

A STUDY ON IMPACT OF BRANDING ON CONSUMER E-BUYING BEHAVIOUR IN TAMIL NADU

Dr. K. PRAKASH

Assistant Professor (SG), College of Management, SRM Institute of Science and Technology, Ramapuram, Chennai. Email: bharani75@yahoo.com

Dr. M. FRANKLIN

Assistant Professor, Department of Management Studies, DMI College of Engineering, Chennai.

Dr. S. ARUL KRISHNAN

Assistant Professor, Department of Management Studies, Vel Tech Rangarajan, Dr. Sagunthala R&D Institute of Science and Technology, Chennai.

Abstract:

Electronic marketing and the Internet's fast growth are changing consumer behaviour and modern society. This study examines the impact of e-advertising on customer shopping behaviour in, Tamilnadu. The manner in which, where, and when buyers shop online, as well as their preferences, choices, and lifestyles, are all influenced by electronic advertising. Online shopping has become ingrained in people's ways of life. It is not clear why buyers only purchase a small quantity of goods. It is necessary to take into consideration the effect that online advertising has on online shopping behavior. Studies conducted in the modern era have endeavoured to gain an understanding of attitudes regarding e-advertising, the impact of demographic factors, and the factors that influence the shopping behaviour of customers. This research paper investigates how the effect of branding has on the purchasing behaviour of consumers. During our research, we came to the conclusion that branding plays an important part in the learning and attitude formation that occurs during the activities associated with consumer purchasing behavior. This, in turn, leads to the maximum number of sales and satisfies the wants and needs of consumers. In the study, brand equity, brand awareness, brand loyalty, and brand image are discussed, in addition to the factors that influence the purchasing decisions of consumers. An online survey was used so that we could get a better understanding of both the concept and the various consumer behaviors.

Keywords: Behavior, modern society, pervasiveness

INTRODUCTION:

One of the primary drivers of India's economy, retail trade is responsible for between 14 and 15 percent of the country's overall gross domestic product [1] [2]. According to some estimates, the retail industry in India is worth 450 billion dollars, placing it among the top five retail markets in the whole globe in terms of economic value. The vast majority of India's retail establishments are independent, family-run businesses. In 2010, big size supermarkets and convenience stores reported for around 4 percent of the business. These kind of establishments can only be found in major urban centres. About 40 million Indians, or approximately 3.3% of the country's total population, have jobs in the country's retail and logistics sectors.

When referring to retailing in India, the phrase "organised retailing" can be applied to any retail chain that is professionally managed and possesses the following characteristics.

1. Organized supply chain management with centralised quality control.
2. Transparency in accounting practises, including the correct use of management information systems and accounting standards.
3. Sourcing the capacity of an organisation to sustain and enhance both its performance and its interests is referred to as organisational learning.

To ensure the satisfaction of their patients, health care providers go to great lengths. This segment now contributes for 7 percent of India's nearly \$435 billion retail sector, but by 2020, it is projected to make up 20 percent of that segment. Companies need to create and offer a service that satisfies clients in order for them to have a great experience when they are interacting with the company. This is necessary in order for the company to obtain long-term financial rewards. The need of providing their clients with value in the form of memorable experiences needs to be brought to the attention of managers. It is not enough for a firm to simply contribute its products or services; they must also give their customers with a satisfactory experience. It is recommended that businesses be encouraged to produce market experiences by producing spaces (either real or virtual) in which individuals can try out contributions while immersing themselves in the experience. This is in accordance with the recommendation that businesses be encouraged to produce market experiences.

Consumer Experience

Customers now have access to a significantly higher-quality shopping experience as a direct result of the dramatic shifts that have been made possible as a result of developments in technology, which have brought about these shifts. Customers, acting as postmodern subjects, are powerless to act in any other way than to unquestioningly adhere to the belief system of the market. Because of this, they have no choice but to adhere to the belief system of the market without question. "The combination of everything you do, or fail to do for that matter, that underpins any interaction with a customer or potential customer," is one way to define "the customer experience." It is difficult to acquire and maintain a competitive advantage in retailing, particularly in the retail environment that is present in India at the present time. This is especially true in the context of the retail environment in India. This is especially true given the cutthroat retail climate that exists in India. Because of this, it is of the utmost importance to identify the solitary factor that is capable of differentiating one retailer from another. Retail establishments all over the world are looking for a sustainable competitive advantage, and it now appears that they may find it by strategically focusing on the customer experience, which can serve as the primary differentiator. This may be the case because of the rise of omni-channel retailing, which has made customer experience a primary differentiator. It's possible that this is taking place as a result of the rising commoditization of the retail business.

