MAMA2	0.264	MAMA22	0.262
DACO5	0.280	BWRE1	0.285	BWPO8	0.289	MAMA3	0.258	MAMA23	0.348
DACO6	0.283	BWRE2	0.288	BWPO9	0.274	MAMA4	0.247	MAMA24	0.370
DACO	0.221	BWRE3	0.300	BWPO10	0.406	MAMA5	0.262	MAMA25	0.214
DADE1	0.293	BWRE4	0.341	BWPO11	0.290	MAMA6	0.271	MAMA	0.335
DADE2	0.361	BWRE5	0.364	BWPO12	0.395	MAMA7	0.237		
DADE3	0.361	BWRE6	0.243	BWPO	0.333	MAMA8	0.339		
DADE4	0.275	BWRE7	0.329	BWDO1	0.302	MAMA9	0.264		
DADE5	0.289	BWRE8	0.398	BWDO2	0.325	MAMA10	0.323		
DADE	0.273	BWRE9	0.386	BWDO3	0.426	MAMA11	0.257		
DMA	0.329								

Third: Description of the Research Variables

The results of Table (3) indicate that the DMA digital marketing advertising variable achieved a relative importance of (67%), stemming from this variable attaining an arithmetic mean of (3.35), which resulted in a standard deviation of (0.73). This outcome reflects the prioritisation of the content dimension of the DACO advertisement by the restaurants concerned, leading it to secure the first position among other dimensions with a relative importance of (68%), an arithmetic mean of (3.41), and a standard deviation of (0.70). In contrast, DACH ranked last in relation to the characteristics of the advertisement, obtaining a relative importance of (66%), an arithmetic mean of (3.30), and a standard deviation of (0.87). Therefore, it can be concluded that the content of the advertisement is more significant for restaurants in digital marketing strategies compared to the characteristics of the ad, suggesting that an emphasis on the quality of content may positively influence the effectiveness of advertising campaigns.

The results of Table (3) demonstrate that the BAW brand awareness variable achieved a relative importance of (67%), resulting from this variable's arithmetic mean of (3.34), which generated a standard deviation of (0.76). This was the outcome of the prioritisation of the concerned restaurants after the prevalence of the BWPO brand, which secured the top position among other dimensions with a relative importance of (70%), an arithmetic mean of (3.49), and a standard deviation of (0.86). Conversely, BWDO ranked last, having a relative importance of (66%), an arithmetic mean of (3.31), and a standard deviation of (0.78). Therefore, it can be stated that the brand's popularity is paramount for restaurants in enhancing brand awareness. This indicates that an emphasis on visibility and popularity can considerably contribute to improved brand awareness in comparison to prioritising brand dominance.

The results of Table (3) indicate that the marketing maturity variable MAMA attained a relative importance of (65%), stemming from this variable achieving an arithmetic average of (3.23), which generated a standard deviation of (0.90). This outcome resulted from the prioritised interest of the relevant restaurants in the fifteenth paragraph MAMA15, which secured first place among the other paragraphs with a relative importance of (70%), an arithmetic mean of (3.51), and a standard deviation of (1.26). Conversely, the ninth paragraph MAMA9 ranked last due to its relative importance of (59%), with an arithmetic average of (2.97) and a standard deviation of (1.19). Thus, it can be concluded that restaurants regard the fifteenth paragraph (MAMA15) as the most significant in the context of marketing maturity, indicating that there are specific aspects of their marketing strategies that require focus and development. In contrast, the ninth paragraph (MAMA9) necessitates improvement to enhance overall marketing maturity.

