



BRAND AWARENESS AND BRAND CONSUMPTION PATTERN OF RURAL CONSUMER

MIDIUM GEETHA*, M. GOPINATH**

PG SCHOLAR*, ASSOCIATE PROFESSOR**

DEPARTMENT OF MBA, SAI SPURTHY INSTITUTE OF TECHNOLOGY, B-GANGARAM,
SATHUPALLI. 507303

ABSTRACT: The online shopping portal today has become one of the biggest market. These on online portals now target the consumers using various strategies and one of them is having a known celebrity as their brand ambassador. Our research paper is based on a survey regarding how these brand ambassadors affect the buying behaviour of the consumers on various online portals. The survey plays a crucial role in identifying the need for having a brand ambassador for such online portals and this report can be used by different online portals in future to understand if there is a need of brand ambassador for their respective online portals

INTRODUCTION:

For many consumers, film and TV stars, athletes, pop stars, the royal family, chefs and business tycoons serve as arbiters of taste, morality and what public thinks which has a direct impact on consumers buying behaviour. Celebrities range globally from A-listers to reality TV stars who becomes an overnight success through appearing in various shows such as Big Boss, MasterChef or on MTV. Companies exploit the power of celebrities and employ them to advertise just about everything. As famous celebrities are

instantly recognizable and easily attract consumer interest, they can attract the attention of the consumers in a way that no other type of advertising can. As long as the celebrities don't have a bad image, he or she can help to lend credibility to a brand and can influence the way it is perceived. Consumers believe that if a star is endorsing the product, it is good enough for them. A web portal is a designed web page that brings information together from various sources in a uniform way and with the help of these web portals various



companies have started online portals for shopping purposes may it be clothes and apparel, electronics, home & kitchen appliances, sports&auto products and many more. Now day's consumers have so many choices of portals to shop from and due to various factors and reasons consumers prefer to shop online instead of personally going down and buying the product from the retailers. Over the years the players in the online portal market and adapted various strategies in order to survive in the extreme tough competition from their competitors and to attract the customers and one of the most important strategies getting celebrities to become the brand ambassador for their portals.

Aamir Khan has roped in as brand ambassador for Snapdeal, AskmeBazaar appointed Farhan Akhtar as brand ambassador, and various such portals appoints brand ambassadors in order to catch consumers attention to attract them so they shop from respective portals.

RESEARCH OBJECTIVE:

The objective of our research was to understand the consumers buying behaviour with respect to the various brand ambassadors on online portals. In order to determine if brand ambassador of various shopping portals help them choose the portal they want to shop from and what are

the various other factors that influences them to choose the portal to shop from.

- If the consumers above 25 years of age are more likely to be influenced by brand ambassador.
- To determine whether consumers are influenced by good advertisements or brand ambassadors.
- If they recall of brand ambassador for different portals is independent of Gender.
- If consumer buying behavior is influenced by the contest held by brand ambassador on online portal.
- No. of hours spend on portals by respondents is less than 2 hours.

RESEARCH METHODOLOGY:

Research types: The type of research used in this report is mainly of the formal and quantitative type.

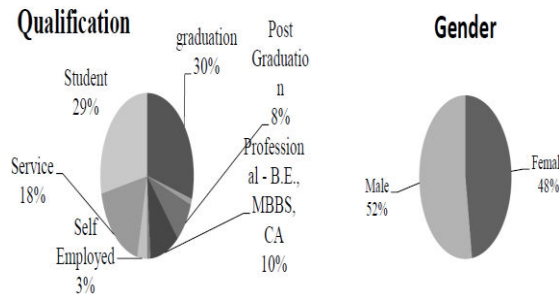
Data types and sources: For this paper two types of data i.e. Primary and secondary data. Primary was based on the responses received from questionnaire prepared and secondary was based on the various internet sources.

Sample size: We sent out invitations on social media and apps from which we received 82 responses of which we rejected 38 responses were rejected due to incomplete response.

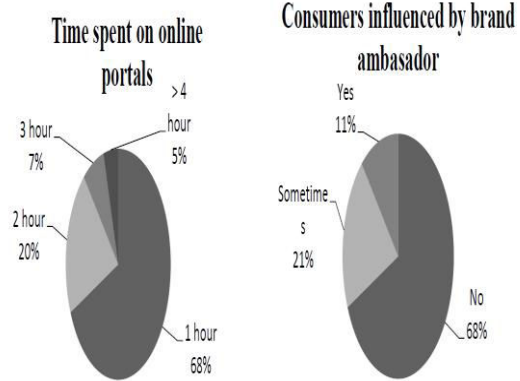
Analytical test conducted: the tests used to analyse the data were the T-test (test of means), P-test (test of proportion), and chi-test (test of independence).

to the analysis the majority age group is between 15-25 years of age.

DESCRIPTIVE STATICS:



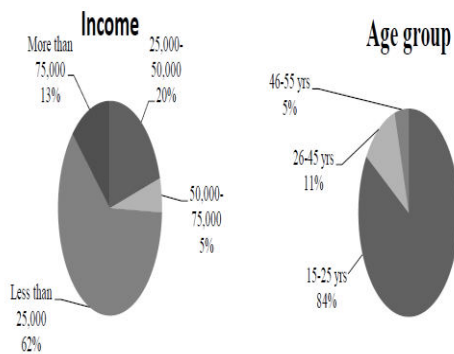
Qualification: According to the analysis majority responses are of graduate (30%), student (29%) and service (18%). **Gender:** The responses include 48% of females and 52% of males & hence we can say the response is not bias towards any gender.



Time spent: According to the analysis majority respondents spend less than 2 hours on online portals. **Influenced consumers:** 68% of the consumers are not influenced by the brand ambassadors.

CONCLUSION:

We can say from our findings that out of the whole sample few of them are influenced by the brand ambassadors of the online portals. The majority of online portal users are students and working class group. The age group which uses the online shopping portals are between 21 to 35 years of age approximately. The average time spent by the users on online portals is less than 2 hours. The consumers are more influenced by the offers and discounts available on the online portals. Although the trust factor improves due to the brand ambassador of an online portal.



Income: According to the analysis 62% of the consumers hold less than Rs.25,000 per month. This means they have less disposable income. **Age group:** according



BIBLIOGRAPHY:

www.business-standard.com

<http://indiatoday.indiatoday.in>

www.euromonitor.com

www.linkedin.com

www.google.co.in

www.facebook.com

www.askmebazaar.com

www.snapdeal.com

www.flipkart.com