

A STUDY ON ONLINE BRAND BUILDING TOWARDS ALLWIN TECHNOLOGIES AND SERVICES

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

VIJAY.G
Register No.40410194



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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AICTE

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **VIJAY.G 40410194** who carried out the project entitled “**A Study on online brand building at Allwin technologies and services**” under my supervision from January 2022 to March 2022.

Dr.M.LAVANYA.MBA.M.Com.,M.Phil.,Ph.D.,

Internal guide

External Guide

Dr. BHUVANESWARI .G
Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **VIJAY.G (40410194)** hereby declare that the Project Report entitled “**A Study on online brand building at Allwin technologies and services**” done by me under the guidance of **DR.M.LAVANYA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:
VIJAY.G

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I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

VIJAY.G



Date: 20.12.2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. G.VIJAY (Reg no: 40410194)** a student of **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY**, Chennai studying MBA course is permitted to do his project in our organization. Duration from December 2021 to February 2022.

We wish all the very best for his future endeavours.

For Allwin Technologies & Services


Nathan .N
HR Manager



Date: 02.02.2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. G.VIJAY (Reg no: 40410194)** a student of **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY**, has undergone the project work titled, **“A STUDY ON ONLINE BRAND BUILDING SERVICES AT ALLWIN TECHNOLOGIES AND SERVICES.”** in our Organization, from 20th December 2021 to 02nd February 2022. During the period of the study and observation in our organization on his conduct was good.

We wish all the very best for his future endeavours.

For Allwin Technologies & Services

Nathan .N
HR Manager



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ABSTRACT

Online purchase and Brand building on the Internet are new business activities, and they have acquired a new dimension, with approaches are totally different from ones of the traditional industries. Online companies have different client base. They make promotion and advertisement strategies in different ways. They have different access to brand building strategies. Digging up and scrutinizing the way how a start-ups can build a successful brand name on Internet is the main purpose of this dissertation.

The study concentrates on the field of Allwin Technologies and Services, the significance of brand name and how to build up a successful brand. The study also shows the perception and awareness of people towards some brand names, and which brand they want to deal with most. The study reveals the Allwin Technologies and Services “chance of viability in the market to tap the potential customers and to increase their market share, as well as its position in the customers: mind. During the study, I tried to find out the potential customers and collect relevant information, as well as to analyse the information that may help brand building companies to formulate their brand building strategies in accordance with customers’ mind and perception, therefore contribute to their market share increase in the future.

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CHAPTER-1

INTRODUCTION

1.1. INTRODUCTION

In the past, they competed by price. At present, they are competing by quality. In the future, they will compete by brand name. Especially, within the Dotcom industry, a well-known and recognised brand is a skeleton key to the gate of success. Building up a successful brand name is synonymous to surviving the market.

Online purchase and Brand building on the Internet are new business activities, and they have acquired a new dimension, with approaches are totally different from ones of the traditional industries. Online companies have different client base. They make promotion and advertisement strategies in different ways. They have different access to brand building strategies. Digging up and scrutinizing the way how a start-ups can build a successful brand name on Internet is the main purpose of this dissertation.

During the last seven years, the world has eyewitnesses the fierce wax and wane of the Dotcom industry, from the fledging period of 1995, with the appearance of Amazon and AOL, to the zenith of Dotcom industry in 1999, and the nadir of 2000, when Boo.com and Goodsonline.com came into bankruptcy, and the newest resurrection of Dotcom industry since 2002, with Yahoo and eBay's profit recovery.

Recently, more than a dozen new cyber companies (e.g.: Vnemart.com, Baazee.com, Jo ATS tark.com) either promoted by the banks or private industrial houses have come into existence with the hope of regaining the glamorous past to the industry. Looking at the future, one cannot ignore the fact that Dotcom is still the industry of the future, with all promises and expectations one can hope.

WHAT IS A BRAND?

“A mixture of tangible and intangible attributes symbolised in a trademark, which, if properly managed, creates influence and generates value” This definition truly captures the essence of a brand, and highlights the importance of brand management.

Branding is about creating “value”, both for customers, and for the company. This value stems from the products and services that companies create and bring to the market, but extends further to encompass added values derived from factors such as the brand-customer relationship, the brand's emotional benefits and its self-expressive benefits.

THE LAYERS OF A BRAND

At the most basic level, customers buy products to meet certain functional needs. However, most products and services cannot survive on functionality alone as this is usually matched in time. The most common barrier to competition is building a brand.

1. The Basic Brand

The basic brand consists of the “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors”². Essentially, this should support the offering's performance and differentiate the brand from those of competitors.

2. The Augmented Brand

Successful companies seek a competitive edge through the enlargement of the core product or service, with supplementary products and services (e.g. information, quick delivery) that enhance the customer's total purchasing and use experience. These products and services add value and make the offering much more difficult for competitors to emulate.

3. The Potential Brand

A brand achieves its potential when added values are so great that customers will not willingly accept substitutes, even when the alternatives are substantially cheaper or more readily available (e.g. Coca-Cola, Kodak, Levi's).

1.2 INDUSTRY PROFILE

E-learning India

The fact that India's current educational infrastructure cannot meet the current and future needs of the country is well known. Despite having more than half the population under 25 years of age, India is expected to face a shortage of 250 million skilled workers by 2022. Additionally, traditional education has failed to metamorphose in order to be relevant for today's rapidly changing requirements. The rate of advancement of technologies and resulting opportunities is much too rapid for traditional programs and curriculum to keep up. Besides, there is a whole world of skills that are not even in the purview of the traditional education system (Arts, hobbies, soft skills, etc). eLearning will play a big role in helping bringing a step change to our education problem.

Digital India and the Role of E-Learning

As of 2015, India is already the second largest market for eLearning after the United States. The sector is expected to reach \$1.29 billion (\$40 billion by some uber-optimistic estimates) by 2018, growing at 17% CAGR. This is expected to be faster than the global growth by a factor of 2x. Yet, the E-learning industry is still in its infancy in this country.

This opportunity is more real than ever before with the 'Digital India' initiative. According to a recent McKinsey report, the incremental impact of this initiative (if executed well) is 20-30% increase in GDP by the next 10 years.

Looking Forward

India internet users expected to touch 500 million by 2017 of which nearly 2/3rd is expected to be on mobile. this time several improvements are also expected to happen in the network infrastructure and backbone for content delivery. Aided by these and the critical need, eLearning in India will see tremendous growth. It will be driven through corporate and direct consumer adoption followed by government led initiatives.

Expanding E-learning

The rapid increase in internet connectivity has been an important catalyst for the growth of E-learning. A robust internet ecosystem, with a multitude of local and global players, will help online learning make further inroads. The five-year CAGR is estimated to be 7.6%, so revenues should reach \$51.5 billion by 2016. While the aggregate growth rate is 7.6%, several world regions have higher growth rates. The highest rate is in Asia at 17.3%, followed by Eastern Europe (16.9%), Africa (15.2%) and Latin America (14.6%).

According to another report, India's online education market size is set to grow to \$40 billion by 2017 from the current \$20 billion. India has one of the largest education systems in the world with a network of more than 1 million schools and 18,000 higher education institutions.

Aspects of E-learning

Although the foundation of education is still reading, writing and arithmetic, today's students need broader education. So, what can E-learning deliver?

Live instruction: Certain curricular may require specialized instructors. By using live broadcasts, these instructors can remain in one location and provide instruction to many students in other locations.

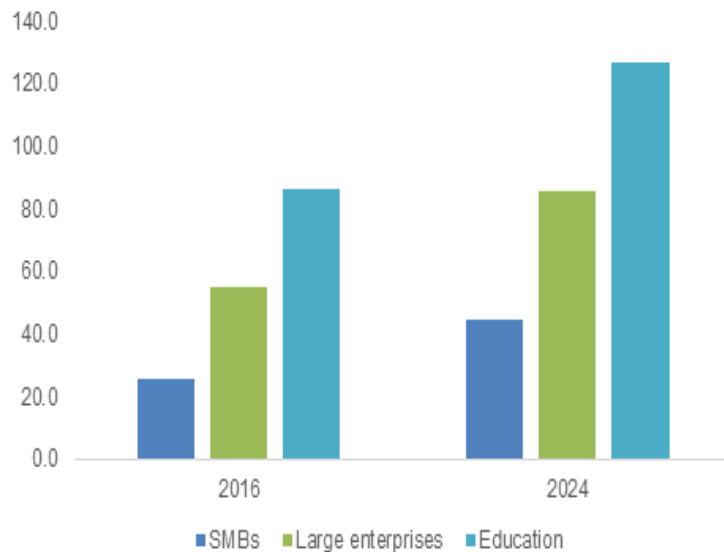
Self-learning: Computer-based training or self-paced learning is common in higher education and trade-oriented learning. Kiosks to support this may be located close to under-served areas where populations already work.

The VSAT advantage

Satellite broadband, typically VSAT (very-small-aperture terminal), is ideally suited to bridging this gap. In the past, satellite connectivity was typically thought of as too expensive, too slow and not reliable. With the advent of high throughput satellites (HTS) and advances in radio technology, the cost and reliability of satellite connectivity has made it an attractive option.

Industry Trends

E-learning Market size was estimated at over USD 150 billion in 2016 and is predicted to grow at over 5% CAGR from 2017 to 2024.



Increasing adoption of training solutions in the corporate landscape, irrespective of their industry vertical, is a major factor promoting the E-learning market growth. A companies' employee base can avail training experience that are customized to suit their learning speed and ability and improve information retention through an interactive and rich media learning experience. Owing to their benefits, government of various economies, such as in India and Brazil, have undertaken initiatives and programs to increase the access of the local population to such technologies. E-training and online education apps require constant internet connection to function effectively.

E- Market, By Application

The corporate E-learning market can be segregated by size to include SMBs and large institutions. This software allows the organization to train their employee base in a variety of areas, ranging from sensitivity to technical skill training. In May 2016, Infosys Ltd. announced that it had entered an agreement with Udacity Inc., Coursera Inc., and EdX Inc, to training their personnel on AI powered technologies.

E-Market, By Technology

Online solutions continuously collect the user information and gives a customized feedback of the user's performance. Furthermore, the students can immediately connect to a tutor or service provider in case of any issues. Mobile E-

learning market segment is anticipated to witness growth owing to the increase flexibility and the ability to access from multiple devices..

E-learning market, By Provider

The content providers in the E-learning market is projected to grow owing to the rising demand for the online learning content as it is readily available for usage on a variety of platforms. Furthermore, content packages are set as per the requirements of the curriculum and can be conformed to suit the needs of the end-users.