Table (3): Statistical Description For variables

NO.	Mean	S.D	%	NO.	Mean	S.D	%	NO.	Mean	S.D	%
DACH1	3.51	0.88	70%	BWRE1	3.17	0.94	63%	BWDO7	3.09	0.88	62%
DACH2	3.46	0.97	69%	BWRE2	3.17	0.97	63%	BWDO8	3.29	0.82	66%
DACH3	3.34	0.96	67%	BWRE3	3.34	0.83	67%	BWDO9	3.37	0.93	67%
DACH4	3.14	1.15	63%	BWRE4	3.60	0.84	72%	BWDO10	3.40	1.05	68%
DACH5	3.14	1.08	63%	BWRE5	3.46	1.00	69%	BWDO	3.31	0.78	66%
DACH6	3.20	1.09	64%	BWRE6	3.00	1.13	60%	BAW	3.34	0.76	67%
DACH	3.30	0.87	66%	BWRE7	3.37	0.90	67%	MAMA1	3.31	1.04	66%
DACO1	3.29	1.11	66%	BWRE8	3.46	0.97	69%	MAMA2	3.34	1.12	67%
DACO2	3.40	0.99	68%	BWRE9	3.66	1.17	73%	MAMA3	3.26	1.03	65%
DACO3	3.46	1.00	69%	BWRE10	3.40	0.99	68%	MAMA4	3.14	1.08	63%
DACO4	3.49	0.81	70%	BWRE11	3.26	1.06	65%	MAMA5	3.11	1.19	62%
DACO5	3.51	0.81	70%	BWRE12	3.49	0.91	70%	MAMA6	3.29	0.98	66%
DACO6	3.29	0.85	66%	BWRE	3.37	0.75	67%	MAMA7	3.37	0.87	67%
DACO	3.41	0.70	68%	BWPO1	3.54	1.06	71%	MAMA8	3.06	1.29	61%
DADE1	3.40	1.02	68%	BWPO2	3.71	1.09	74%	MAMA9	2.97	1.19	59%
DADE2	3.46	0.88	69%	BWPO3	3.54	1.06	71%	MAMA10	3.06	1.22	61%
DADE3	3.40	0.97	68%	BWPO4	3.31	0.98	66%	MAMA11	3.23	0.90	65%
DADE4	3.23	0.76	65%	BWPO5	3.49	1.00	70%	MAMA12	3.26	1.03	65%
DADE5	3.29	0.95	66%	BWPO6	3.63	1.18	73%	MAMA13	3.11	1.04	62%
DADE	3.34	0.75	67%	BWPO7	3.43	0.87	69%	MAMA14	3.37	1.05	67%
DMA	3.35	0.73	67%	BWPO8	3.40	0.90	68%	MAMA15	3.51	1.26	70%
BWFA1	3.54	0.81	71%	BWPO9	3.31	0.86	66%	MAMA16	3.34	1.25	67%
BWFA2	3.31	0.79	66%	BWPO10	3.46	1.08	69%	MAMA17	3.34	1.25	67%
BWFA3	3.46	0.81	69%	BWPO11	3.34	0.99	67%	MAMA18	3.46	1.28	69%
BWFA4	3.43	0.97	69%	BWPO12	3.63	1.18	73%	MAMA19	3.34	1.10	67%
BWFA5	3.26	0.84	65%	BWPO	3.49	0.86	70%	MAMA20	3.29	1.11	66%
BWFA6	3.37	0.83	67%	BWDO1	3.40	1.13	68%	MAMA21	3.11	1.33	62%
BWFA7	3.29	1.11	66%	BWDO2	3.34	0.96	67%	MAMA22	3.06	1.10	61%

BWFA8	3.31	0.86	66%	BWDO3	3.46	0.97	69%	MAMA23	3.23	1.15	65%
BWFA9	3.26	0.94	65%	BWDO4	3.31	1.01	66%	MAMA24	3.17	1.28	63%
BWFA10	3.57	0.97	71%	BWDO5	3.51	0.91	70%	MAMA25	3.14	0.99	63%
BWFA	3.38	0.60	68%	BWDO6	3.34	0.93	67%	MAMA	3.23	0.90	65%

Fourth: Hypothesis Testing

H1: There is a significant correlation between digital marketing advertising and brand awareness.