Consumer Behavior

Consumer behaviour may be defined as the application of a scientific method to the process by which customers select, acquire, employ, and dispose of goods and services that meet their requirements and wants. The marketing plan is immediately impacted when knowledge of client behaviour is present. This is because of the principle of marketing, which states that the reason for the existence of businesses is to fulfil the requirements of consumers. Because of this, marketing strategies need to include knowledge of consumer behaviour into every aspect of a strategic marketing strategy. Businesses will only be able to serve those demands to the degree that they have a thorough understanding of their customers. In the past quarter of a century, shoppers all over the world have improved their level of education and sophistication, as well as their capacity to make purchases. The conclusion that consumers have changed and that the most noticeable shift is in their patronage of food retail outlets other than supermarkets was reached while simultaneously, retail forms have grown rather than shrunk, and a complex set of consuming alternatives are accessible. There are several subgroups of consumers who shop, and each of these subgroups is served by a distinct retail structure. In the current research, the researcher makes an effort to zero in precisely on hypermarkets as an emergent paradigm for retail sales in India.

E-Market

According to a poll that was conducted in 2014, the growth of e-commerce sales in India would be 30.3% in 2015. This rate is significantly greater than that of the UK and France. According to estimates provided by I-cube in 2011, the number of active internet users in India stands at 65 million, of which 7.5 million represent small towns. This indicates that within the next five years, India's rural market will be twice as large as the urban market as it is today.

According to the E-commerce policy index conducted by McKinsey, there is the potential for improvements to be made in both the speed of the internet and the process of making online payments in India. Internet use accounts for 1.6% of India's GDP, which is equivalent to a total contribution of \$30 billion. According to Google India, there will be around 500 million internet users in India by the year 2018. According to the E-marketer report from 2014, the projection of the growth of business-to-business e-commerce sales worldwide from 2012 to 2015 with the percentage of change states that China stands first with 43.3% growth in 2015 and India stands second with 30.3% growth in 2015. Both of these figures are for the year 2015.

Branding and Brand Management

In the end, the role of a signal is what branding is intended to play in the marketplace. Customers are able to quickly determine whether a product is one with which they are already familiar or one that they enjoy using as a result of this feature. Customers are able to retrieve relevant information from their longer-term storage thanks to the memory prompt that this provides. This information might relate to past encounters with the brand, perspectives on the brand, or affiliations with the brand. When it comes to making decisions, the amount of information that we have stored about various brands is really significant. In recent years, one of the aspects of a business that has developed into one of its most critical components is its

brand strategy. Branding is not only an essential instrument in the creation of client value but also in the development and maintenance of a competitive edge. Not only is it an essential component, but it is also an essential instrument. The process of creating a relationship or connection between a company's product and the emotional perception of the customer in order to generate differentiation from the competition and build loyalty among customers is referred to as branding. This is done with the goal of establishing a connection that will result in differentiation from the competition and the development of consumer loyalty. The effective administration of brands is an important component of all-encompassing marketing. According to our point of view, it is a specialised field of marketing that makes use of specific strategies in order to raise the value that consumers attribute to a brand. This is done in order to increase the overall value of the brand. Branding and differentiation strategies that are brand-based can be of great assistance in the development and upkeep of a competitive advantage.

Branding and e-commerce

Customers all across the world make their shopping decisions based in large part on the brands they associate with the products they want to buy. On the basis of their individual tastes and preferences, each consumer has a unique reason for choosing or deciding against purchasing a certain brand. Marketing and social media techniques are utilised by companies to learn about their target audiences' wants and needs, as well as the information they actively seek. Customers often keep a positive relationship with a certain brand over time.