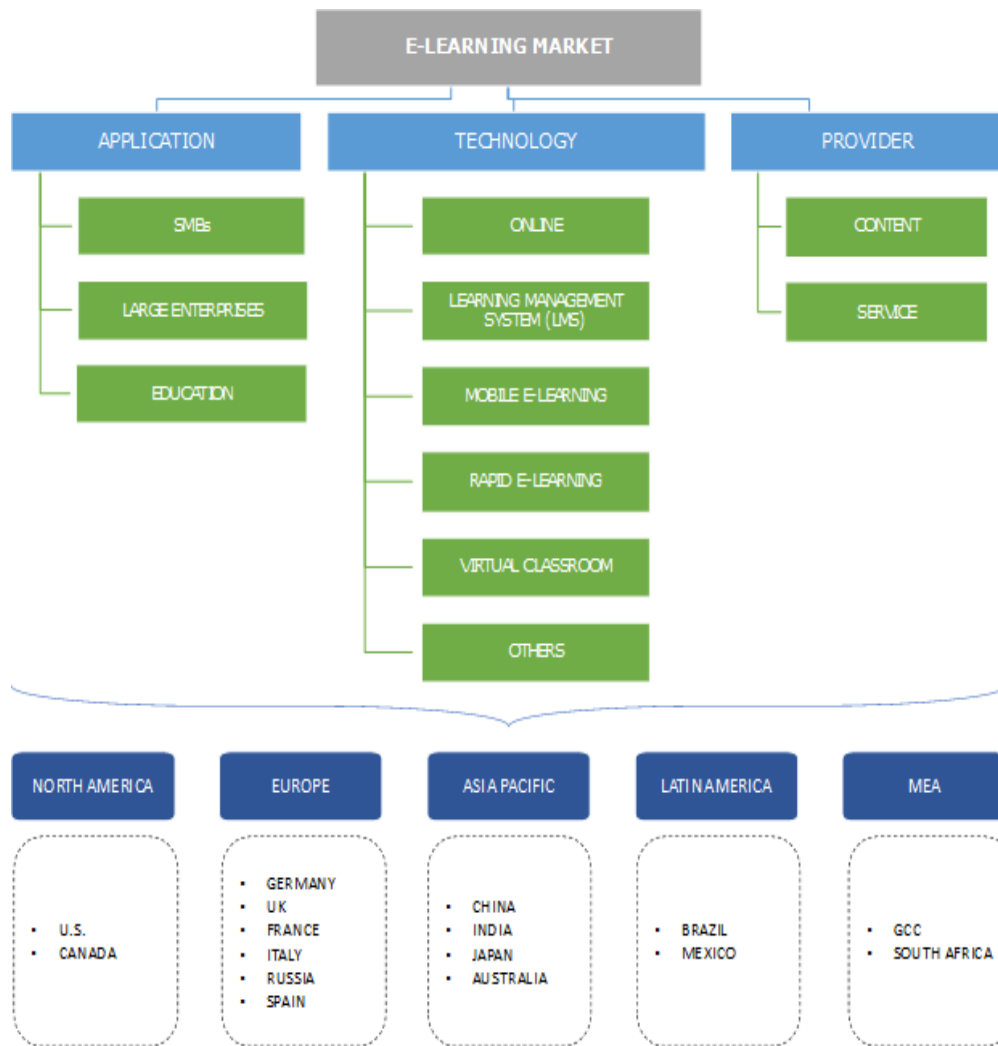
E-learning Market, By Region

The U.S. E-learning market is expected to lead the global industry, owing to the rising penetration of corporate training programs in the region. The high application of advanced technologies, video content, and gamification is anticipated to drive the demand.

For instance, the HRD Ministry of Government of India has launched NPTEL, an eLearning initiative for courses in engineering, science, and humanities streams.

Competitive Market Share

The vendors in the E-learning market include McGraw Hill, Oracle, Desire2Learn, Apollo Education Group, Adobe systems, Net Dimensions, Cisco Systems, Pearson, Coursera, HealthStream, SAP, Udacity Inc., Coursera Inc., Skillsoft, Cornerstone, and EdX Inc. The ecosystem is characterized by intense competition among the existing players. For instance, in January 2017, Udacity Inc. acquired Cloud Labs for the improvement of the collaborative coding environment.



E-learning enables students separated over a large geographical area and that have limited learning opportunities to have access to tutoring and education on a wide range of subjects including healthcare, engineering, and others.

GLOBAL MARKET

Global E-learning market, which was over a \$90 billion market last year, is the fastest growing market in the education sector. Indian E-learning industry is set to reach \$1.29 billion by FY 2018 with the E-learning content market expected to grow at a CAGR of 18.4% from FY 2014-FY 2018.

For start-ups in E-learning space to flourish, for the adoption of E-learning in schools and by massive consumer base, for capital to be poured in this space and for the whole industry to mature, one must understand the hassles and problems of the industry. In this highly interwoven E-learning market.

1.3 COMPANY PROFILE

ATS At a Glance!

Since its inception some two decades ago, ATS has combined new media technology with creativity and technical excellence to ensure optimum results for its clientele.

By creating a seamless harmony of new media with content and design, the team at ATS comes up with engaging and interactive experiences and solutions that are business-centric, integrate into our clients' workflow and help build their businesses.

The ATS advantage

1. Client Focus:

ATS understands the unique and individual needs of each of its clients. We listen, understand, blend with your business and work with you as a partner. In the process, we develop solutions that will fit your business to a tee.

2. Reliability:

Over the years, the ATS has built strong and valuable relationship with its clients by delivering innovative solutions at the right time.

3. End-to-End Solution:

As a service provider, we take the responsibility of delivering products as a complete package, in terms of hardware, software and technical support.

4. Adaptability:

In course of our work, we take efforts to understand the futuristic technologies and prepare ourselves to adapt to new changes in the industry in terms of workforce and product delivery.

VISION, MISSION

Vision

"To be the E-learning technology partner of choice for forward looking customers by collaboratively transforming technology into business advantage.

Mission

"We will be the employer of choice and the partner of choice by focusing on our stated values of Employees First, Trust, Transparency, Flexibility and Value Centricity."

OUR SERVICES

- Search engine optimization
- Promotional services through social media
- Maintenance on periodical basis

SEO (SEARCH ENGINE OPTIMIZATION)

SEO stands for "search engine optimization." It is the process of getting traffic from the "free," "organic," "editorial" or "natural" search results on search engines.

All major search engines such as Google, Bing and Yahoo have primary search results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn't involved, as it is with paid search ads.

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers. SEO may target different kinds of search, including image search, video search, academic search, news search, and industry-specific vertical search engines. SEO differs from local search engine optimization in that the latter is focused on optimizing a business' online presence so that its web pages will be displayed by search engines when a user enters a local search for its products or services. The former instead is more focused on national or international searches.

As an Internet marketing strategy, SEO considers how search engines work, the computer programmed algorithms which dictate search engine behavior, what people search for, the actual search terms or keywords typed into search engines, and

which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, adding content, doing HTML, and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic. By May 2015, mobile search had surpassed desktop search. In 2015, it was reported that Google is developing and promoting mobile search as a key feature within future products. In response, many brands are beginning to take a different approach to their Internet marketing strategies.

PROMOTIONAL SERVICES THROUGH SOCIAL MEDIA

Social media marketing (SMM) refers to techniques that target social networks and applications to spread brand awareness or promote particular products. Social media marketing campaigns usually center around:

- Establishing a social media presence on major platforms
- Creating shareable content and advertorials
- Cultivating customer feedback throughout the campaign through surveys and contests

Social media marketing is perceived as a more targeted type of advertising and is therefore believed to be very effective in creating brand awareness.

Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services. Social media marketing provides companies with a way to reach new customers engage with existing customers and promote its desired culture, mission or tone. Also known as "digital marketing" and "e-marketing," social media marketing has purpose-built data analytics tools that allow marketers to track how successful their efforts are.

1.4. STATEMENT OF THE PROBLEM

Online brand building is the current trend today. People will continue to use brand building for their business growth because online brand building is one of the easiest ways to market their service to their consumers. Advancement in the information technology through internet makes more people choosing online ways as their purchasing method since it allows easy purchasing and shopping. People who

invent online brand building need to have a different way or method to attract customer to buy their service. This happens because the customer has a different way to make judgements about the product they want to buy. Many things can contribute to the customer purchasing decisions. Whether that factor is relevant or not but it is still depend on the customer itself depending on individual perception toward a service they choose.

Besides that, different level of group or customer also will have a different level of opinion to evaluate what is the factor that can affect brand image towards customer purchasing. Different level of customer might have a different evaluation to make their own purchasing and set their own priority in purchasing habit. Working people may look for a financial part, for example, maybe they are more concern about pricing. Housewives may have their own factors to make their purchasing, same as students. However, today students can be considered as one of the biggest customers who makes online purchasing in online brand building, but a different type of student have their own judgement for making purchasing such as the price of a service, a brand of a service and much more. It all depends on their attitude, lifestyle, the level of income and others.. This research statement shows that the consumer has their own perception and evaluation in determining their purchase decision toward a service they want to buy. The research question is an important part of conducted research and the research objective will be guided and presented as follows.

1.5. OBJECTIVES OF THE STUDY

This project is designed mainly to identify and evaluate the customer's satisfaction level towards online brand building services

- To know the effectiveness of brand building in Allwin technologies and services
- To know the satisfaction level of customers of online brand building services
- To know the satisfaction towards pricing on brand building services of ATS
- To find out the benefits of online brand building over traditional brand building.

1.6. NEED FOR STUDY

The study concentrates on the field of Allwin Technologies and Services, the significance of brand name and how to build up a successful brand.

The study also shows the perception and awareness of people towards some brand names, and which brand they want to deal with most. The study reveals the Allwin Technologies and Services “chance of viability in the market to tap the potential customers and to increase their market share, as well as its position in the customers’ mind.

During the study, I tried to find out the potential customers and collect relevant information, as well as to analyse the information that may help brand building companies to formulate their brand building strategies in accordance with customers’ mind and perception, therefore contribute to their market share increase in the future.

1.7. SCOPE & SIGNIFICANCE OF THE STUDY

To understand what vital role a brand name might play in contributing to the success of a online brand, it will be necessary to understand the context of current issues within the Allwin Technologies and Services and to identify the key points to develop and to concentrate on online brand building within the industry, their brand building strategies, their successes and failures, and lessons from them.

In addition, the survey will be conducted randomly selected customers (respondents) of Allwin Technologies and Services within the city of Chennai.

CHAPTER-2

REVIEW OF LITERATURE

2.1. INTRODUCTION

Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of Internet usage educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of online shopping experiences and are better candidates to be captured in the well known concept of flow in the cyber world (**Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001**). Those consumers using the Internet for a longer time from various locations and for a higher variety of services are considered to be more active users (**Emmanouilides and Hammond, 2000**).

As **Bellman et al. (1999)** mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (**Kwak et al., 2002; Miyazaki and Fernandez, 2001**). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (**Rao et al., 1998**).

Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality.

(Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003).

Investing in consumer satisfaction from the online experience and creating brand or site loyalty are critically important for companies that want to have a long run presence on the Web. There are two approaches taken to induce loyalty into consumers in an online context. One approach is to focus on concrete factors. For example, creating a convenient and well-designed online store and offering secure transactions are the keystones of satisfying e-consumers **(Szymanski and Hise, 2000)**. However, all satisfied consumers do not become loyal. Personalization attempts and increasing the social value of online experiences are very important to make consumers build strong brand relationships in the cyber world. Although **Nunes and Kambil (2001)** argue the opposite, some studies find that personalized Websites and customer communities are highly influential on the consumer brand relationship especially for experienced Internet consumers **(Thorbjornsen, 2002)**. Besides, businesses that can create trust and increase the perceived value of online shopping can turn their satisfied consumers into loyal ones in the e-marketing environment, too **(Anderson and Srinivasan, 2003)**. The online environment accommodates so many opportunities for creating loyalty that even offline offerings can be effectively facilitated with supporting after sale services provided through the Web **(van Riel et al., 2004)**.

