

## **A STUDY ON THE EFFECTS OF BRAND MANAGEMENT ON CONSUMER BUYING BEHAVIOUR IN DIGITAL MARKETING PLATFORMS**

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### **ABSTRACT**

The purpose of this research work is to analyse the impact of consumer buying behaviour through brand management. The current research adopted a quantitative research approach with primary data collected from 200 respondents, used data from a questionnaire circulated among the research respondents who were surveyed online, and data were analysed through SPSS software. The outcome reflects that brand management in digital domain has a positive and significant effect on consumer buying behaviour in Chennai city.

**Keywords:** Brand Building, Business Opportunities, Brand Awareness, Customer engagement, peer Influence.

### **1 INTRODUCTION**

Marketing is a crucial strategy that businesses may use to increase returns, cut expenses, and familiarize clients with their products and continuity. Digital marketing, which includes digital marketing tools, is the practice of promoting a particular product or service to consumers using

digital means. Many businesses have started switching from traditional marketing to digital marketing strategies in an effort to cut costs and reach as many clients globally as possible, track consumer behaviour, and adjust their strategies in real-time which is definitely advantageous for business growth.

This modern marketing approach not only helps brands build brand awareness but also fosters valuable relationships with the target audience, driving customer loyalty and brand growth. Effective brand management may turn a company's reputation into an intangible asset that adds to its total worth. Additionally, a strong brand image might draw in collaborations and investors. Essentially, branding through digital platforms is important since it is necessary to establish a meaningful, long-lasting, and powerful company identity. It is the practice of planning, developing, maintaining, and monitoring a brand to create a strong and positive image in the minds of consumers and stakeholders. It encompasses a range of activities and strategies aimed at establishing and nurturing a brand's identity, reputation, and equity.

For businesses in all sectors, brand management has become an essential discipline in the fast-paced, fiercely competitive business world of today. By building a strong and lasting relationship with consumers and encouraging loyalty, differentiation, and long-term profitability, a well-designed brand strategy and efficient brand management techniques may take a company to new heights.

The steps that customers take before making judgments about what to buy are known as consumer buying behaviour. Brand management impacts consumer buying behaviour by influencing how consumers feel about a brand, which can lead to repeat purchases. Effective branding connects to feelings in addition to practical qualities. Customers' purchasing decisions are influenced by the strong emotional bonds they frequently form with particular brands. In the eyes of customers, a strong brand management builds credibility and trust. People are more likely to feel at ease and secure in their purchasing decisions when they come across a well-known and respected brand which can be highly developed through digital platforms.

## **2.REVIEW OF LITERATURE**

**Chovanová, H et., al (2015)** The paper deals with the results of the primary research which purpose was to examine the impact of brand on influencing consumers to purchase a product. stresses the fact that the brand has an impact on customer decision-making process and concludes that purchasing of branded products and preference of brand origin depends on the

age of consumers. **Lee, W. J et., al (2017)** this examines how a firm's brand orientation, when supported by contributing to build brands with high levels of awareness and uniqueness through the intervening role of brand management capability **Indumathi, R. (2018)** The research provides the overview of different digital marketing tools like e-mail marketing, SEO, mobile marketing, blogging, affiliated marketing etc., and its influence on brand building among the customers. **Veloutsou, C., & Delgado-Ballester, E. (2018)** This paper aims to help in the development of a better understanding of key brand-related terms and discuss the key challenges and trends in brand management. his work defines some key brand management terms and presents brand-related issues and concerns that remain unchanged over time. **Keller, K. L., & Brexendorf, T. O. (2019)** This article concentrates on four steps that brand marketers must take in branding: 1) Identifying and establishing brand positioning and values, 2) Planning and implementing brand marketing programs, and 3) Measuring and interpreting brand performance. **Haralayya, B. (2021)** The main motive is to know how brand is affecting on consumer buying behaviour. The study was conducted to determine the level of effect of Branding on consumer buying behaviour to examine interactive roe of those factors that determines brand image and loyalty, to know brand image and loyalty of Ford cars and to suggest measures for developing brand. **Iyer, P et., al (2021)** the purpose of this study is to investigate the manner in which market orientation types facilitate the development of brand management processes, and brand performance.it results proactive and reactive market orientation influence the internal branding and strategic brand management. **Sundaram, R. et., al (2020)** this study aims on reviewing all the digital platforms with special focus on the social media advertisement which are utilised for brand management and provide insights on brand managers regarding the power of digital marketing. **Yosep, M. A et., al (2021)** The objective of this study is to close the knowledge gap and provide SME with an overview of the most important digital marketing tools based on a literature review in order to leverage the opportunity of digital technology in the marketing discipline **Mitchuk, O et., al (2023)** this aims to conduct a study on the implementation of communication strategies for brand management and Internet marketing of digital products in a dynamic market and rapid development of information technologies and is concerned with the qualitative allocation of financial resources and the search for optimal means of implementing digital tools for commercial activities.