The correlation matrix in Table (4) shows a significant correlation between digital marketing advertising and brand awareness, with a positive strength of (0.868), and the strength of the correlation ranged between the dimensions of the variables from (0.775) for the DACH advertising characteristics dimension and the BWDO dominance dimension, to (0.909) for the DACH advertising characteristics dimension and the popularity of the BWPO brand, meaning that it can be said that the concerned restaurants are keen to increase digital advertising campaigns in order to ensure access to the largest possible audience. This contributes to increasing brand awareness and thus building a positive relationship with customers.

H2: There is a significant correlation between digital marketing advertising and marketing maturity.

The correlation matrix in Table (4) shows a significant correlation between advertising with digital marketing and marketing maturity, with a positive strength of (0.710). The strength of the correlation ranged between the dimensions of the variables from (0.632) for the dimension of advertising characteristics DACH and marketing maturity, to (0.696) for the dimension of advertising content DACO and marketing maturity. This indicates that the restaurants in question focus on developing more mature marketing strategies by adopting brand awareness, which contributes to increasing customer interactions with the advertising campaigns provided.

H3: There is a significant correlation between brand awareness and marketing maturity.

The correlation matrix in Table (4) resulted in a significant correlation between brand awareness and marketing maturity, with a positive strength of (0.769), and the strength of the correlation ranged between the dimensions of the variables from (0.630) for the dimension of knowing the BWFA brand and marketing maturity, to (0.771) for the dimension of BWDO brand dominance and marketing maturity, meaning that it can be said that the restaurants concerned are interested in building a positive image of their brand by using digital ads to provide attractive content about the services they provide, which increases the attractiveness of the restaurant and dramatically increases the demand.

Table (4) Correlation Matrix

	1	2	3	4	5	6	7	8	9	10
DACH (1)	1									
DACO (2)	.898**	1								
DADE (3)	.803**	.817**	1							
DMA (4)	.958**	.955**	.921**	1						
BWFA (5)	.781**	.815**	.822**	.851**	1					
BWRE (6)	.857**	.836**	.897**	.914**	.841**	1				
BWPO (7)	.909**	.837**	.892**	.933**	.842**	.943**	1			
BWDO (8)	.775**	.779**	.802**	.830**	.737**	.831**	.832**	1		
BAW (9)	.789**	.811**	.868**	.868**	.821**	.884**	.874**	.970**	1	
MAMA (10)	.632**	.696**	.694**	.710**	.630**	.674**	.679**	.771**	.769**	1

H4: There is a significant effect of digital marketing advertising on brand awareness.

The results of the fourth hypothesis in Table (5) show that the increased interest of the restaurants concerned in advertising in digital marketing contributes to a significant improvement towards the brand awareness variable by (0.904), and this improvement reduced the standard error to (0.044), and achieved a critical value equal to (20.545), which means that the digital marketing advertising variable achieved (90.4%) of the improvements that occur in the work environment towards the brand awareness variable. On the basis of this, it can be said that the digital marketing advertising variable contributed to the interpretation of the amount of (0.754) of the variation that occurs in the brand awareness variable, meaning that the restaurants concerned enhance their capabilities in increasing participation in marketing activities such as competitions and special offers, which increases the interaction of customers with the content, and this in turn leads to an increase in sales and a reduction in the intention of turning the customer to another restaurant, hence this hypothesis can be accepted.

Table (5) Results of analyzing the effect of digital marketing advertising on brand awareness.

Path			S.W ¹	S.E	C.V	R ²	Sig.
DMA	--->	BAW	0.904	0.044	20.545	0.754	0.001

¹Standard Weights (S.W), Standard Error (S.E), Critical Value (C.V).

H5: There is a significant effect of brand awareness on marketing maturity.