The global and continuously interactive nature of the Internet makes it a very fertile platform for performing worldwide online marketing research and both primary and secondary research can easily be conducted through this environment **(Kara kaya and Kara kaya, 1998; Kannan et al., 1998)**. It can be used for capturing personal, environmental, consumer and competitive intelligence through various online data collection techniques as well as applying more current and hi-tech methods such as virtual shop simulations **(Bradley, 1999; Burke, 1996)**. Past research about multimedia computer representations shows that these techniques can realistically represent people, products, and situations **(Urban et al., 1997)** and that dynamic consumer behavior can be tracked just as successfully through computer-simulated environments as real research platforms **(Burke et al., 1992)**, thus, increasing the confidence that can be built in collected data through the online environment.

Sohn and Ahn (1999) showed that consumers' knowledge affects their adoption of ecommerce. **Liang and Huang (1998)** Found that customer's experience an important factor in online purchasing. **Kim and Kwon (1999)** contended that a consumer whose lifestyle is more progressive and assertive in leisure activities use the internet more frequently and searches information through the internet more often. **Limayem, Khalifa et al. (2003)** added personal innovativeness as another personal characteristic in order to online shopping. **Yang and Cho (1999)** examined the impact of consumers' need for cognition, and search objectives on consumer information search through the internet.

Taylor, Strutton, and Thompson (2012), found however, that social media users' message sharing behaviors are also attributed to the need for self-enhancement. When consumers perceive an online advertisement to be consistent with their identity, they are more likely to share the message with others because it is representative of who they are and what they like. Thus, "advertisers should consider the symbolic and self-expression properties of their online ads and match them to targeted consumers' self-concepts" (**Taylor, Strutton, and Thompson 2012, 13**). In other words, the marketing of a company needs to share similar characteristics with its target market's interest. All of the findings from these studies show the significance of CGA and its impact on online marketing.

Viral advertising has become a way in which retailers are marketing and providing more information on their brands or products. A viral approach to online advertising has a major advantage because communication is more targeted to a brand's intended consumer (**Bampo et al., 2008**). This can be attributed to the fact that "viral communication affords the marketer a greater degree of creative license through a message delivery medium that is more intimate and personalized, thereby increasing the likelihood of reaching hard to get audience members" (**Bampo et al. 2008, 274**). Viral advertising is "unpaid peer to peer communication of provocative content originating from an identified sponsor using the Internet to persuade or influence an audience to pass along the content to others" (**Porter and Golan as cited by Chu 2011, 31**). Viral advertising differs from UGC because an identified sponsor is associated with the ad, thus signifying the origin of the ad and who created it.

The technological developments hosted by the Internet make it a fruitful environment for Marketing Communication (MARCOM). There are important differences between online and offline environments as marketing communication media. The Web offers many advantages such as huge amounts and unlimited delivery of information, the ability to target specific groups or individuals, and interactivity (**Yoon and Kim, 2001**). Attitude toward advertising is an investigated topic in marketing. Recent examples really show that Net users have become resistant to banner ads and that click-through rates are dropping (**Koch and Cebula, 2002**). This leads researchers to consider the reasons of what can be called "banner ad blindness" and investigate the effectiveness of alternative communication tools such as e-catalogs (**Prior, 2000**), promotional activities like coupons (**Fortin, 2000**) or more targeted efforts like permission e-mail marketing (**Marinova et al., 2002**). The ongoing interest in topics about online advertising and communications is very beneficial for the advancement of our knowledge about E-marketing.

CHAPTER-3

RESEARCH METHODOLOGY

3.1. METHODOLOGY:

Research methodology is a way to solve the research problems. It may be understood as a science of studying how research is done scientifically. Thus, it is the various steps that are generally adopted by a researcher in studying his research problem with the logic behind them. It has many dimensions & methods, which constitute a part of the research & widens the scope of the research. This time research methodology is framed for the purpose of finding the level of **Customer satisfaction towards Online brand building Services in Chennai**

3.2. RESEARCH DESIGN:

Descriptive research:

Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, sex, educational level, occupation or income, a descriptive study is necessary.

Descriptive studies are well-structured. It tends to be signed & its approach cannot be changed every now and then. It is, therefore necessary that the research give sufficient thought to framing research questions and deciding the types of data to be collected of the producers to be used for their purpose.

3.3. SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4. SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 160 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.5. STRUCTURE OF QUESTIONNAIRE:

Basic introduction

In this questionnaire we follow basic and simple way. Hence it is easy for respondents of the questionnaire without delay or confusion. Set of questions prepare in questionnaire constructed on the based questions. In structure of questionnaire used in this project as follows:

Personal details:

In this questionnaire begins with participants are asked about their personal details like name, age, gender, and educational qualification

Perception questions

In this set of questions in the questionnaire consider of questions related to online brand building where customers are asked to their general options of perception related to brand building.

Likert scaling questions

Scaled-response questions are questions that have a predefined answer list with options that are incrementally related to each other with the purpose of measuring the intensity to which a respondent feels toward or about something. In this we interpret the questions towards online brand building.

Rating scale

In this questionnaire it is focuses on ratings of the participants related to the questions.

3.6. SAMPLE SIZE:

The sample size is 160 customers from Allwin Technologies and Services

3.7 PERIOD OF STUDY:

The research was done to be learn about customers satisfaction of Allwin technologies customers towards impact about a month.

3.8. HYPOTHESIS:

- **CHI-SQUARE TEST**- There is no significant difference between Gender of respondents and Competitor pricing with ATS
- **CORRELATION**- there is positive relationship between Satisfaction with the ATS pricing on branding services and Satisfaction with offers and discounts offered by ATS
- **ONE-WAY ANOVA**- There is no significance difference between the desired google position for your brand and access for online brand positioning.

3.10. TOOLS FOR ANALYSIS:

- Percentage analysis
- Correlation analysis
- One- way ANOVA
- Chi-square

PERCENTAGE ANALYSIS:

Percentage refers to a special kind of ratio in marketing comparison between two or more data to describe Relationships. Percentage can be used to compare the relative terms. The distribution of two or more series of data.

$\text{Percentage analysis} = (\text{No. of Respondents} / \text{Sample size}) * 100$

CHI-SQUARE TEST:

A Chi-square test is a statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution. The formulae used to calculate the chi – square value is

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

χ^2 = Pearson's cumulative test statistic, when Asymptotically approaches a χ^2 distribution.

O = an Observed Frequency.

E = an expected frequency, asserted by the null hypothesis.

n = the number of cells in the table

ONE WAY ANOVA

In statistics, one-way analysis of variance (abbreviated one-way ANOVA) is a technique used to compare means of two or more samples (using the F distribution).

This technique can be used only for numerical data.

Source of Variation	Sum of Squares	DF	Mean Square	F-Statistics
Between Columns	SSC	c-1	MSC=SSC/c-1	Fc=MSE/MSR FR=MSR / MSE
Between Rows	SSR	r-1	MSR=SSR/r-1	
Residual (Error)	SSE	N-c-r+1	MSE= SSE/ N-c-r+1	
Errors	SST	N-1		

CORRELATION

This is one of the statistical tools used to measure the relationship between two or more than two variables. The measure of correlation is coefficient of correlation.

Of the several mathematical methods of measuring correlation, **Karl's Pearson** method popularly known as pearson coefficient of correlation, is most widely used in practice. The correlation coefficient is popularly denoted as R.

The correlation coefficient R value should be between -1 to +1. The value is 0 means there is no relationship between the variables.

The values + ve means there is a positive relationship between the variables. The value is – ve means there is a negative relationship between the variables.

Mathematically solved by using this equation,

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

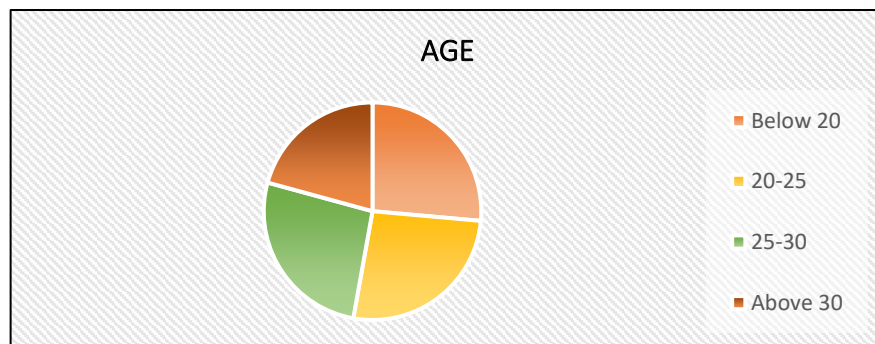
TABLE NO:1

Age wise classification of the respondents

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Below 20	42	26
2	20-25	42	26
3	25-30	42	26
4	Above 30	33	22
Total		160	100

CHART.NO.1

Chart representing Age wise classifications of respondents



INTERPRETATION

The above table reveals that, 26% of the respondents are of age group from below 20, 26% of the respondents are of age group from 20 to 25, 26% of the respondents are of from the age group 25 to 30, 22% of the respondents are of age group from above 30.

INFERENCE

Majority of the respondents of my questionnaire belong to the age group of **below 20, 20-25 and 25-30.**

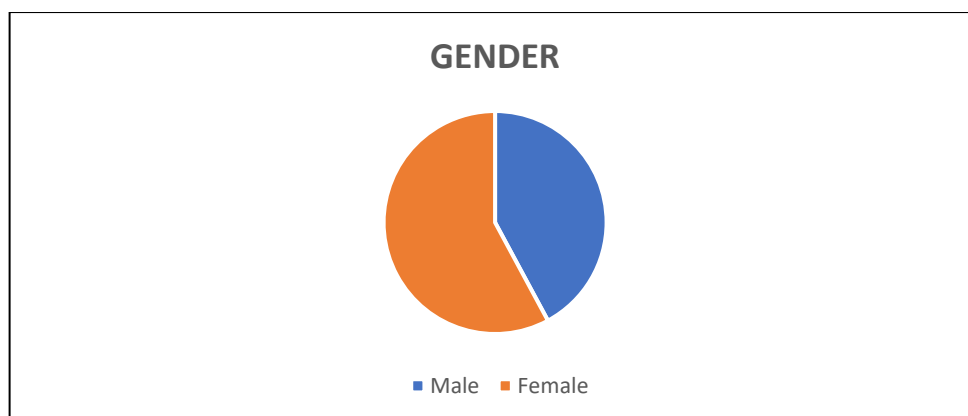
TABLE NO:2:

Gender wise classification of the respondents

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Male	68	42
2	Female	92	58
Total		160	100

CHART.NO.2:

Chart representing Gender wise classifications of respondents

**INTERPRETATION**

The above table reveals that, 42% of the respondents are belong to the gender male, 58% of the respondents are belong to the gender female.

