

BRAND IMAGE OF CONSUMERS TOWARDS E-COMMERCE COMPANIES

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ABSTRACT

This research paper mainly focuses on brand image of consumer towards e-commerce companies like Amazon, Flipkart and Snapdeal. Nowadays online consumer are increasing and penetration of internet and smart phones in rural areas are also increasing. So, for the e-commerce companies it is essential to understand various factors that affect brand image and consumer satisfaction. For this research paper total 500 respondents have filled structured questionnaire in the Gujarat. Analysis of primary data conducted on SPSS software. Regression analysis conducted for Amazon, Flipkart and Snapdeal. After analyzing age and gender wise data, overall satisfaction among consumer is highest among Amazon than Flipkart and least in Snapdeal. This study attempts to apply the concept of brand image to the e-commerce companies setting by addressing differential consumption decision-making process. In addition, different gender and age groups reveal unique preferences and consumption patterns.

Keywords: Brand Image, E-commerce, Online Shopping and Customer Satisfaction.

Introduction

The brand image of e-commerce consumers is complex and multifaceted in nature. Brand image shaped by various factors and individual experiences. Convenience, accessibility, competitive pricing, variety and innovation, personalization and recommendations, transparent and information. According to Keller and Aaker, a brand is typically defined as a name, sign, symbol, or design, or a combination of these, for a particular good or service that sets it apart from its rivals. For many online retailers, considered their company names as brands. In other words, the service an online shop offers serves as a representation of the brand that sets it apart from rivals. In the online shopping context, consumers would evaluate the e-commerce websites' information or characteristics, such as corporate reputation and trustworthiness, and brand names, when they decide to make a purchase. Therefore, an e-commerce website with a strong brand name may be able to attract new customers who are looking for good buying experience. For example, because a certain e-commerce company has a strong and positive brand reputation, some online shoppers choose to continue with it and make repeat purchases there. As a result, this study treated the e-commerce website as a brand that sets it apart from competitors' offerings in terms of features and services. Consequently, the purpose of this study was to find how consumers' perceptions of e-commerce brands influence their purchasing decisions and buying behavior.

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Literature Review

K. Rama Mohana Rao & Chandra Sekhar Patro (2016) analyzing the various factors influencing of consumer perception towards online shopping, they found main six factors found like convenience, reliability, price benefit, delivery, website design and responsiveness. The research was carried out with structured questionnaire and with 280 no of respondents.

Abhijit Mitra (2013) has concluded in his research about e-commerce and said it is a disruptive innovation that changing the traditional way of doing business and e-commerce industry in India has huge potential for growth. This research paper also identified some barriers to the e-commerce like payment collection, logistics, vendor management and taxation.

Sabah M. Al-Najjar & Maha K. Jawad (2016) researched perceptions of an Iraqi citizen about e-commerce, and their readiness to do adopt for their purchase. The research identified some barriers like e-payment system, technological, cultural and trust factors in Iraq. Very important variable identified during the sample surveyed is the perceived privacy.

Dr. Rakshita Puranik & Dr. Alok Bansal (2014) researched about consumer perception of internet users' towards e-shopping. Following factors are identified after primary research relevant information, trust worthiness, prior experience, instant review, product delivery and transparency and image of seller. This research will also guide for further detail investigate the impact of independent variable on e-shopping.

Angel Herrero Crespo & Ignacio Rodriguez del Bosque (2010) the study identified the influence of product perception, shopping experience, information provided or the level of risk perceived while B2C e-commerce. The conclusion shows that perceived risk, subjective norm and attitude towards e-commerce are the main three factors that affect the decision to buy from electronic retailers.

Research Objectives

- To study brand image of consumer towards E-commerce.
- To discover important variable that impact brand image of consumer.
- To identify role of demographic variable in overall consumer satisfaction.

Sampling Element

All individuals who are using E-commerce services of Amazon, Flipkart and Snapdeal in the state of Gujarat have been identified as sampling elements.