The results of the fourth hypothesis in Table (6) show that increasing the interest of the concerned restaurants in brand awareness contributes to significant improvement events towards the marketing maturity variable by (0.906), and this improvement reduced the standard error to (0.064), achieving a critical value equal to (14.156), which indicates that the brand awareness variable achieved (90.6%) of the improvements occurring in the work environment towards the marketing maturity variable. On this basis, it can be said that the brand awareness variable contributed to explaining (0.591) of the variation occurring in the marketing maturity variable, meaning that the concerned restaurants are eager to build positive loyalty with customers and reduce negative behaviours in the long term, which enhances the restaurant's competitive advantage in the labour market and achieves excellence in service provision. Hence, this hypothesis can be accepted.

Table (6) Results of analyzing the effect of brand awareness on marketing maturity.

Path			S.W ¹	S.E	C.V	R ²	Sig.
BAW	--->	MAMA	0.906	0.064	14.156	0.591	0.001

H6: There is a significant effect of digital marketing advertising on marketing maturity through the mediating role of brand awareness.

The results of the fourth hypothesis in Table (7) indicate that the increased interest of the restaurants concerned in advertising through digital marketing, in terms of the mediating role of brand awareness, contributes to a significant improvement in the marketing maturity variable by (0.924). This improvement reduced the standard error to (0.049) and achieved a critical value of (18.857), which implies that the digital marketing advertising variable, with regard to the mediating role of brand awareness, accounted for (92.4%) of the improvements observed in the work environment related to the marketing maturity variable. Consequently, it can be stated that the variable of advertising in digital marketing, considering the mediating role of brand awareness, contributed to the explanation of (0.854) of the variation occurring in the marketing maturity variable. This indicates that the restaurants concerned prioritise understanding customer needs more effectively, which enhances the customer experience and increases satisfaction with the service provided. In turn, this enables restaurants to collect and analyse customer information,

assisting them in making positive decisions regarding customers' preferred behaviours. Hence, this hypothesis can be accepted.