INFERENCE

Majority of the respondents of my questionnaire belong to the gender **female.**

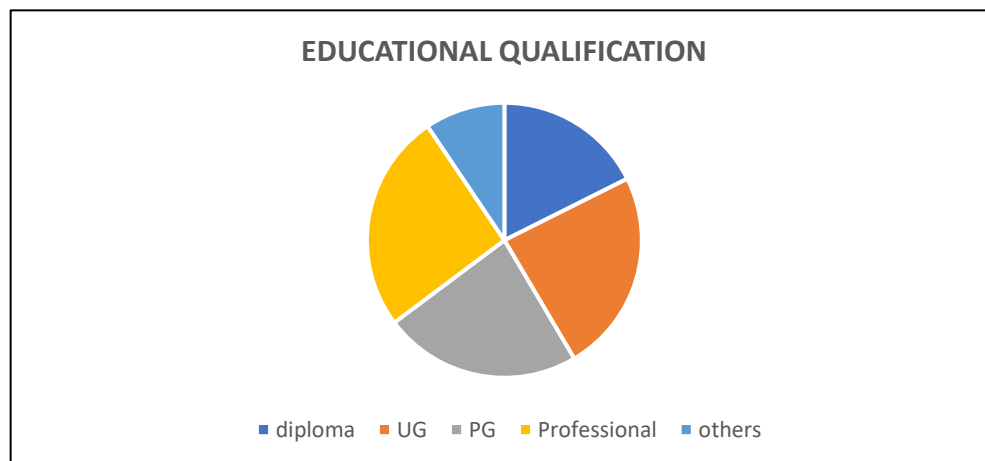
TABLE NO:3:

Educational wise classification of the respondents

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Diploma	28	18
2	UG	38	24
3	PG	37	23
4	Professional	41	26
5	Others	15	9
Total		160	100

CHART.NO.3:

Chart representing Educational wise classifications of respondents



INTERPRETATION

The above table reveals that, 18% of the respondents are completed diploma, 24% of the respondents are completed UG, 23% of the respondents are completed PG, 26% of the respondents are completed professional, and 9% of the respondents are completed others.

INFERENCE

Majority of the respondents of my questionnaire completed **professional**

TABLE NO:4:

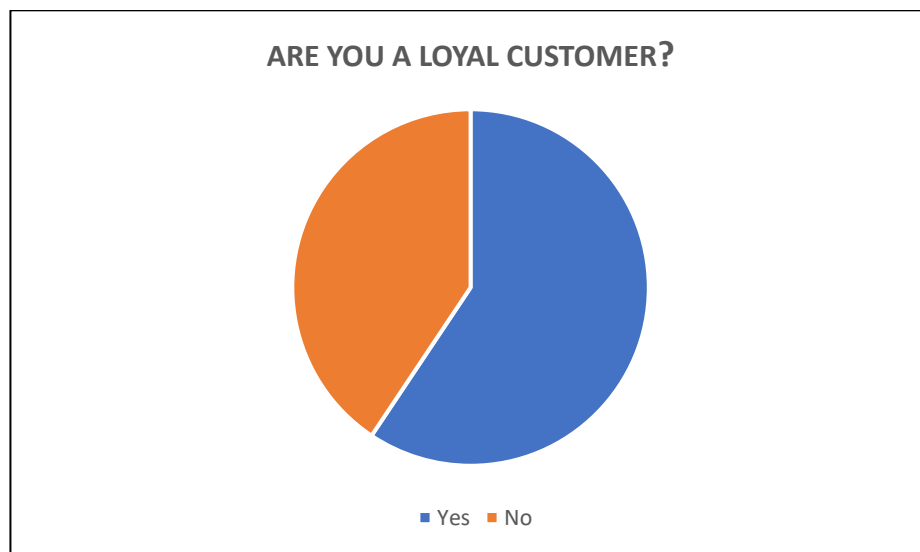
Question based response:

Q1: Are you a loyal customer?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	95	59
2	No	65	41
Total		160	

CHART.NO.4:

Chart representing the response for the question, Are you a loyal customer?



INTERPRETATION

The above table reveals that, 59% of the respondents are chosen yes, and 41% of the respondents are chosen no.

INFERENCE

Majority of the respondents of my questionnaire chosen **yes**.

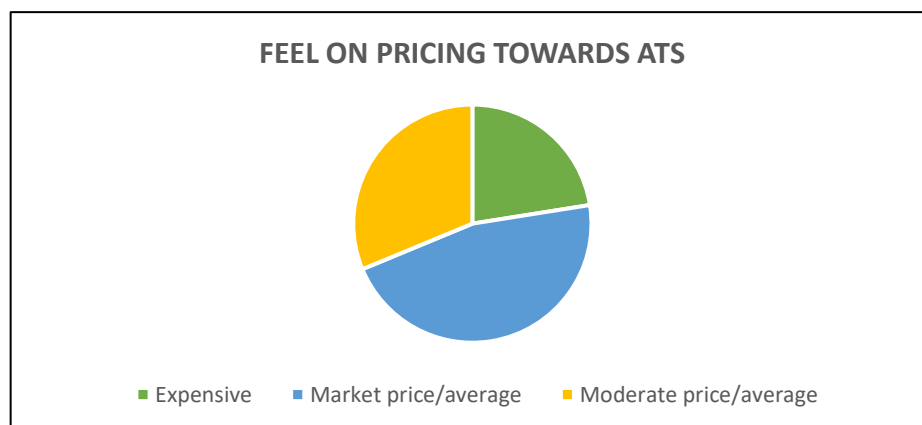
TABLE NO:5.

Q2: What do you feel about ATS pricing on brand building?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Expensive	36	23
2	Market price/average	74	46
3	Moderate price/average	50	31
Total		160	100

CHART.NO.5:

Chart representing the response for the question, What do you feel about ATS pricing on brand building?



INTERPRETATION

The above table reveals that, 23% of the respondents are chosen expensive, 46% of the respondents are chosen market price/average and 31% of the respondents are chosen moderate price/average.

INFERENCE

Majority of the respondents of my questionnaire chosen **market price/average**.

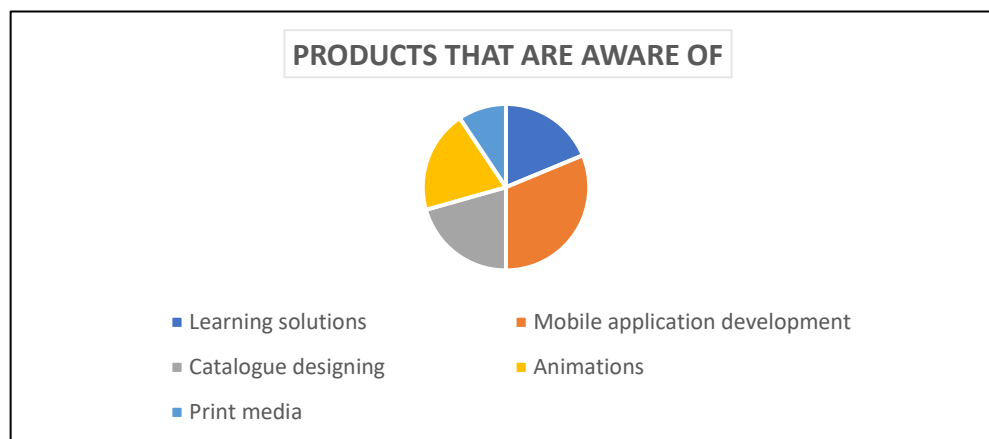
TABLE NO:6.

Q3: which products of the company are you aware of?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Learning solutions	30	19
2	Mobile application development	50	31
3	Catalogue designing	33	21
4	Animations	32	20
5	Print media	15	9
Total		160	100

CHART.NO.6:

Chart representing the response for the question, which products of the company are you aware of?



INTERPRETATION

The above table reveals that, 19% of the respondents are chosen learning solutions, 31% of the respondents are chosen mobile application and development, 21% are chosen catalogue designing, 20% of the respondents are chosen animations and 9% of the respondents are chosen print media.

INFERENCE

Majority of the respondents of my questionnaire chosen **mobile application and development.**

TABLE NO:7.

Q4: Are you satisfied with the offers and discounts offered by ATS?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	31	19
2	Satisfied	48	30
3	Neither satisfied nor dissatisfied	40	25
4	Dissatisfied	28	18
5	Highly dissatisfied	13	8
Total		160	100

CHART.NO.7:

Chart representing the response for the question, Are you satisfied with the offers and discounts offered by ATS?



INTERPRETATION

The above table reveals that, 19% of the respondents are chosen highly satisfied, 30% of the respondents are chosen satisfied, 25% of the respondents are chosen neither satisfied nor dissatisfied, 18% of the respondents are chosen dissatisfied and 8% of the respondents are chosen highly dissatisfied.

INFERENCE

Majority of the respondents of my questionnaire chosen **satisfied**.

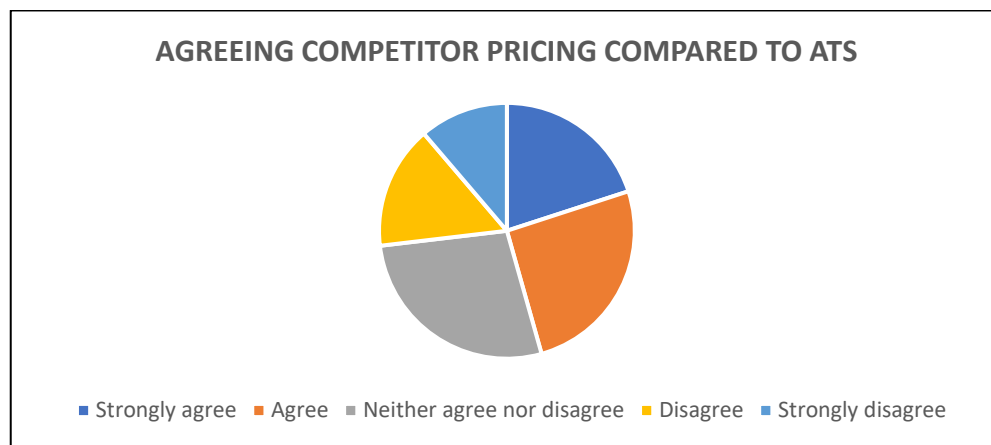
TABLE NO:8.

Q5: Do you agree competitor pricing is cheap when compared to ATS?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	32	20
2	Agree	41	26
3	Neither agree nor disagree	44	28
4	Disagree	25	16
5	Strongly disagree	18	11
Total		160	100

CHART.NO.8:

Chart representing the response for the question, Do you agree competitor pricing is cheap when compared to ATS?



INTERPRETATION

The above table reveals that, 20% of the respondents are chosen strongly agree, 26% of the respondents are chosen agree, 28% of the respondents are chosen neither agree nor disagree, 16% of the respondents are chosen disagree and 11% of the respondents are chosen strongly disagree.

INFERENCE

Majority of the respondents of my questionnaire chosen **neither agree nor disagree**.

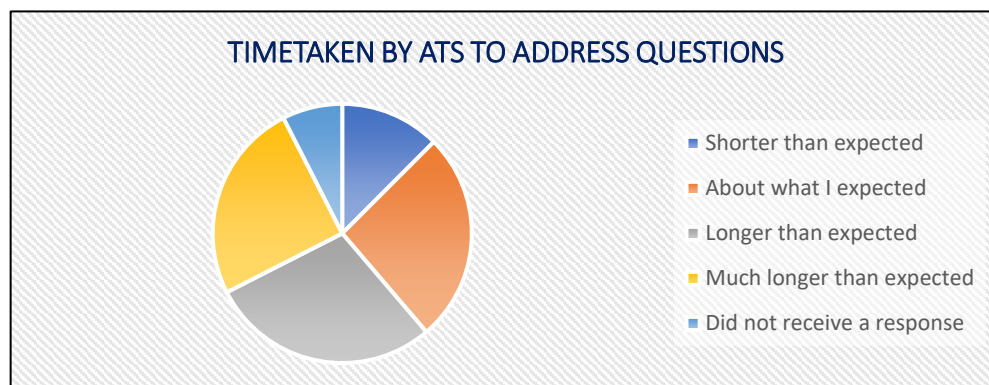
TABLE NO:9.