Sampling Design & Data Collection

- Sample Size: 500
- Sampling Method: Convenient Sampling
- Data type: Primary Data
- Data collection Tool: Structured Questionnaire

Data Analysis

- **Regression Analysis**

Brand Image Variable	Amazon	Flipkart	Snapdeal
	Sig.	Sig.	Sig.
Trustworthy	0.026	0.012	0.213
Friendliness	0.376	0.090	0.064
Sincere	0.085	0.022	0.417
Ethicalness	0.486	0.318	0.176
Honest	0.061	0.020	0.062
Success	0.384	0.899	0.032
Leading	0.009	0.096	0.002
Reliability	0.181	0.143	0.271
Strong	0.000	0.000	0.000
Intelligent	0.001	0.025	0.010

- **Mean Analysis**

Brand Image Variable	Amazon	Flipkart	Snapdeal
	Mean	Mean	Mean
Trustworthy	3.72	3.47	2.81
Friendliness	3.60	3.48	3.31
Sincere	3.63	3.47	2.95
Ethicalness	3.34	3.32	3.27
Honest	3.62	3.43	2.96
Success	3.61	3.59	3.38
Leading	3.84	3.58	2.84
Reliability	3.43	3.45	3.31
Strong	3.91	3.67	3.00
Intelligent	3.77	3.57	3.01

- **Age*Satisfaction Analysis**

Overall satisfaction [Amazon]						Total
Age	SD	D	N	A	SA	
<18	7	5	23	16	17	68
19-35	30	21	81	121	146	399
36-50	2	0	6	16	6	30
>50	0	0	1	0	2	3
Total	39	26	111	153	171	500
Overall satisfaction [Flipkart]						Total
Age	SD	D	N	A	SA	
<18	2	9	19	15	23	68
19-35	25	26	99	158	91	399
36-50	2	2	7	17	2	30
>50	0	0	1	0	2	3
Total	29	37	126	190	118	500
Overall satisfaction [Snapdeal]						Total
Age	SD	D	N	A	SA	
<18	5	5	40	14	4	68
19-35	32	32	205	84	46	399
36-50	3	3	17	7	0	30
>50	0	0	1	1	1	3
Total	40	40	263	106	51	500

- **Gender*Satisfaction Analysis**

Overall satisfaction [Amazon]						Total
Gender	SD	D	N	A	SA	
Male	31	20	72	99	108	330
Female	8	6	39	54	63	170
Total	39	26	111	153	171	500
Overall satisfaction [Flipkart]						Total
Gender	SD	D	N	A	SA	
Male	24	27	76	131	72	330
Female	5	10	50	59	46	170
Total	29	37	126	190	118	500
Overall satisfaction [Snapdeal]						Total
Gender	SD	D	N	A	SA	
Male	28	29	159	83	31	330
Female	12	11	104	23	20	170
Total	40	40	263	106	51	500

Findings

- Regression analysis suggest that Amazon is leading, trustworthy, strong and intelligent brand. Flipkart is sincere, honest, trustworthy, strong and intelligent brand. Snapdeal is success, leading, strong and intelligent brand.
- In mean analysis Amazon brand is leading in almost all variables. Flipkart is leading brand in reliability variable. Snapdeal mean analysis is observed very less impactful in almost all parameters.
- Age*Satisfaction analysis suggest that Amazon is having highest satisfied consumer than Flipkart. Snapdeal is having lowest satisfied consumers.
- Gender*Satisfaction analysis is in favour of Amazon. Than Flipkart and lest favourable brand is Snapdeal.

Conclusion

Based on analysis result suggest that Amazon is having good brand image than Flipkart and Snapdeal. Flipkart is second rank brand after Amazon and Snapdeal is third preferred brand among consumers. So, E-commerce companies like Amazon, Flipkart and Snapdeal can enhance their shopping experience for their consumers. Later on companies can frame their strategies for attracting more number of consumer and converting them to their loyal consumers.

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