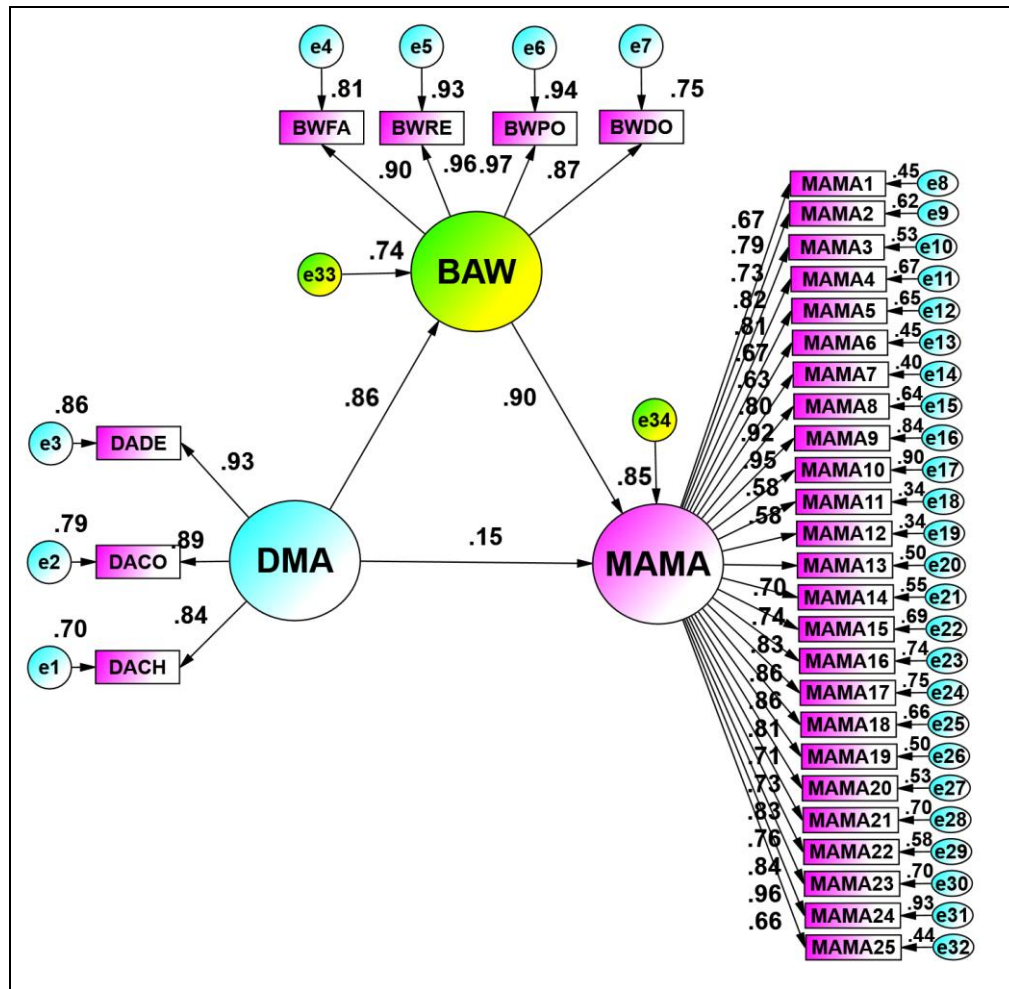


Figure (2) Measurement model of the impact of digital marketing advertising on marketing maturity through the mediating role of brand awareness

Table (7) Results of analyzing the impact of digital marketing advertising on marketing maturity through the mediating role of brand awareness

Path					S.W	S.E	C.V	R ²	Sig.
DMA	---	BAW	---	MAMA	0.924	0.049	18.857	0.854	0.001

Part Four: Conclusions and Recommendations

First: Conclusions

1. There is a significant correlation between digital marketing advertising, marketing maturity, and brand awareness. This demonstrates the restaurant chains' interest in gaining customer satisfaction and loyalty to ensure the growth and stability of their reputation within the environment and community in which they operate.
2. The restaurants in question are keen to increase their digital advertising campaigns to ensure access to the largest possible audience. This contributes to increasing brand awareness and, consequently, building positive relationships with customers.
3. The restaurants in question are keen to build a positive brand image by using digital advertising to present engaging content about the services they provide, which increases the restaurant's appeal and significantly increases customer turnover.

4. The restaurants in question focus on developing more mature marketing strategies by adopting brand awareness, which contributes to increased customer engagement with the advertising campaigns presented.
5. The restaurants in question are enhancing their capabilities to increase participation in marketing activities such as competitions and special offers, which increases customer engagement with the content. This, in turn, leads to increased sales and reduces the desire to switch to another restaurant.
6. The restaurants concerned prioritize better understanding customer needs, which improves customer experience and increases customer satisfaction with the service provided. This, in turn, enables restaurants to collect and analyze customer information, helping them make positive decisions regarding preferred customer behaviors.
7. The restaurants concerned are keen to build positive customer loyalty and reduce negative behaviors in the long term, which enhances the restaurant's competitive advantage in the labor market and achieves service excellence.

Second: Recommendations

1. Restaurants should focus on the quality of service provided by identifying customer opinions about the nature and type of service provided during the service encounter. This improves the bank's ability to mature in the market. This depends on customer awareness of the brand of the restaurant chain being studied.
2. Work to develop purposeful and attractive advertising content that suits its capabilities and target audience. This requires gathering appropriate information about customer preferences and what is useful and necessary for them, reflecting the quality of services and products provided.
3. Restaurants should ensure that they use social media as a marketing tool to create brand awareness. This requires careful analysis of comments and participation in conversations with customers, analyzing them in a way that benefits the restaurant.
4. Work to direct their advertising capabilities to build relationships with customers based on customer data and behavior derived from interactions with customers during the service encounter. This allows for clearer delivery of marketing messages and increases the effectiveness of advertising.
5. Work on adopting accurate analytical tools to interpret data to understand the impact of advertising campaigns on brand awareness, ensuring appropriate marketing maturity, reaching the largest possible audience, and increasing credibility with the restaurant's brand.
6. The restaurants concerned should focus on previous experiences in meeting future customer demands, which improves the customer's relationship with the restaurant's brand.
7. Work on investing efforts, time, and resources in improving the restaurant's brand reputation and image. This requires training the work team on the effective use of digital marketing tools to improve the efficiency and effectiveness of the advertising campaigns presented.