Q6: How much time did it take ATS to address you questions and concerns?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Shorter than expected	20	13
2	About what I expected	42	26
3	Longer than expected	46	29
4	Much longer than expected	40	25
5	Did not receive a response	12	7
Total		160	100

CHART.NO.9:

Chart representing the response for the question, how much time did it take ATS to address you questions and concerns?



INTERPRETATION

The above table reveals that, 13% of the respondents are chosen shorter than expected, 26% of the respondents are chosen about what I expected, 29% of the respondents are chosen longer than I expected, 25% of the respondents are chosen much longer than expected and 7% of the respondents are chosen did not receive a response.

INFERENCE

Majority of the respondents of my questionnaire chosen **longer than expected**

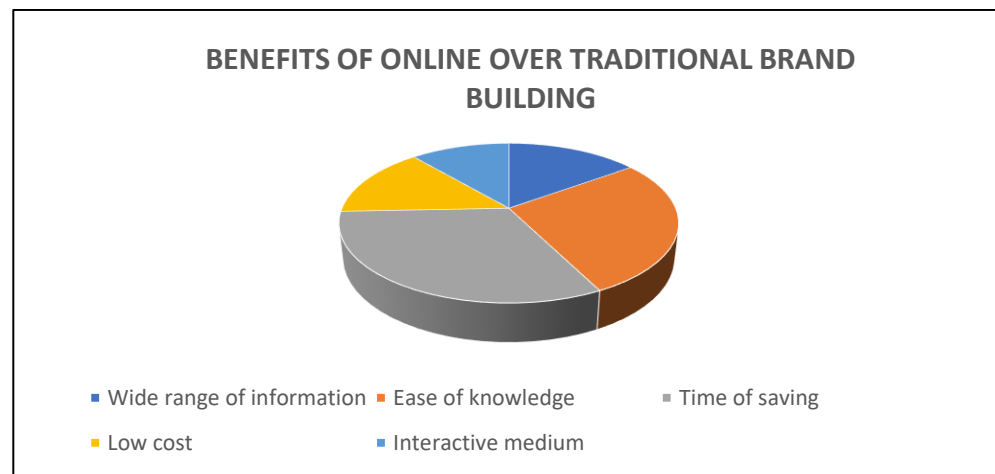
TABLE NO:10.

Q7: Benefits of online brand building over traditional brand building?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Wide range of information	24	15
2	Ease of knowledge	44	28
3	Time of saving	51	32
4	Low cost	23	14
5	Interactive medium	18	11
Total		160	100

CHART.NO.10:

Chart representing the response for the question, Benefits of online brand building over traditional brand building?



INTERPRETATION

The above table reveals that, 15% of the respondents are chosen wide range of information, 28% of the respondents are chosen ease of knowledge, 32% of the respondents are chosen time saving, 14% of the respondents are chosen low cost and 11% of the respondents are chosen interactive medium

INFERENCE

Majority of the respondents of my questionnaire chosen **time saving**.

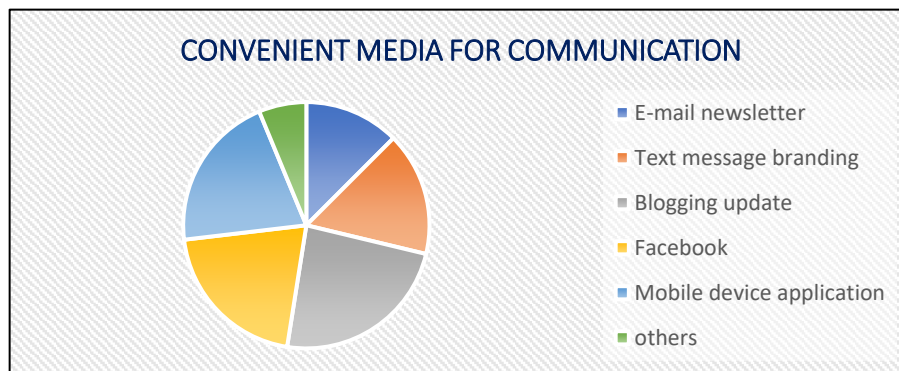
TABLE NO:11.

Q8: Convenient media for communication with your staff?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	E-mail newsletter	20	13
2	Text message branding	26	16
3	Blogging update	38	24
4	Facebook	33	21
5	Mobile device application	33	21
6	others	10	5
Total		160	100

CHART.NO.11:

Chart representing the response for the question, convenient media for communication with your staff?



INTERPRETATION

The above table reveals that, 13% of the respondents are chosen e-mail newsletter, 16% of the respondents are chosen text message branding, 24% of the respondents are chosen blogging update, 21% of the respondents are chosen Facebook, 21% of the respondents are chosen mobile device application and 5% of the respondents are chosen others.

INFERENCE

Majority of the respondents of my questionnaire chosen **blogging update**.

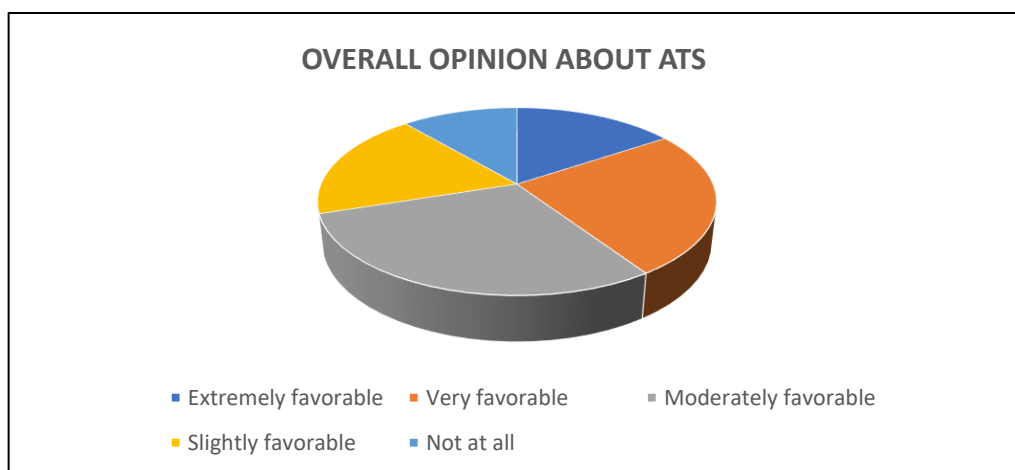
TABLE NO:12.

Q9: How much you describe your overall opinion about ATS?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Extremely favorable	25	16
2	Very favorable	40	25
3	Moderately favorable	47	29
4	Slightly favorable	30	19
5	Not at all	18	11
Total		160	100

CHART.NO.12.

Chart representing the response for the question, how much you describe your overall opinion about ATS?



INTERPRETATION

The above table reveals that, 16% of the respondents are chosen extremely favorable, 25% of the respondents are chosen very favorable, 29% of the respondents are chosen moderately favorable, 19% of the respondents are chosen slightly favorable and 11% of the respondents are chosen not at all

INFERENCE

Majority of the respondents of my Questionnaire are chosen **moderately favorable**.

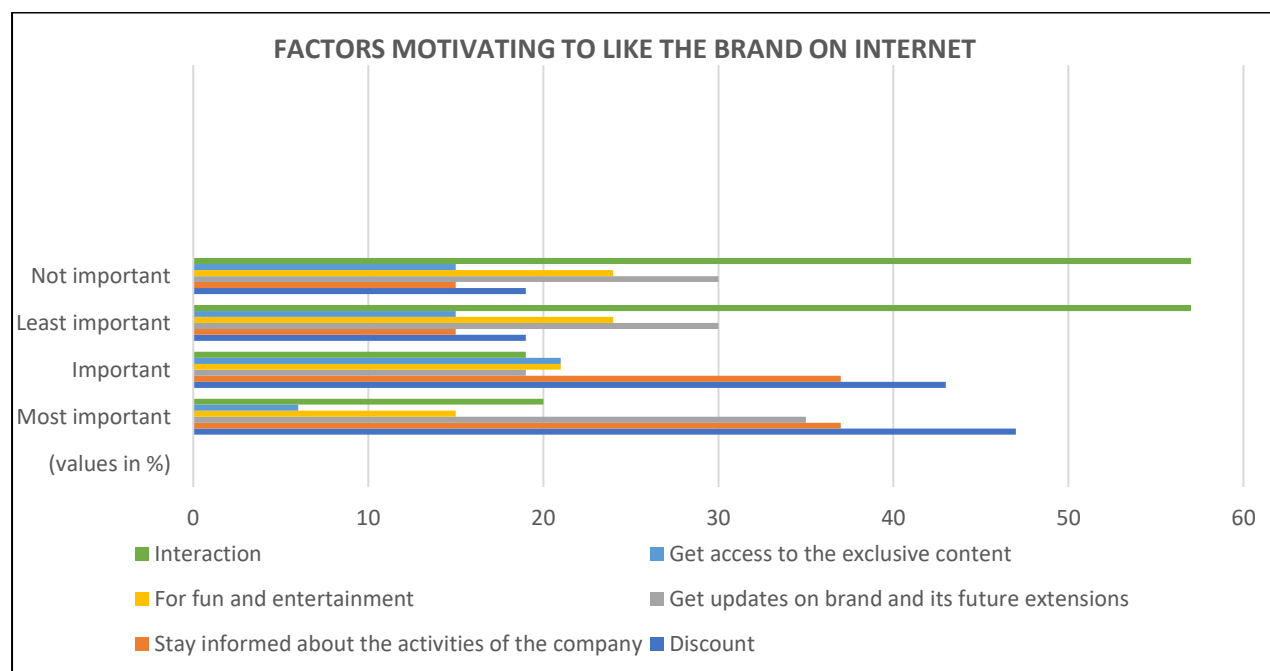
TABLE NO:13.

Q10: Importance of factors motivating respondents to like the brand on internet?

Options (values in %)	Discount	Stay informed about the activities of the company	Get updates on brand and its future extensions	For fun and entertainment	Get access to the exclusive content	Interaction	Total
Most important	47	37	35	15	6	20	160
Important	43	37	19	21	21	19	160
Least important	19	15	30	24	15	57	160
Not important	19	15	30	24	15	57	160

CHART.NO.13.

Chart representing the response for the question, Importance of factors motivating respondents to like the brand on internet?



INTERPRETATION

From the above table it is interpreted that 29% of the respondents are chosen that discount is most important, 19% chosen important to the same factor, while 23% were chosen least important to the factor, while 13% are chosen not important towards discount.

From the above table it is interpreted that 22% of the respondents are chosen that stay informed about the activities of the company is most important, 29% chosen important to the same factor, while 29% were chosen least important to the factor, while 18% are chosen not important towards stay informed about the activities of the company.

Regard to get updates on brands and its future extensions, it is interpreted that 30% of the respondents are chosen that the factor is very important, 25% chosen important to the same factor, while 25% were chosen least important to the factor, 26% of the respondents chosen not important towards updates on brands and its future extensions.

From the above table, it is interpreted that 10% of the respondents are chosen that for fun and environment is most important, 9% chosen important to the same factor, while 18% were chosen least important to the factor, 21% are chosen not important towards fun and entertainment.