### **3.PURPOSE OF RESEARCH**

The purpose of conducting this research on the effects of brand management on consumer buying behaviour through digital marketing platforms is to analyse the impact of utilising the digital platforms for improvising the brand for personal care products in Chennai city and to retain and serve the needs and requirements in this digital era. The research aims to provide valuable insights into the key factors influencing the consumer buying behaviour while preferring a particular brand and the challenges faced by the business in adopting the brand management strategies to create business opportunities and the best practices used by business to overcome these challenges. Additionally, the research intends to identify potential areas of improvement for growth and offer recommendations for enhancing consumer buying behaviour and strategies in this competitive industry.

### **4.STATEMENT OF PROBLEM**

Online shopping through digital platforms is a popular way for people to satisfy the demands of modern living. But this frequently poses a number of difficulties. One the main issue faced by consumers while making their purchase decisions is that they may not choose the right brand that match and satisfy their expectations despite searching for them online. Additionally, they might face identity crisis identity crises to trust deficits, inconsistent experiences, and the companies may also damage their reputation and opportunities for growth in the competitive industry. Furthermore, internet retailers could find it difficult to comprehend the cultural norms and preferences of their consumers, which could compromise the efficacy of their brand. Some online companies with inconsistent branding undermine brand integrity, confuse customers and erodes market share and future opportunities. All of these issues have the potential to lead to negative consumer behaviour and erode consumers' faith in the digital marketplace, which could result in their abandoning the platform and not using it again.

### **5.OBJECTIVE OF THE STUDY**

- To analyse the impact of brand management strategies and assess the factors that influence consumer buying behaviour.
- To know the level of using branding through digital marketing platforms and discovering how this will affect the consumer buying behaviour.
- To assess the significant and positive impact of brand management on consumer buying behaviour.

- To assess the significant and positive impact of brand management on Digital marketing platforms.

## **6. SCOPE OF THE STUDY**

The main scope of this research is to analyse the effects of implementing brand management strategies through digital marketing platforms in shaping and understanding consumer buying behaviour in the competitive industry. The goal is to create a strong reach to global audience, competitive advantage, brand awareness and improve business opportunities by using brand management strategies such as brand positioning, brand equity, loyalty and recognition.

## **7. RESEARCH METHODOLOGY**

The study is descriptive and analytical. The study both primary and secondary data. This study is carried out with the observation and survey questionnaire methods which are attributes of descriptive research. The data for the study was collected through structured questions.

**Sample:** The sample size is 200. A convenience sampling method was used for the study. The secondary data were also collected from the journals, textbooks, and the internet, which constituted supportive literature to make analysis and suggestions.

**Statistical tools:** The data were analysed and SPSS was used to analyse and interpret and required data. The analysis was used for percentage analysis, Ranking method and Chi-square test.

## **9. DATA ANALYSIS AND INTERPRETATION**

The researcher has been made to analyse the demographic factors of the respondents such as age, educational education, monthly income and size of the family and research instrument of the qualities of the measure effectiveness.

**Table 1. Demographical profile of the respondents in Digital Marketing Platforms**

S. No	Characteristic	Distribution	Frequency	Percentage
1.	<b>Age</b>	Below 20	10	2.0%
		21-30	80	42.0%
		31-40	67	34.0%
		Above 40	43	22.0%
		<b>Total</b>	<b>200</b>	<b>100%</b>
2.	<b>Gender</b>	Male	50	35.0%
		Female	70	45.0%
		Others	40	20.0%
		<b>Total</b>	<b>200</b>	<b>100.0%</b>
3.	<b>Monthly Income</b>	Less than Rs.20000	11	5.5%
		20001-40000	65	22.5%
		40001-60000	59	29.5%
		Above 60001	65	42.5%
		<b>Total</b>	<b>200</b>	<b>100%</b>
4.	<b>Occupation</b>	Professionals	96	48.7%
		Accountant	21	10.2%
		Fashionist	29	14.8%
		Human resource manager	38	22.3%
		Others	16	4.0%
		<b>Total</b>	<b>200</b>	<b>100%</b>
5.	<b>Marital Status</b>	Married	85	42.0%
		Unmarried	115	58.0%
		<b>Total</b>	<b>200</b>	<b>100%</b>

**Source:** Primary Data

From the table 1, it is inferred that Age of the respondents furnishes that 42.0% respondents falls under 21-30 years. Gender of the respondents shows that majority of 45.0% are female respondents. Monthly income of the respondents has been checked, it evidences 42.5% respondent's earnings falls above 60001 and occupation of the respondents show that

48.7% of them are professionals using personal care products, Finally Marital status of the respondents (58.0%) unmarried people.