The social behaviour of consumers causes them to pick a certain product based on the social environment in which they are currently living. This choice is influenced by the social environment in which the client is presently living. When it comes to choosing a product to buy, consumers almost always go to the feedback of others for guidance. The cultural atmosphere in which a person was brought up has a significant impact on the purchase patterns of that person's customers.

OBJECTIVE:

1. To study the attitude towards online shopping.
2. To study the main factors that affects the consumer buying behavior when making online purchasing

METHODOLOGY:

In the course of this investigation, it was suggested that a study on the influence of e-marketing on the purchasing patterns of consumers in the state of Tamil Nadu particularly in the localities of Nagercoil, Marthandam, Colachel, Thakalay, and Monday market, should be carried out. This is study that primarily concentrates on describing things. Research that accurately portrays the characteristics of a particular person, client, scenario, or group is referred to as descriptive study. This type of research may be conducted to answer questions such as: In the context of e-marketing, it examines the mindsets and behaviours of consumers as they relate to that medium. This research explores the influence that e-marketing has had on the purchase patterns

of customers, in addition to the influence that other factors have had on customers and online shopping. E-marketing is quickly becoming more well-known in today's society, particularly in the most significant cities located within in the state of Tamilnadu. Customers living in major metropolitan areas are showing a growing preference for doing their buying activities online. What we mean when we talk about "research methodology" is a methodical approach to the process of addressing a research problem. It is absolutely necessary for the researchers to have a good comprehension of the methodology that lies behind their individual findings. In the course of this inquiry, both primary and secondary sources of data have been considered and utilised. In order to finish the research project, primary data were collected from internet users themselves by means of a questionnaire that had been created in advance. The study was put through some preliminary tests before it was finally filled out and submitted. The secondary data that were used in this study came from a number of sources, including previously published records, a wide range of journals and magazines, newspapers, books, and websites.

SAMPLE DESIGN

There was no concrete sampling frame available for the customers who shopped online. A method of sampling that was not random was used because there was no sampling frame available. The required number of samples, 160, was selected through the use of the snow-ball sampling method. When taking into account the amount of time and resources that are available, in addition to the analytic framework, it is deemed appropriate to have an adequate sample size of 160 sample online shoppers who live in Tamil Nadu.

DATA ANALYSIS:

The statistical information that was gathered for evaluation and interpretation in accordance to the various facets of the studies. Data analysis is the process of dissecting an examination into its component parts and organizing the results of these classes in accordance with the particular questions that are posed within the context of the problem. This procedure is known as the deconstruction of the examination. The project of drawing conclusions and the project of elaborating on the significance of those conclusions are both referred to as projects that fall under the category of interpretation of the data. These projects take place after an in-depth analysis of the data has been completed. The following analysis investigates the impact that various demographic factors have on customer behaviour in relation to online shopping on the internet. This behaviour is specifically focused on how customers interact with websites.

STATISTICAL TOOLS

SPSS is used to do statistical analysis on the data. The researcher employed the following suite of statistical methods to examine the data.

1. Quantifying in percentages
2. Chi-square test

Table 1: Responsives' Socioeconomic Profile

Gender wise Classification of Respondents			
S. No	Particulars	No. of Respondents	Percentage
1	Male	87	54.4
2	Female	73	45.6
Age wise Classification of Respondents			
1	Less than 25	88	55.0
2	26 to 30	47	29.4
3	31 to 35	16	10.0
4	Above 35	9	5.6
Level of Education			
1	HSC	33	20.6
2	Diploma	40	25.0
3	UG	38	23.8
4	PG	20	12.5
5	Professional course	29	18.1
Marital Status of the Respondents			
1	Married	67	41.9.
2	Unmarried	93	58.1
Occupation of the Respondents			
1	Self Employed	6	3.8
2	Employed	61	38.1
3	Student	42	26.2
4	Professional	30	18.8
5	Housewife	21	13.1
Family Income of the Respondents			
1	Below 10,000	35	21.9
2	10,001-15,000	79	49.4
3	15,001-20,000	24	15.0
4	20,001-25,000	11	6.9
5	Above 25,000	11	6.9