References

1. Agrawal, N., Najafi-Asadolahi, S., & Smith, S. A. (2020). Optimization of operational decisions in digital advertising: A literature review (pp. 99-146). Springer International Publishing.
2. Agu, E. E., Iyelolu, T. V., Idemudia, C., & Ijomah, T. I. (2024). Exploring the relationship between sustainable business practices and increased brand loyalty. *International Journal of Management & Entrepreneurship Research*, 6(8), 2463-2475.

3. Agustian, K., Hidayat, R., Zen, A., Sekarini, R. A., & Malik, A. J. (2023). The influence of influencer marketing in increasing brand awareness and sales for SMEs. *Technology and Society Perspectives (TACIT)*, 1(2), 68-78.
4. Aiolfi, S., Bellini, S., & Pellegrini, D. (2021). Data-driven digital advertising: benefits and risks of online behavioral advertising. *International Journal of Retail & Distribution Management*, 49(7), 1089-1110.
5. Aiolfi, S., Bellini, S., & Pellegrini, D. (2021). Data-driven digital advertising: benefits and risks of online behavioral advertising. *International Journal of Retail & Distribution Management*, 49(7), 1089-1110.
6. Alamsyah, D. P., Ratnapuri, C. I., Aryanto, R., & Othman, N. A. (2021). Digital marketing: Implementation of digital advertising preference to support brand awareness. *Academy of Strategic Management Journal*, 20(2), 1-10.
7. Al-Maamari, O. A., Al-Tawili, S. M., Al-Aslami, G. A., Al-Dubai, R. A. A., Al-Khalqi, M. A., & Al-Mesbahi, K. A. (2024). The Impact of Digital Marketing on The Growth of Entrepreneurial Business: An Empirical Study in Sana'a, Yemen. *Al-Razi University Journal of Administrative and Human Sciences*, 5(10).
8. Al-Marwani, M. (2025). The Impact of Digital Advertising on Customers' Purchase Intention to Brand: Analyzing the Mediating Role of Customer Satisfaction Towards the Brand. *Journal of Financial and Business Research*, 26(2), 326-367.
9. Al-Nadouri, I. & Ajwa, Y. (2023). The Impact of Social Media Marketing on Restaurant Brand Awareness Levels Among Customers. *Journal of the Faculty of Tourism and Hotels, Sadat City University*, 7(2), 78-100.
10. Andreani, F., Gunawan, L., & Haryono, S. (2021). Social media influencer, brand awareness, and purchase decision among generation z in Surabaya. *Jurnal Manajemen Dan Kewirausahaan*, 23(1), 18-26.
11. Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen*, 24(3), 412-426.
12. Bilgies, A. F., Tawil, M. R., Mardiah, A., & Arief, I. (2023). Analysis of The Influence of Online Consumer Reviews, Seasonal Digital Advertising and Celebrity Endorsers on Repurchase Intention of E-Commerce Consumers. *Jurnal Informasi dan Teknologi*, 26-32.
13. Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & management studies: an international journal*, 6(1), 128-148.
14. Bilińska, K., & Szymczyk, J. (2023). Event Marketing Maturity in The Fashion Sector as a Tool for Building Value for Customers. *Zeszyty Naukowe Akademii Górnośląskiej*, (4), 71-78.
15. Braun, M., De Langhe, B., Puntoni, S., & Schwartz, E. M. (2024). Leveraging digital advertising platforms for consumer research. *Journal of Consumer Research*, 51(1), 119-128.
16. Chen, G., Cox, J. H., Uluagac, A. S., & Copeland, J. A. (2016). In-depth survey of digital advertising technologies. *IEEE Communications Surveys & Tutorials*, 18(3), 2124-2148.
17. Dong, B., Zhuang, M., Fang, E., & Huang, M. (2024). Tales of two channels: Digital advertising performance between AI recommendation and user subscription channels. *Journal of Marketing*, 88(2), 141-162.

