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BRAND IMAGE IN DIGITAL MARKETING WITH SPECIFIC REFERENCE TO MARUTI SUZUKI-AN ANALYTICAL STUDY

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ABSTRACT

Brandimage is the key factor in consumer purchase of a product. Because branded product provides them satisfaction to their mind, status, specified quality and long lasting. The presentstudy analysis the Effect of Brand Image on Consumer Preference with Reference to Youth in Villupuram. Simple random sampling method was used to collect data from a sample size of 50 consumers belonging to different categories. A well-structured questionnaire, developed in Liker scale was administered among the selected consumers. Statistical Packagefor the Social Science (SPSS) was used for conducting various parametric tests such as Frequency analysis, Cross Table analysis and one way Enova test for data analysis andinterpretation. Secondary data was collected from books, journals, and website.

With regard to the frequency of buying the branded products, 52.8% of the respondents buy the branded product only when quality is important as against 21.8% who always buys the branded products. With regard to the use of branded and unbranded products, 35.8% of the respondents have an equal proportion of 50:50.

Key terms: Customer's satisfaction, Car & Two Wheeler, Performance indicators.

INTRODUCTION

Equity as it conveys the worth of the brand to the consumer's kotare (2001). Defined image as "the set of belief, ideas, and impression that a person hold regarding an object. So when we talk about brand image, it is about mental representation of the brand based on individual consumer's beliefs, idea and impression. It is perceived differently by both consumers and organization. The way consumer or the target audience of the brand views or interprets is known as perceived image while the other is the desired image, which is the way company wants to position its brand matching to consumer's perceived image. A brand awareness is a brand image merchandise, quality, and value within in the mind of the client. How much the client knew concerning the feature of that brand. but, the Clint typically purchases those products that have an honest image in the mind of customers.

REVIEW OF THE LITERATURE

M.SHIRISHA (2018): Has stated that digital marketing is the fastest e-commerce solution available. we can buy or sell fast in this marketing strategy. you can reach out maximum audience or customer with help of digital marketing and you can do that fast. it really plays an important role in Morden commerce system this system makes our business faster and more accurate.

KINGSNORTH (2017): Shared that digital marketing and business strategy are concepts that should be integrated and grow together. future research into specific digital marketing strategies would be a valuable contribution to the field of digital marketing and current body of work.in-depth qualitative and quantitative analysis would provide supporting evidence of the effectiveness or ineffectiveness of specific strategies.

CAIT LAMBERTON AND ANDREW T. STEPHEN (2016): Explain about how the technology has transformed over the decade. The study aims to identify the influence of digital marketing on consumer self-expression and communication. From analysing the articles, the study derived three eras as 1. digital media shapes and facilitates buyer behaviour, 2. consumer shape, 3.ageof social media.

CHRISTIAN HOFFMANN AND LISA WEITHALER (2015): Examine the

transformation of brand identity into positive brand reputation. The study of focuses on how consumer perception is influenced by online communication channels and does help the consumer in the decision making process towards the particular brand. The find out the brand reputation elements are differentiation, trustworthiness, recognisability, willingness-to-support, responsibility, reliability, and credibility. These elements are interconnected for the consumer perception towards a drain the digital era.

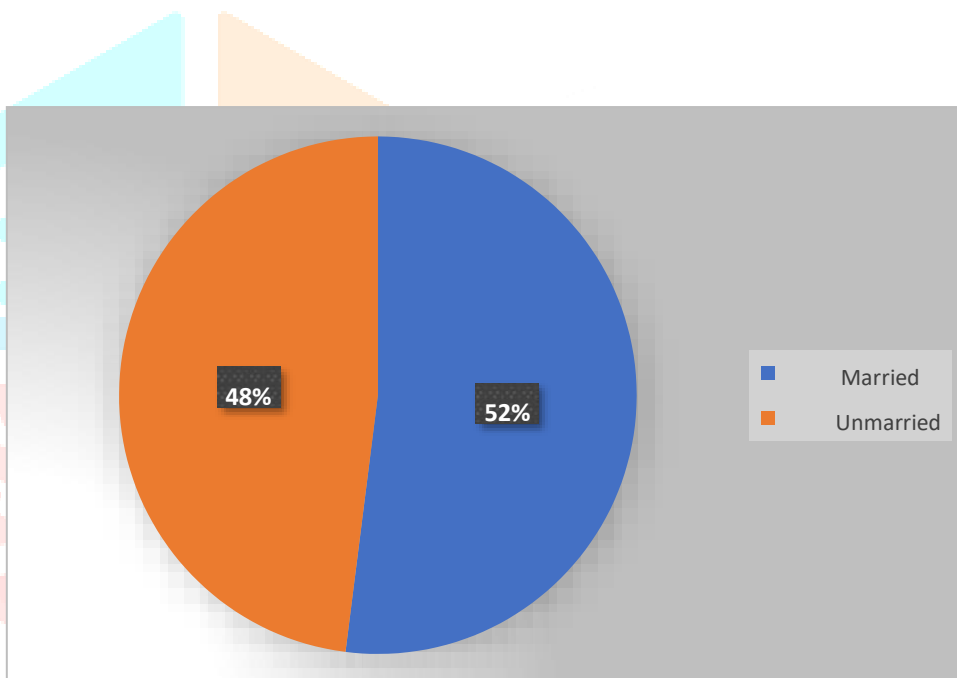
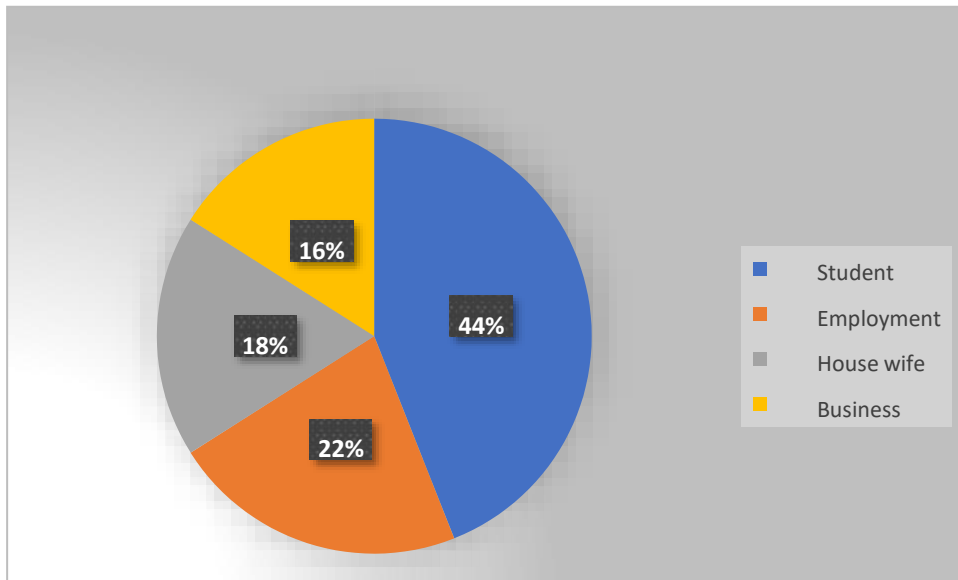
NAN FENG (2014): In his study explains the necessity for building the strong brand among the customer. The four factor of brand positioning, the brand name selection, brand sponsorship, and brand development. These four factors have positive impact on building a strong brand and highlight the brand development process which can be done through line extension, brand extension, multi- brands, or new brands.