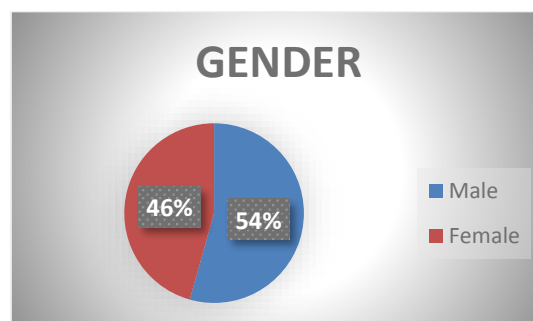


Figure 1: Gender

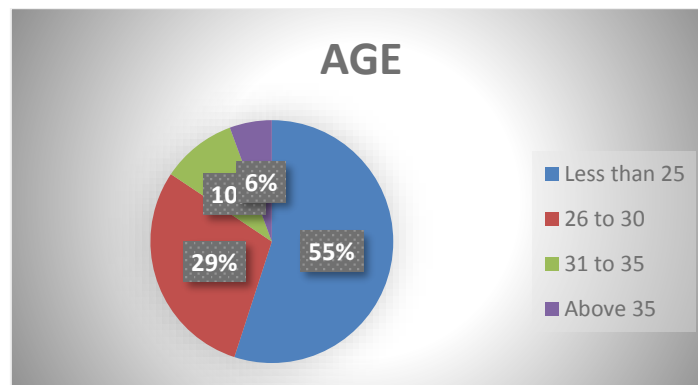


Figure 2: Age

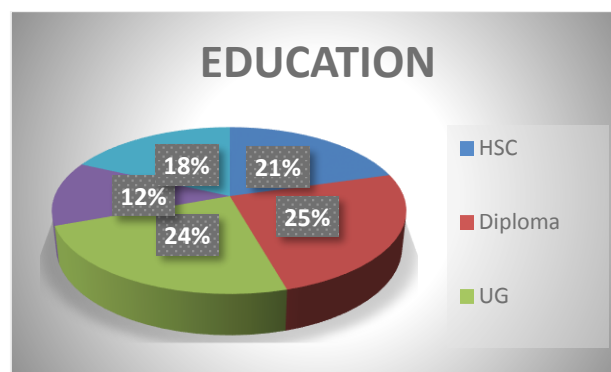


Figure 3: Education

According to the information that was compiled and displayed in the table that was located above, the vast majority of people who shop online are men (54.4% of the total respondents). One more unexpected finding is that 55.0% of the people who took part in the survey fall into the younger age category of being less than 25 years old. At least a high school diploma was held by 25.0% of those who participated in the survey. The majority of those who participated in the survey are employed, which accounts for 38.1% of the total. The majority of the people who answered the survey are single, which accounts for 58.1% of the total. The majority of respondents, 49.4%, had annual incomes ranging from Rs10001 to Rs1500.

Table 2: The Use of the Internet for Shopping By Respondents

S. No	Particulars	Frequency	Percentage
1	Very often	20	12.5
2	Frequently	63	39.4
3	Sometimes	60	37.5
4	Rarely	17	10.6
	Total	160	100

Source: Primary Data

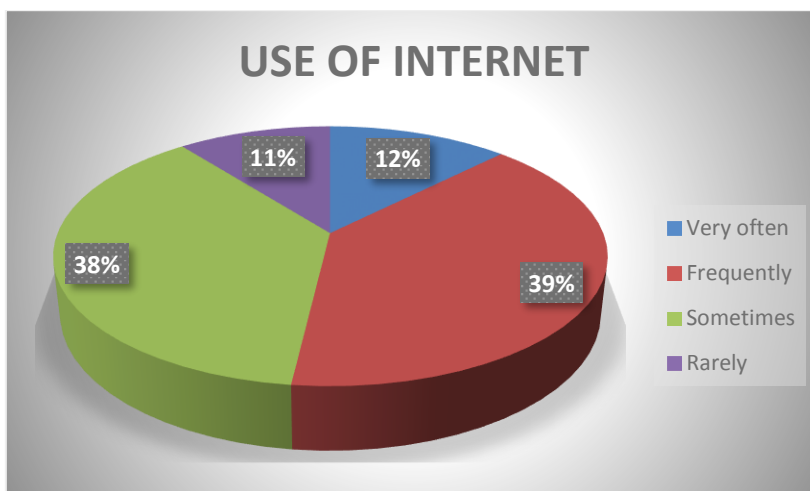


Figure 4: Use of Internet

According to Table 2, 39.4% of the respondents who use it frequently for shopping also use it on a regular basis. This indicates that the majority of people who shop online do so frequently. Demonstrates that despite the fact that.