18. Field, D., Patel, S., & Leon, H. (2018). Mastering digital marketing maturity. WWW document]. [accessed: 16.04. 2022]. URL: <https://www.thinkwithgoogle.com/qs/documents/8056/BCG-Mastering-Digital-Marketing-Maturity-Feb-2018ENW-Gk5T-bl.pdf>.
19. Ghadani, A., Muhar, A. M., & Sari, A. I. (2022). Pengaruh brand ambassador dan brand image terhadap keputusan pembelian di shopee dengan mediasi brand awareness. *Insight Management Journal*, 2(3), 110-118.
20. Han, Z., & Du, G. (2023). The influence of targeted digital advertising on consumers' purchase intention: Comparative analysis based on the perspective of ads content source. *Journal of Consumer Behaviour*, 22(6), 1443-1461.
21. Hoogveld, M., & Koster, J. (2016). Measuring the agility of omnichannel operations: an agile marketing maturity model. *SSRG International Journal of Economics and Management Studies (SSRG-IJEMS)*, 3(10), 5-14.
22. Hussain, H. N., Alabdullah, T. T. Y., Ries, E., & Jamal, K. A. M. (2023). Implementing technology for competitive advantage in digital marketing. *International Journal of Scientific and Management Research*, 6(6), 95-114.
23. Ihzaturrahma, N., & Kusumawati, N. (2021). Influence of Integrated Marketing Communication To Brand Awareness and Brand Image Toward Purchase Intention of Local Fashion Product. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23-41.
24. Kelly-Holmes, H. (2015). Digital advertising. In *The Routledge handbook of language and digital communication* (pp. 212-225). Routledge.
25. Lütjens, H., Eisenbeiss, M., Fiedler, M., & Bijmolt, T. (2022). Determinants of consumers' attitudes towards digital advertising—A meta-analytic comparison across time and touchpoints. *Journal of Business Research*, 153, 445-466.
26. Mandagi, D. W., Pasuhuk, L. S., & Kainde, S. J. (2024). The Combined Effect of Brand Gestalt, Brand Awareness, and Brand Image on Ecotourism WOM Intention. *Jurnal Akuntansi, Keuangan, dan Manajemen*, 5(3), 161-175.
27. Manik, C. M., & Siregar, O. M. (2022). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian pada Konsumen Starbucks di Kota Medan. *Journal Of Social Research*, 1(7), 694-707.
28. Negoro, T. S. P., & Setyaning, A. N. A. (2025). Analysis of the Effectiveness of Social Media on Brand Awareness, Brand Equity, and Purchase Intention of Retail Sugar Consumers of PT. Kebon Agung. *International Journal of Business and Applied Economics*, 4(2), 711-730.
29. Nyström, A. G., & Mickelsson, K. J. (2019). Digital advertising as service: introducing contextually embedded selling. *Journal of Services Marketing*, 33(4), 396-406.
30. Poursadigh, N. (2015). Creating a social media strategy for Fleuriste.
31. Praditya, R. A., & Purwanto, A. (2024). The Role of Viral Marketing, Brand Image and Brand Awareness on Purchasing Decisions. *PROFESOR: Professional Education Studies and Operations Research*, 1(01), 11-15.
32. Premero, G. R., & Mantovani, D. (2020). Advertiser's Digital Maturity in Brazil: a multi-case study. In *AMCIS*.
33. Qamsari, A. E., Yasouri, T. H., & Mira, S. A. (2025). Designing a Digital Marketing Maturity Model with a Corporate Social Responsibility Approach in Modiran Khodro Company. *Digital Transformation and Administration Innovation*, 3(1), 9-19.