OBJECTIVES OF THE STUDY:

- To study the awareness level of Suzuki brand in Villupuram.
- To identity the factors that dominates most to buy Suzuki product.
- To evaluate and analyses why Suzuki brand attracts the most toconsumer.

STATISTICAL TOOLS USED

- Percentage analysis



DATA ANALYSIS AND INTERPRETATION

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1.	GENDERS		
	MALE	28	56
	FEMALE	22	44
2.	AGE		
	BELOW 20	18	36
	20-30	23	46
	30-40	7	14
	40-60	2	4
	ABOVE 60	0	0
3.	OCCUPATION		
	STUDENT	22	44
	WORKING PROFESSION	10	20
	BUSINESS MEN/WOMEN	14	28
	FARMER	0	0
	OTHERS	4	8
4.	INFLUENCE		
	TELEVISION	6	12
	FRIENDS	18	36
	INTERNET	10	20
	FAMILY	8	16
	NEWSPAPER	8	16
5.	APPEARANCE		
	STRONGLY AGREE	25	50
	AGREE	17	34
	NEUTRAL	8	16
	DISAGREE	0	0
	STRONGLY DISAGREE	0	0
6.	REPUTATIONS		
	RANK 1	8	16
	RANK 2	6	12
	RANK 3	14	28
	RANK 4	11	22
	RANK 5	11	22
7.	MILEAGE CAPACITY		
	STRONGLY AGREE	20	40
	AGREE	22	44
	NEUTRAL	5	10
	DISAGREE	1	2
	STRONGLY DISAGREE	2	4
8.	USER FRIENDLY		
	STRONGLY AGREE	13	26
	AGREE	22	44

	NEUTRAL	14	28
	DISAGREE	0	0
	STRONGLY DISAGREE	1	2
9.	QUALITY		
	STRONGLY AGREE	22	44
	AGREE	23	46
	NEUTRAL	4	8
	DISAGREE	1	2
	STRONGLY DISAGREE	0	0
10.	MULTI FEATURED AND REASONABLE PRICE		
	STRONGLY AGREE	23	46
	AGREE	15	30
	NEUTRAL	11	22
	DISAGREE	0	0
	STRONGLY DISAGREE	1	2

SOURCE: PRIMARY DATA

INTERPRETATION:

From the above table 56% of respondents are male's members. 46% of respondents are above 20-30 age people. 44% of respondents are students. 36% of respondents are influenced by friends. Maximum 50% of respondents are strongly agreed the appearance. 28% of reputations in third rank. maximum 44% of respondents to mileage capacity. 44% of respondents are user friendly. 46% of respondents are agreed the quality. 46% of respondents are strongly agreed the price.

CONCLUSION

Industrial sector is the Secondary sector which supports the growth of the economy. So, it is necessary to understand the customer satisfaction that alone helps to have long survival of the business. From the study of Maruti Suzuki Cars and Two Wheelers segment had satisfied 100% to the respondents' customers. Most of the respondents feels that the appearance of the Maruti Suzuki is better.

WEBSITE:

- <https://www.researchgate.net/publication/321126521> A Study on the Effect of Brand Image on Consumer Preference with Reference to Youth in Bengaluru City Presentation in the International Conference
- <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/7351-brand-image.html>
- https://www.academia.edu/37238714/INFLUENCE_OF_DIGITAL_MARKETING_ON_BRAND_BUILDING
- <https://theintactone.com/2019/03/07/mm2-u2-topic-14-advantage-and-disadvantage-of-branding/>
- <https://marketbusinessnews.com/financial-glossary/brand/>
- https://www.google.com/url?sa=t&source=web&rct=j&url=https://m.economictimes.com/definition/brands/amp&ved=2ahUKEwi53uiSyZT7AhWxF7cAHczCC2wQFnoFCIcBEAE&usg=AOvVaw1imDeQqWvQWhEpWQo_-CVp