Table 3: Amount Spend For Shopping

S. No	Particulars (Rs)	Frequency	% To total
1	Less than 500	34	21.2
2	1,000-1,500	80	50.0
3	1,500-3,000	22	13.8
4	3,000-4,500	7	4.4
5	Above 4,500	17	10.6

Source: Primary Data

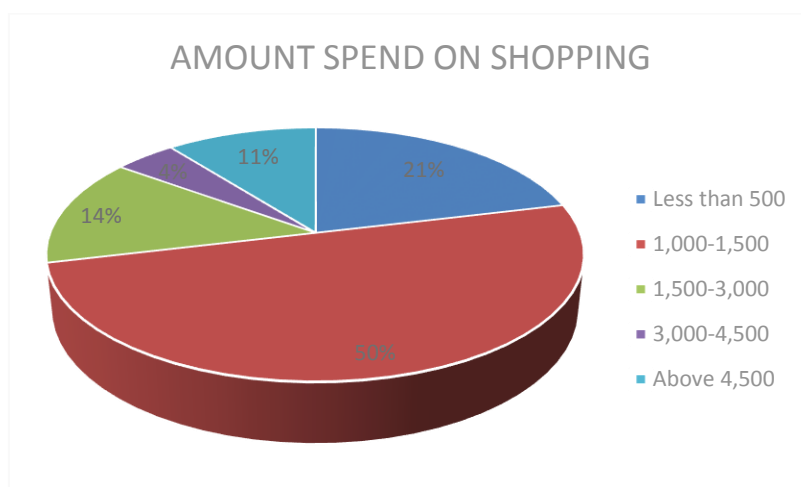


Figure 5: Amount Spend On Shopping

It is abundantly clear that a sizeable portion of the respondents, specifically fifty percent, spend between one thousand and one and a half thousand Indian Rupees when they shop online.

Table 4: Level of Internet Adoption among Survey Participants

S. No	Particulars	Frequency	% to total
1	Beginner	42	26.2
2	Intermediate	89	55.6
3	Expert	29	18.1
	Total	160	100

Source: Primary Data

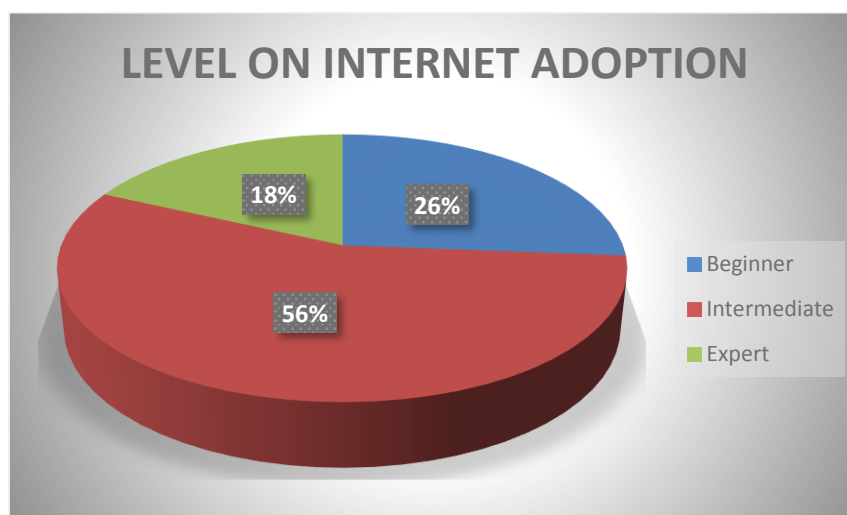


Figure 6: Level of Internet Adoption

It is clear from the above table that the majority of 55.6% of respondents are at intermediate level in internet usage