34. Rogers, K., Pérez-Moiño, J., Leon, H., & Poncela, A. (2021). The fast track to digital marketing maturity. URL: <https://www.bcg.com/publications/2021/the-fast-track-to-digital-marketing-maturity> (дата звернення: 12.10. 2024.)
35. Rossiter, J. R. (2014). 'Branding' explained: Defining and measuring brand awareness and brand attitude. *Journal of Brand Management*, 21, 533-540.
36. Sabarine, I. (2024). Digital Marketing Strategies to Enhance Brand Awareness and Consumer Interest: A Case Study on Early Childhood Education Institutions. *Adpebi Science Series*, 1-12.
37. Sabharwal, D., Sood, R. S., & Verma, M. (2022). Studying the relationship between artificial intelligence and digital advertising in marketing strategy. *Journal of Content, Community and Communication*, 16(8), 118-126.
38. Sasmita, J., & Suki, N. M. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International journal of retail & distribution management*, 43(3), 276-292.
39. Seebacher, U. G. (2021). The B2B marketing maturity model: What the route to the goal looks like!. In *B2B Marketing: A Guidebook for the Classroom to the Boardroom* (pp. 53-88). Cham: Springer International Publishing.
40. Shafei, R., & Sijanivandi, S. (2022). The intra-sectional marketing maturity and the E-banking market share; involvement of other units in marketing activities. *Marketing Science and Technology Journal*, 1(1), 13-28.
41. Shafei, R., Rastaad, A., & Allahdadi, M. (2018). Survey of the companies' intersectional marketing maturity (IMM) and its relation to the entry timing and segmentation of export target markets (Evidence from a developing country). *8M: The Journal of Indian Management & Strategy*, 23(4), 36-46.
42. Sharma, A., Dwivedi, R., Mariani, M. M., & Islam, T. (2022). Investigating the effect of advertising irritation on digital advertising effectiveness: A moderated mediation model. *Technological Forecasting and Social Change*, 180, 121731.
43. Sharma, A., Dwivedi, R., Mariani, M. M., & Islam, T. (2022). Investigating the effect of advertising irritation on digital advertising effectiveness: A moderated mediation model. *Technological Forecasting and Social Change*, 180, 121731.
44. Singh, S., Singh, G., & Dhir, S. (2024). Impact of digital marketing on the competitiveness of the restaurant industry. *Journal of Foodservice Business Research*, 27(2), 109-137.
45. Sudirjo, F., Sutaguna, I. N. T., Silaningsih, E., Akbarina, F., & Yusuf, M. (2023). The Influence Of Social Media Marketing And Brand Awareness On Cafe Yuma Bandung Purchase Decisions. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*, 2(3), 27-36.
46. Taylor, C. R. (2009). The six principles of digital advertising. *International Journal of Advertising*, 28(3), 411-418.
47. Tellohosseini, F., Sanavifard, R., & Eyvazi Heshmat, A. A. (2022). Providing a Business-to-Business Marketing Maturity Model. *Journal of Business Management*, 14(3), 519-570.
48. Wuisan, D. S., & Handra, T. (2023). Maximizing online marketing strategy with digital advertising. *Startupreneur Business Digital (SABDA Journal)*, 2(1), 22-30.
49. Zia, A., Younus, S., & Mirza, F. (2021). Investigating the impact of brand image and brand loyalty on brand equity: the mediating role of brand awareness. *International Journal of Innovation, Creativity and Change*, 15(2), 1091-1106.