From the above table, it is interpreted that 6% of the respondents are chosen that get access to the exclusive content is most important, 7% chosen important to the same factor, while 8% were chosen least important to the factor, 10% are chosen not important towards get access to the exclusive content.

Regards to interaction, it is interpreted that 15% of the respondents are chosen that the factor is very important, 21% chosen important to the same factor,

while 6% were chosen least important to the factor, 3% of the respondents chosen not important towards interaction.

INFERENCE

- Majority of the respondents of my Questionnaire are chosen **most important towards discount**
- Majority of the respondents of my Questionnaire are chosen **important towards stay informed about the activities of the company**
- Majority of the respondents of my Questionnaire are chosen **most important towards get updates on brand and its future extensions**
- Majority of the respondents of my Questionnaire are chosen **not important for fun and entertainment.**
- Majority of the respondents of my Questionnaire are chosen **not important for get access to the exclusive content**
- Majority of the respondents of my Questionnaire are chosen **least important towards interaction.**

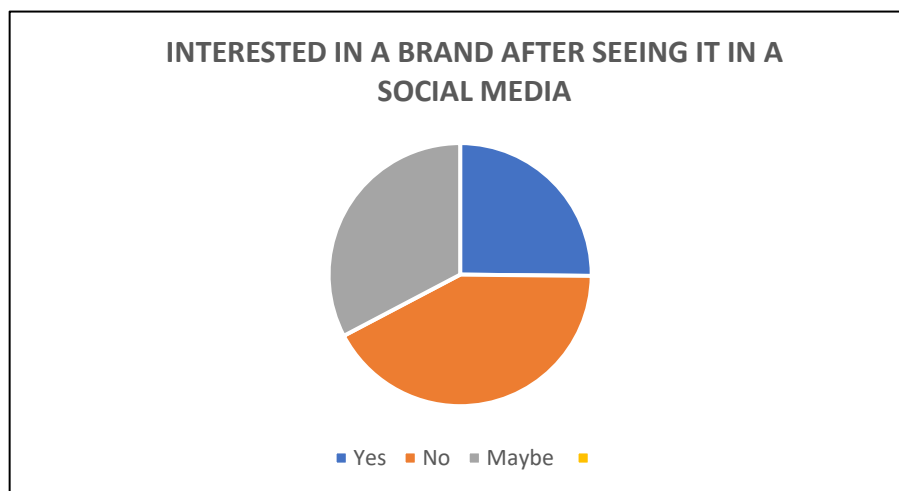
TABLE NO:14.

Q10: Have you ever been interested in a brand after seeing it on a social media posts or reviews?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	40	25
2	No	67	42
3	Maybe	52	33
Total		160	100

CHART.NO.14.

Chart representing the response for the question, have you ever been interested in a brand after seeing it on a social media posts or reviews?



INTERPRETATION

The above table reveals that, 25% of the respondents are chosen yes, 42% of the respondents are chosen no and 33% of the respondents are chosen maybe.

INFERENCE

Majority of the respondents of my Questionnaire are chosen **No**.

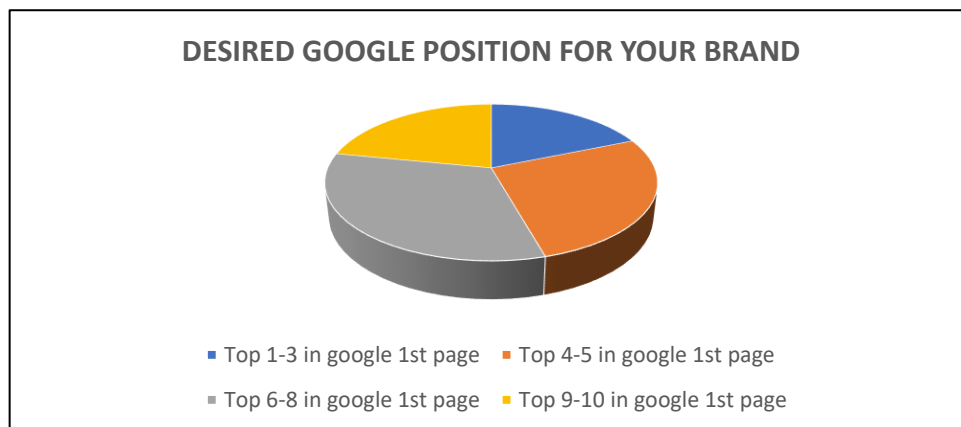
TABLE NO:15.

Q11: What is the desired google position for your brand?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Top 1-3 in google 1 st page	30	19
2	Top 4-5 in google 1 st page	43	27
3	Top 6-8 in google 1 st page	52	33
4	Top 9-10 in google 1 st page	35	22
Total		160	100

CHART.NO.15.

Chart representing the response for the question, What is the desired google position for your brand?



INTERPRETATION

The above table reveals that, 19% of the respondents are chosen Top 1-3 in google 1st page, 27% of the respondents are chosen Top 4-5 in google 1st page, 33% of the respondents are chosen Top 6-8 in google 1st page, and 22% of the respondents are chosen Top 9-10 in google 1st page.

INFERENCE

Majority of the respondents of my Questionnaire are chosen **top 6-8 in google page.**

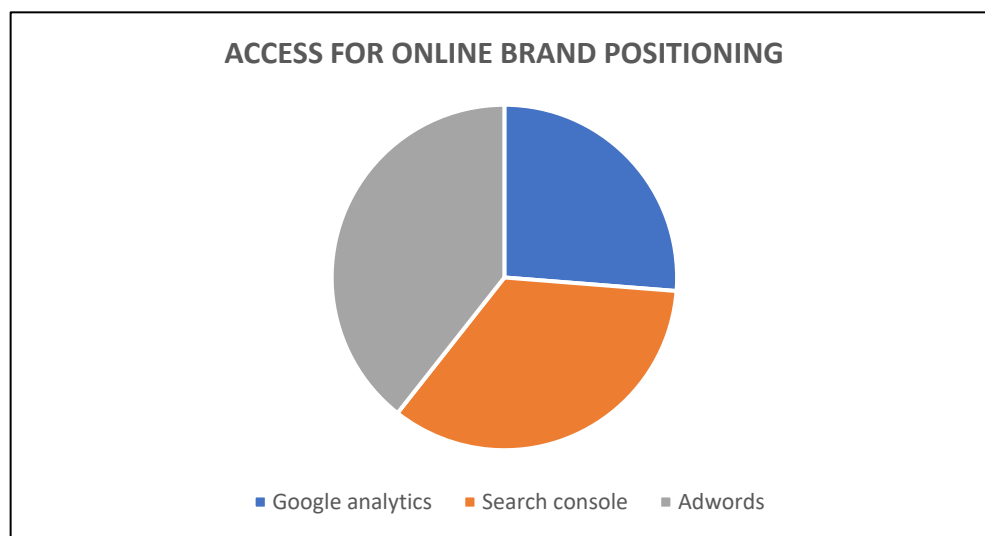
TABLE NO:16.

Q12: Do you have access to the following for online brand positioning?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Google analytics	42	26
2	Search console	55	34
3	Adwords	63	39
Total		160	100

CHART.NO.16.

Chart representing the response for the question, Do you have access to the following for online brand positioning?



INTERPRETATION

The above table reveals that, 26% of the respondents are chosen google analytics, 33% of the respondents are chosen search console, and 41% of the respondents are chosen Adwords.

INFERENCE

Majority of the respondents of my Questionnaire are chosen **Adwords**.

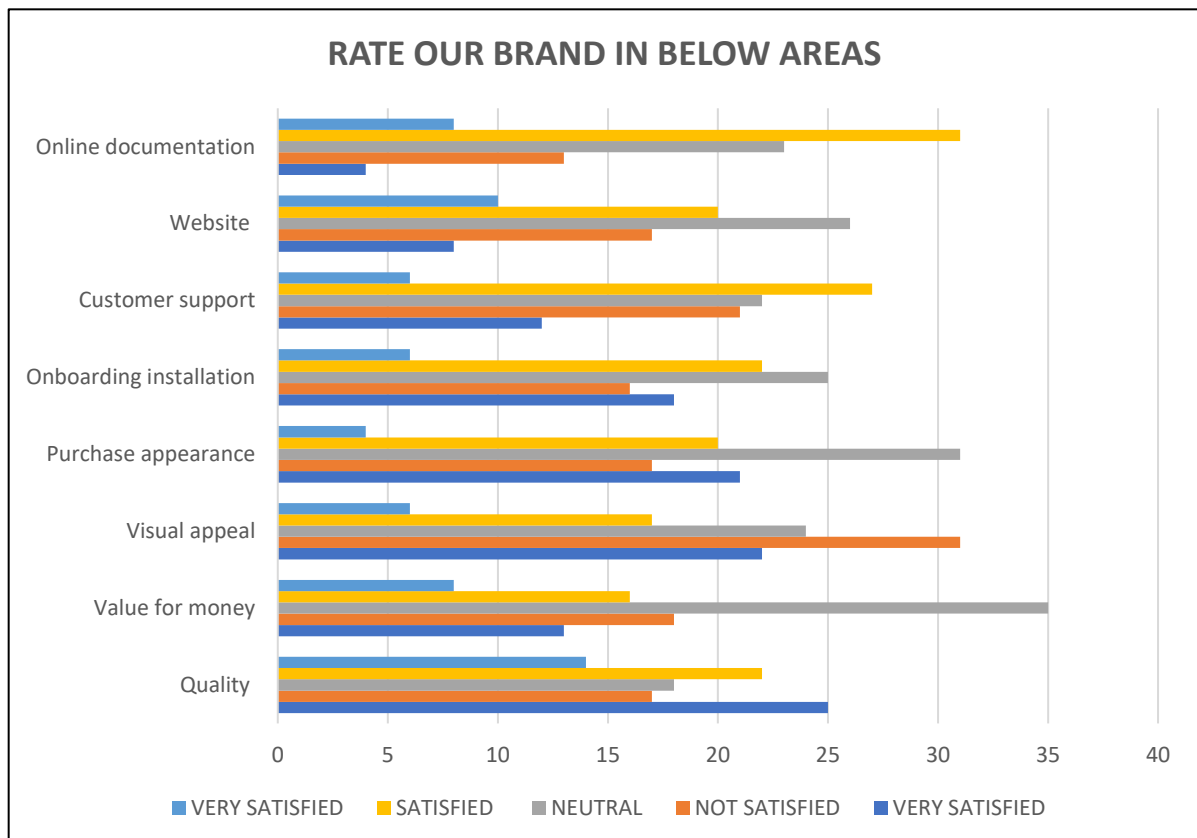
TABLE NO:17.

Q13: How would you rate our brand in the below areas?

OPTIONS	VERY SATISFIED	NOT SATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED
Quality	25	17	18	22	14
Value for money	13	18	35	16	8
Visual appeal	22	31	24	17	6
Purchase appearance	21	17	31	20	4
Onboarding installation	18	16	25	22	6
Customer support	12	21	22	27	6
Website	8	17	26	20	10
Online documentation	4	13	23	31	8

CHART.NO.17

Chart representing the response for the question, how would you rate our brand in the below areas?



INTERPRETATION

From the above table it is interpreted that 25% of the respondents are chosen that quality is very dissatisfied, 17% chosen dissatisfied to the same factor, while 20% were chosen neutral to the factor, 22% are chosen satisfied and 16% of the respondents chosen very satisfied towards quality.