**Table .2. The factors affecting consumer buying behaviour in digital platforms**

S. No	Reasons	Mean Rank	Rank
1.	Brand Identity	<b>6.85</b>	<b>I</b>
2.	Reviews	<b>6.10</b>	<b>VIII</b>
3.	Brand Reputation	<b>6.67</b>	<b>II</b>
4.	Features and Specifications	<b>6.22</b>	<b>VI</b>
5.	Price	<b>6.59</b>	<b>III</b>
6.	Customer Service	<b>6.45</b>	<b>V</b>
7.	Brand loyalty	<b>6.48</b>	<b>IV</b>
8.	Website clarity	<b>6.11</b>	<b>VII</b>

**Source:** *Primary Data*

From the table 2 shows that out of 200 respondents, explain the made a switch to digital marketing platforms. They give topmost rank and preference brand identity available to the online consumers and last rank is given to reviews.

## **9. CHI-SQUARE TEST**

The Chi-square test is an important statistic used for testing the statistical significance of the cross-tabulation table. Chi-square tests determine whether the two variables are independent. If the variables are independent (have no relationship), then the results of the statistical test will be “non-significant” and are not able to reject the Null hypothesis, conclude that there is no relationship between the variables. If the variables are related, then the results of the statistical test will be “statistically significant” and are able to reject the null hypothesis, and conclude that the researcher can state that there is some relationship between the variables.

$$\text{Chi Square Test} = (O - E)^2 / E$$

**Whereas,** O - Observed variable, E - Expected variable

### **9.1 The relationship Between of brand management and consumer buying behaviour.**

**H<sub>0</sub>:** There is no significant relationship between brand management and consumer buying behaviour

**H<sub>1</sub>:** There is significant relationship between brand management and consumer buying behaviour

**Table.3. The relationship Between brand management and consumer buying behaviour**

Particulars	F-Value	Df	Significance
Pearson Chi-Square	14.539 <sup>a</sup>	12	.003
Likelihood Ratio	15.021	12	.013
Linear-by-Linear Association	.141	1	.026
N of Valid Cases	150		

**Source:** Primary Data

From the table.2 reported tests were applied to find out the significant relationship between brand management and consumer behaviour. The  $p<0.05$ , the Null hypotheses have been rejected, so there is a significant relationship between of brand management and consumer buying behaviour.

### **9.2 The relationship Between Brand management and digital marketing platforms**

**H<sub>0</sub>:** There is no significant relationship between Brand management and digital marketing platforms

**H<sub>1</sub>:** There is significant relationship between Brand management and digital marketing platforms

**Table.4. The relationship Between Brand management and digital marketing platforms**

Particulars	F-Value	Df	Significance
Pearson Chi-Square	9.436 <sup>a</sup>	16	.894
Likelihood Ratio	10.258	16	.853
Linear-by-Linear Association	.013	1	.911

N of Valid Cases	150		
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**Source:** Primary Data

From the table.3 reported tests were applied to find out the significant relationship between Brand management and digital marketing platforms. The  $p>0.05$ , the Null hypotheses have been accepted, so there is a no significant relationship between the Brand management and digital marketing platforms

## **10. CONCLUSION**

These days, the majority of people don't have time to go shopping, so they have to acquire their own needs and requirements in online route or in digital platforms. Considering the significance of the influence that branding strategies has on consumer buying behaviour, digital marketing has revolutionized how companies communicate with their consumers by offering more chances for interaction and personalization. Additionally, it has given consumers more information increasing the importance of consumer fulfilment and trust. consumer buying behaviour and general success are likely to significantly improve for businesses that prioritize brand management through digital marketing platforms. The main purpose of this study was to investigate the influence of brand management on consumer's behavior and identify effective platforms for businesses in Chennai city. customers. The results of the study showed brand management has a significant and positive impact on customer buying behaviour. However, companies marketing personal care products should implement branding strategies such as brand positioning, reputation and brand equity to create trust, influence their purchase decisions and retain them in the competitive industry.

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