Table 5: Mode of Payment Used By Respondents in Online Storage

S. No	Particulars	Frequency	% To total
1	Credit card	14	8.8
2	Debit card	26	16.2
3	Cash on delivery	87	54.4
4	Net banking	33	20.6
	Total	160	100

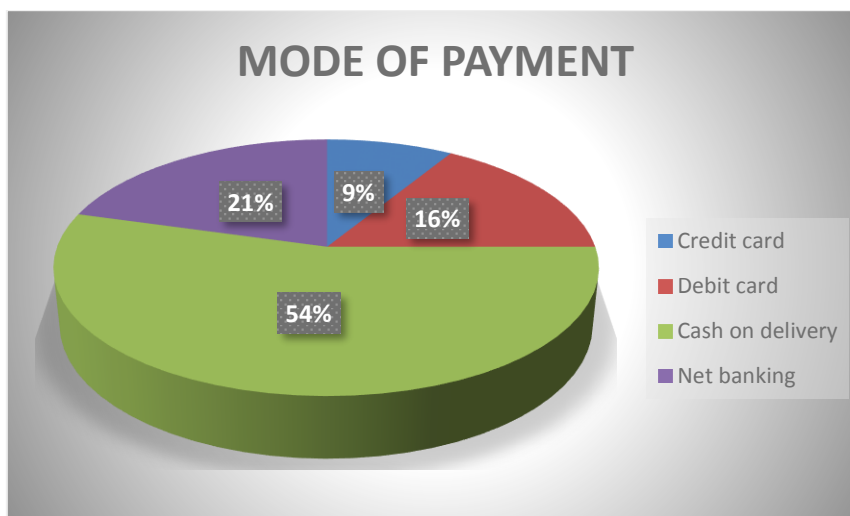


Figure 7: Mode of Payment

The data presented in the table that was just brought up reveals that cash on delivery is the most common form of payment utilised by 54.4% of those who participated in the survey.

Table 6: Demographic Profile and Online Shopping Behavior Analysis by Chi Square

Variables	DE	Chi Square Value	Table Value	Result
There is no correlation between the ages of the respondents and their level of familiarity with internet purchasing. The chi-square test was used to examine the validity of the following null hypothesis	2	14.983	5.89	Rejected
There is no correlation between the respondents' line of work and the amount of money they spent on internet shopping. The chi-square test provides the evidence for this assertion...	4	19.401	9.39	Rejected
There is not a statistically significant link between the degrees of education of the respondents and the amount of time that they spend online. The chi-square test was utilised in order to investigate the correctness of the aforementioned null hypothesis...	4	18.259	9.39	Rejected
There is no correlation between the respondents' occupations and their inclination to purchase online, thus this question cannot be answered either way. The chi-square test provides the evidence for this assertion...	4	15.285	9.39	Rejected

The null hypothesis that there is no difference in significance between respondents' ages and their knowledge of online shopping is disproved, as can be seen from the above table, because the computed value is (14.983) larger than the table value (5.89). Thus, there is a large gender-based gap in internet shopping behaviour. Therefore, gender has an impact on internet shopping.

The calculated number is (19.401) larger than the table value, hence the null hypothesis that there is no significant difference between respondents and their amount spent on online shopping is rejected (9.39). As a result, there is a considerable correlation between age and internet purchasing behaviour. Age thus has an impact on internet shopping.

The estimated value is (18.259) larger than the table value, the null hypothesis—that there is no significant difference between customer behaviour toward online buying and education—is rejected (9.39). Because of this, there is a big disparity between online shopping behaviour and education. Therefore, education has an impact on internet shopping.

The calculated value is (15.285) larger than table value, the null hypothesis that there is no significant difference between customer behaviour and online purchasing preferences is rejected (9.39). As a result, there is a big disparity between online shopping behaviour and income. Therefore, money has an impact on internet shopping.