From the above table it is interpreted that 13% of the respondents are chosen very dissatisfied, 18% chosen dissatisfied to the same factor, while 35% were chosen neutral to the factor, 16% are chosen satisfied and 8% are chosen very satisfied towards value for money.

Regard to visual appeal, it is interpreted that 22% of the respondents are chosen that the factor is very dissatisfied, 31% chosen dissatisfied to the same factor, while 24% were chosen neutral to the factor, 17% of the respondents chosen satisfied and 6% chosen very satisfied towards visual appeal.

From the above table it is interpreted that 21% of the respondents are chosen very dissatisfied, 17% chosen dissatisfied to the same factor, while 31% were chosen neutral to the factor, 20% are chosen satisfied and 4% are chosen very satisfied towards purchase experience.

From the above table it is interpreted that 18% of the respondents are chosen that onboarding installation is very dissatisfied, 16% chosen dissatisfied to the same factor, while 25% were chosen neutral to the factor, 22% are chosen satisfied and 6% of the respondents chosen very satisfied towards onboarding installation.

Regard to customer support, it is interpreted that 12% of the respondents are chosen that the factor is very dissatisfied, 21% chosen dissatisfied to the same factor, while 26% were chosen neutral to the factor, 20% of the respondents chosen satisfied and 6% chosen very satisfied towards customer support.

From the above table it is interpreted that 8% of the respondents are chosen that website is very dissatisfied, 17% chosen dissatisfied to the same factor, while 26% were chosen neutral to the factor, 20% are chosen satisfied and 10% of the respondents chosen very satisfied towards website.

From the above table it is interpreted that 4% of the respondents are chosen that online documentation is very dissatisfied, 13% chosen dissatisfied to the same factor, while 23% were chosen neutral to the factor, 31% are chosen satisfied and 8% of the respondents chosen very satisfied towards online documentation.

INFERENCE

- Majority of the respondents of my Questionnaire are chosen **very dissatisfied** towards **quality**
- Majority of the respondents of my Questionnaire are chosen **neutral** towards **value for money**
- Majority of the respondents of my Questionnaire are chosen **neutral** towards **visual appeal**
- Majority of the respondents of my Questionnaire are chosen **neutral** towards **purchase experience.**
- Majority of the respondents of my Questionnaire are chosen **neutral** towards **onboarding installation**
- Majority of the respondents of my Questionnaire are chosen **satisfied** towards **customer support.**
- Majority of the respondents of my Questionnaire are chosen **neutral** towards **website.**
- Majority of the respondents of my Questionnaire are chosen **satisfied** towards **online documentation.**

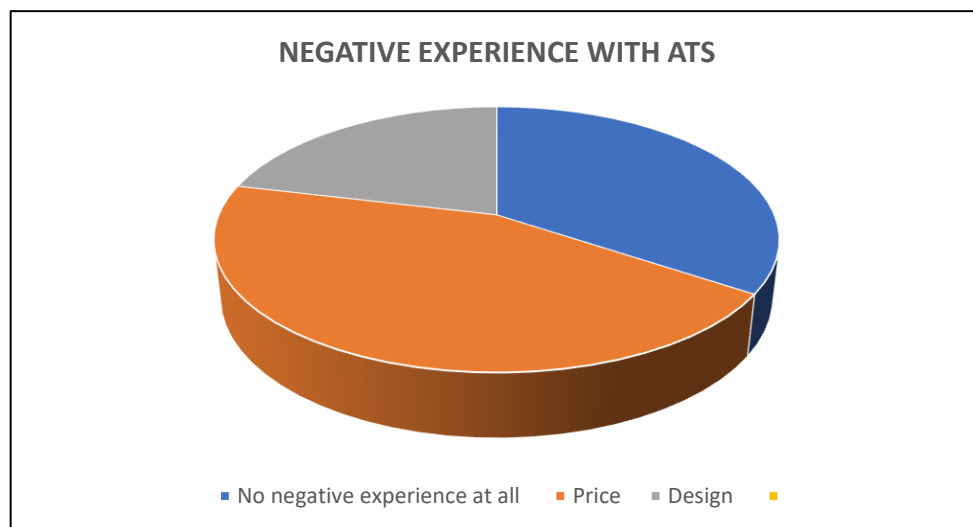
TABLE NO:18.

Q14: Which negative experience with the ATS have you had?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	No negative experience at all	55	34
2	Price	71	44
3	Design	34	22
Total		160	100

CHART.NO.18.

Chart representing the response for the question, Which negative experience with the ATS have you had?



INTERPRETATION

The above table reveals that, 33% of the respondents are chosen no negative experience at all, 44% of the respondents are chosen price, and 22% of the respondents are chosen design

INFERENCE

Majority of the respondents of my Questionnaire are chosen **price**.

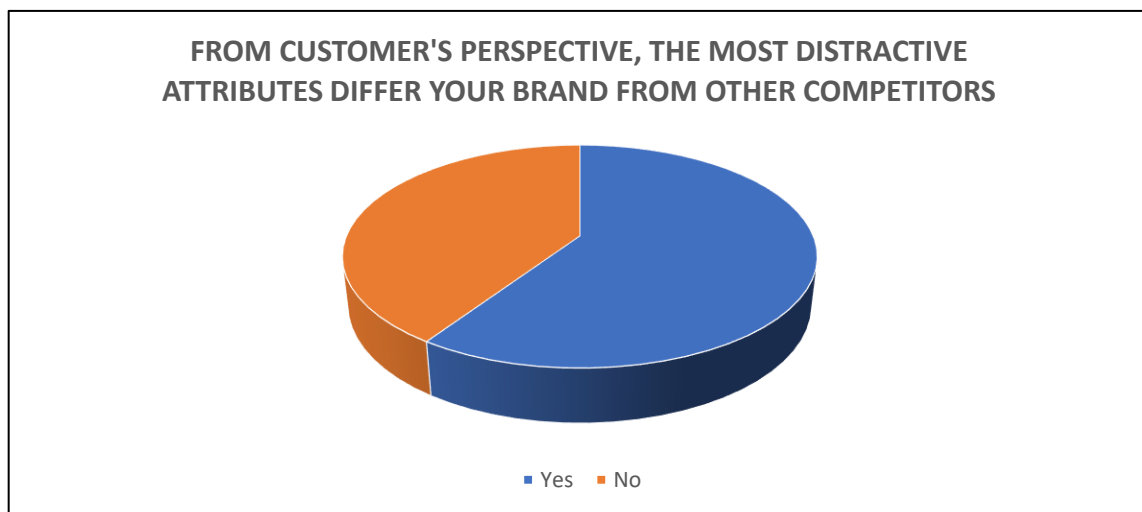
TABLE NO:19

Q15: Do you know from customer's perspective, what are the most distractive attributes that differentiate your brand from other competitors?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	95	59
2	No	65	41
Total		160	100

CHART.NO.19.

Chart representing the response for the question, Do you know from customer's perspective, what are the most distractive attributes that differentiate your brand from other competitors?



INTERPRETATION

The above table reveals that, 59% of the respondents are chosen Yes, and 41% of the respondents are chosen No

INFERENCE

Majority of the respondents of my Questionnaire are chosen **Yes**.

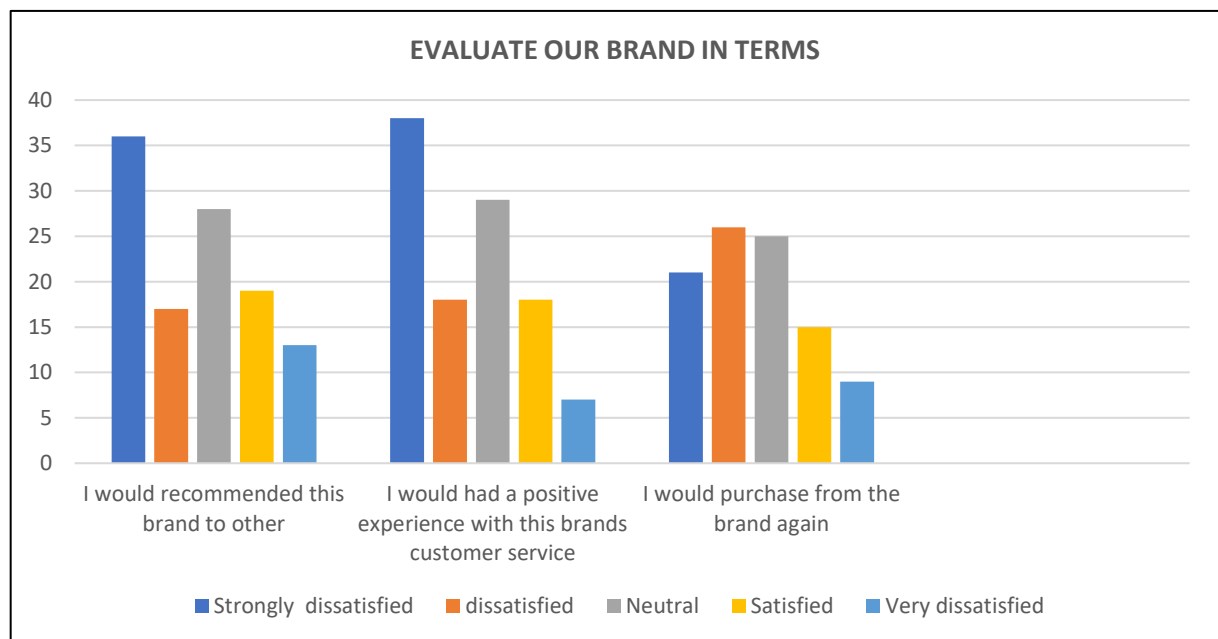
TABLE NO:20.

Q16: Evaluate our brand in terms of the following statement?

Options	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Very dissatisfied
I would recommended this brand to other	36	17	28	19	13
I would had a positive experience with this brands customer service	38	18	29	18	7
I would purchase from the brand again	21	26	25	15	9

CHART.NO.20.

Chart representing the response for the question, Evaluate our brand in terms of the following statement?



INTERPRETATION

From the above table it is interpreted that 36% of the respondents are chosen strongly dissatisfied, 17% chosen not satisfied , while 28% were chosen neutral, 19% are chosen satisfied and 13% are chosen very satisfied towards the factor , I would recommend this brand to other.

From the above table it is interpreted that 38% of the respondents are chosen strongly dissatisfied, 18% chosen not satisfied, while 29% were chosen neutral, 18% are chosen satisfied and 7% are chosen very satisfied towards the factor, I would had a positive experience with this brands customer service.

Regard to the factor, I would purchase from this brand again, it is interpreted that 21% of the respondents are chosen strongly dissatisfied, 26% chosen not satisfied, while 25% were chosen neutral,15% chosen satisfied and 9% of the respondents chosen very satisfied.

INFERENCE

- Majority of the respondents of my Questionnaire are chosen **strongly dissatisfied** for the factor, **I would recommend this brand to other.**
- Majority of the respondents of my Questionnaire are chosen **strongly dissatisfied** for the factor, **I would had a positive experience with this brands customer service.**
- Majority of the respondents of my Questionnaire are chosen not satisfied towards the factor, **I would purchase from this brand again**

TABLE NO:21.

Q18: How would you describe your last experience with our brand?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Good	57	36
2	Better	78	49
3	Worst	25	15
Total		160	100

CHART.NO.21.

Chart representing the response for the question, How would you describe your last experience with our brand?



INTERPRETATION

The above table reveals that, 36% of the respondents are chosen good, 49% of the respondents are chosen better, and 15% of the respondents are chosen worst.

INFERENCE

Majority of the respondents of my Questionnaire are chosen **better**.

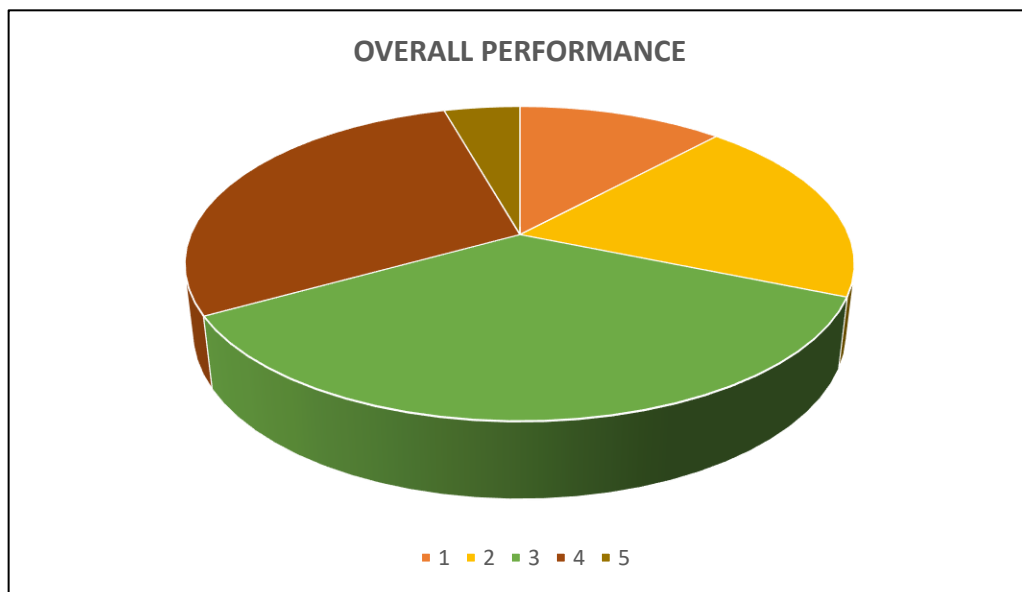
TABLE NO:22.

Q19: Rate our overall performance?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	1	19	12
2	2	31	19
3	3	57	36
4	4	46	29
5	5	7	4
Total		160	100

CHART.NO.22:

Chart representing the response for the question, Rate our overall performance?

**INTERPRETATION**

The above table reveals that, 12% of the respondents are rated 1, 19% of the respondents are rated 2, 36% of the respondents are rated 3, 29% of the respondents are rated 4 and 4% of the respondents are rated 5.

INFERENCE

Majority of the respondents of my questionnaire rated **3**.

4.2 ONE-WAY ANOVA

ANOVA					
Desired google position for your brand					
	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	152.230	2	121.480	0.1503	.000
Within Groups	21.040	137	.158		
Total	160.000	157			

Multiple Comparisons						
Desired google position for your brand						
Tukey HSD						
(I) access for online brand positioning	(J) access for online brand positioning	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Google Analytics	Adwords	-.735*	.028	.000	-1.16	-.83
	Search Console	-1.230*	.050	.000	-2.45	-2.17
Adwords	Google Analytics	.735*	.028	.000	.83	1.16
	Search Console	-0.125*	.052	.000	-1.46	-1.17
Search Console	Google Analytics	1.230*	.050	.000	2.17	2.45
	Adwords	-0.125*	.022	.000	1.17	1.46

*. The mean difference is significant at the 0.05 level.

C.V – 0.1503

T.V-5.545

C.V < T.V

Hence, the NULL HYPOTHESIS [H₀] is accepted.

INFERENCE:

The calculated value of F is lesser than the tabulated value. Hence, we accept the null hypothesis and conclude that there is no significance difference between the desired google position for your brand and access for online brand positioning

4.3 CHI-SQUARE

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * do you agree competitor pricing is cheap when compared to ATS?	160	100.0%	0	0.0%	160	100.0%

Gender * do you agree competitor pricing is cheap when compared to ATS? Crosstabulation								
			do you agree competitor pricing is cheap when compared to ATS?					Total
			agree	disagr ee	neither agree or disagree	strongly agree	strongly disagree	
Gender	Fe male	Count	41	25	26	0	0	92
		Expected Count	23.6	14.4	25.3	18.4	10.4	92.0
	Mal e	Count	0	0	18	32	18	68
		Expected Count	17.4	10.6	18.7	13.6	7.7	68.0
Total		Count	41	25	44	32	18	160
		Expected Count	41.0	25.0	44.0	32.0	18.0	160.0

Chi-Square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	116.475 ^a	4	<.001
Likelihood Ratio	158.659	4	<.001
N of Valid Cases	160		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.65.

Since p value (0.001) is lesser than 0.05 at 5 percent level of significance, the null hypothesis is rejected and alternate hypothesis is accepted. Hence it is proved that is no significant difference between the gender and competitor pricing compared to ATS.

4.4 CORRELATION

Correlations

		Satisfaction with the ATS pricing on branding services	Satisfaction with offers and discounts offered by ATS
Satisfaction with the ATS pricing on branding services	Pearson Correlation	1	.512**
	Sig. (2-tailed)		.000
	N	160	160
Satisfaction with offers and discounts offered by ATS	Pearson Correlation	.512**	1
	Sig. (2-tailed)	.000	
	N	160	160

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r =.512

INFERENCE:

Since r is positive, there is positive relationship between Satisfaction with the ATS pricing on branding services and Satisfaction with offers and discounts offered by ATS

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS

- a) Majority of the respondents of my questionnaire belong to the age group of **below 20, 20-25 and 25-30.**
- b) Majority of the respondents of my questionnaire belong to the gender **female.**
- c) Majority of the respondents of my questionnaire completed **professional**
- d) Majority of the respondents of my questionnaire chosen **yes.**
- e) Majority of the respondents of my questionnaire chosen **market price/average.**
- f) Majority of the respondents of my questionnaire chosen **mobile application and development.**
- g) Majority of the respondents of my questionnaire chosen **satisfied.**
- h) Majority of the respondents of my questionnaire chosen **neither agree nor disagree.**
- i) Majority of the respondents of my questionnaire chosen **much longer than expected**
- j) Majority of the respondents of my questionnaire chosen **ease of knowledge**
- k) Majority of the respondents of my questionnaire chosen **blogging update.**
- l) Majority of the respondents of my Questionnaire are chosen **moderately favorable.**
- m) **Multiple scale questions**
 - ✓ Majority of the respondents of my Questionnaire are chosen **important towards stay informed about the activities of the company**
 - ✓ Majority of the respondents of my Questionnaire are chosen **most important towards get updates on brand and its future extensions**

- ✓ Majority of the respondents of my Questionnaire are chosen **most important towards discount.**
 - ✓ Majority of the respondents of my Questionnaire are chosen **not important for fun and entertainment.**
 - ✓ Majority of the respondents of my Questionnaire are chosen **important for get access to the exclusive content**
 - ✓ Majority of the respondents of my Questionnaire are chosen **not important towards interaction.**
- n) Majority of the respondents of my Questionnaire are chosen **No.**
- o) Majority of the respondents of my Questionnaire are chosen **top 6-8 in google page**
- p) Majority of the respondents of my Questionnaire are chosen **Adwords.**
- q) Multiple scale question**
- ✓ Majority of the respondents of my Questionnaire are chosen **very dissatisfied towards quality**
 - ✓ Majority of the respondents of my Questionnaire are chosen **neutral towards value for money**
 - ✓ Majority of the respondents of my Questionnaire are chosen **neutral towards visual appeal**
 - ✓ Majority of the respondents of my Questionnaire are chosen **neutral towards purchase experience.**
 - ✓ Majority of the respondents of my Questionnaire are chosen **neutral towards onboarding installation**
 - ✓ Majority of the respondents of my Questionnaire are chosen **satisfied towards customer support.**
 - ✓ Majority of the respondents of my Questionnaire are chosen **neutral towards website.**
 - ✓ Majority of the respondents of my Questionnaire are chosen **satisfied towards online documentation.**
- r) Majority of the respondents of my Questionnaire are chosen **design.**
- s) Majority of the respondents of my Questionnaire are chosen **Yes.**

t) Multiple scale question

- ✓ Majority of the respondents of my Questionnaire are chosen **strongly dissatisfied** for the factor, **I would recommend this brand to other.**
- ✓ Majority of the respondents of my Questionnaire are chosen **strongly dissatisfied** for the factor, **I would had a positive experience with this brands customer service.**
- ✓ Majority of the respondents of my Questionnaire are chosen not satisfied towards the factor, **I would purchase from this brand again**

u) Majority of the respondents of my Questionnaire are chosen **better.**

v) Majority of the respondents of my questionnaire rated **3.**

5.2 SUGGESTIONS & RECOMMENDATIONS

1. Successful online brands are exploiting every capability offered by the Internet to deliver compelling value propositions that appeal to customers, by offering more value than attainable through traditional “bricks-and-mortar” establishments
2. ATS should work out on pricing and give best price to compete with their competitors.
3. Customers are keen on quality by knowing the customer feedbacks ATS should concentrate quality part and improve it.
4. Website optimization for optimal performance on search engines is one of the first things companies can do to drive traffic to a website and improve the brand's visibility. ATS should work on more optimization tools to make visible on their brands and satisfy their service level.
5. ATS can use promotion methods like banners and e-mail showed little effect towards customers. Therefore, to enhance awareness and brand image, for companies will increase.

5.3. LIMITATIONS OF STUDY

- This study is carried out in Allwin Technologies and Services at Chennai city. Hence, the results must not be extended to the national level as the psychographics and demographics vary significantly across the country. Thus, the results are applicable only in Chennai city.
- Due to time constraints a detailed study could not be made
- The results are based on survey method & no other tools are used.

5.4. CONCLUSION

Online branding is at an interesting point of development. Many organisations recognise the need for integrated marketing communications across offline and online channels. This makes it difficult to differentiate, both practically and theoretically, between online and offline branding. On the other hand, branding in online environments poses a sufficient range of challenges and opportunities that it is important to shine the spotlight on branding in digital environments, and to explore some of the potential impacts of online channels for branding strategy.

Most of the successful online brands identified a market opportunity early and moved quickly to capitalise on the potential they saw. A first-mover advantage is an important asset for an online brand. By getting to market early, the company benefits from the buzz, and traffic, that comes with innovation, and it can acquire customers while it is still inexpensive to do so.

By the above mentioned suggestions ATS can improve customer satisfaction and the business.

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- <http://www.ATSONline.com/#about>

ANNEXURE – I QUESTIONNAIRE

1.Name

2.Age

- ☐ Below 20
- ☐ 20-25
- ☐ 25-30
- ☐ Above 30

3. Gender

- ☐ Male
- ☐ Female

4. Educational qualification

- ☐ Diploma
- ☐ Ug
- ☐ Pg
- ☐ Professional
- ☐ Others

5.Are you a loyal customer?

- ☐ Yes
- ☐ No

6. What do you feel about ATS pricing on brand building?

- ☐ Expensive
- ☐ Market price/average
- ☐ Moderate/average

7. Which products of our company are you aware of?

- ☐ Learning solutions
- ☐ Mobile application development
- ☐ Catalogue designing
- ☐ Animations
- ