

# Building a Sustainable Digital Brand Ecosystem

Wisdom Leaf Press

Pages number, 1–6

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<https://journals.icapsr.com/index.php/wlp>

DOI: 10.55938/wlp.v1i4.138



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### Abstract

Digital media, expanding customer choices, and greater awareness of audience segments have all had a substantial impact on advertising planning and buying processes during the past 40 years. Targeting, evaluation, automation, and data-driven decision-making have all experienced technological advancements. According to the studies, media strategy must evolve from simply obtaining exposure to promoting engagement through meaningful interactions with customers. The research intends to strengthen the brand's ecological operation system, adapt to economic growth, fulfill the needs of consumers, achieve new demand, and establish an approach that balances people's decent living requirements with comprehensive growth. This article analyzes the new entrepreneurial model and digital brand positioning techniques for virtual firms, with a focus on Google, YouTube, Instagram, and Facebook. The objective is to clarify the theoretical approach while offering solutions for future field investigations, guaranteeing that internet entrepreneurs successfully navigate prospects. The intention of this research effort is to assess the current state of e-Commerce and customer attitudes toward Extended Reality (XR) Commerce, with an emphasis on consumer requirements when adopting digital ecosystems. It becomes essential for brand makers and merchants to understand if e-Commerce has attained its full potential and how customers respond to XR in this type of environment. This article outlines an in-depth overview of an enterprise's digital ecosystem, encompassing its components as well as internal and external surroundings. It highlights the significance of taking risks into account at all levels of the ecosystem, proposing a digital ecosystem risk matrix for safeguarding and maintaining economic potential.

### Keywords

Digital Ecosystems, Digital Business Ecosystems (Dbes), Business Ecosystem, Digital Media, Ecommerce, Internet Entrepreneurship

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