DISCUSSION:

The way that internet store vendors are living up to their expectations worries the youngsters a great deal. According to the survey, four factors have the most impact on how teens behave while purchasing online. These elements include the company's marketing strategies, the delivery system, the variety of products, and browsing speed.

CONCLUSION:

E-marketing has developed into an essential component of modern marketing strategies. The findings of this study indicate that consumers in Tamilnadu have sufficient knowledge and abilities in exploiting computers; they are internet savvy and make use of internet services for online looking. The findings demonstrate that the respondents had a very favourable impression of the option of doing their shopping online. The growth of online shopping in Tamilnadu and India is entirely supported by this line of reasoning. However, the frequency of shopping online is significantly lower in comparison in the state of Tamilnadu. As a result of a supported review and analysis of these results and findings, it is evident that the internet is playing an increasingly significant and significant role in the field of marketing. The purpose of this study was to investigate the potential differences that can exist between client subgroups in terms of gender, age, educational attainment, and financial gain. The analysis reveals that, with the exception of income, there have not been any significant differences in the perspectives of consumers as a result of these demographic variables. According to numerous studies, consumers have a more positive attitude toward online shopping as their income level increases. This is especially true among those in higher income brackets. The findings demonstrated that the level of income

possessed by customers has a direct bearing on their perspectives regarding online shopping. The knowledge and results analysed showed that consumers benefit from shopping online because it is more convenient, saves them time, and helps them save money. The majority of consumers in Tamil Nādu's most populous cities have an interest in purchasing mobile phones through the internet and on-line shopping. Consumers appear to have a significant concern regarding the lack of privacy and security that is associated with conducting business online. In the state of Tamil Nadu, it was absolutely clear that this specific problem appears to be a major problem that restricts the disposition to make a significantly better use of online shopping.

REFERENCES

- 1) Lamb, W., Hair, J., McDaniel, C, "Marketing", 4th Edition, South- Western College Publishing, Cincinnati.
- 2) Leon G Schiffman, "Consumer Behaviour", 9th Edition, Excel Books.
- 3) Philip Kotler, "Marketing Management", 13th Edition, PHI Learning Private Limited.
- 4) Rajendra Nargundkar, "Marketing Research", 3rd Edition, McGraw Hill Publication.
- 5) Rogers, E.M., & Shoemaker, F.F. (1971). "Communication of Innovations". New York, NY: The Fress Press, p.27.
- 6) Ajzen. I., & Madden, T. J. (1986). "Prediction of Goal-Directed Behavior: Attitudes, Intentions, and Perceived Behavioral Control". *Journal of Experimental Social Psychology*, 22, pp.453-474.
- 7) Ganesan, S., "Determinants of Long-Term Orientation in Buyer-Seller Relationships", *Journal of Marketing*, Vol. 58, No. 2: pp.1-19, 1994.
- 8) McAllister, D.J., "Affect-and-Cognition-Based Trust as Foundations for Interpersonal Co-operation in Organizations", *Academy of Management Journal*, Vol. 38, No. 1, pp.24-59, 1995.
- 9) Mayer, R.C., Davis, J. H. and Schoorman, F.D., "An Integrative Model of Organizational Trust", *Academy of Management Review*, Vol.20, No. 3: pp.709-734, 1995.
- 10) Hoffman, D. L., Novak, T. P., & Peralta, M. (1996). "Building Consumer's Trust Online". *Communication of the ACM*, 42(4), pp.80- 85.
- 11) Peterson, R.A., Balasubramanian, S. and Bronnenberg, B.J., (1997) "Exploring the implications of the Internet for consumer marketing", *Journal of the Academy of Marketing Science*, Vol. 25, No. 4: pp.329-346.
- 12) http://en.wikipedia.org/wiki/online_and_offline.
- 13) <http://searchnetworking.techtarget.com/definition/online>.
- 14) <http://www.wisegeek.org/what-is-online-shopping.htm>.
- 15) <http://websearch.about.com/od/onlineshoppingsearch/f/advantages-online-shopping.htm>.
- 16) <http://quartsoft.com/blog/201303/top-online-shopping-benefits>.
- 17) http://shodhgangea.inflibnet.ac.in/bitstream/10603/15990/10/10_chapter1.pdf.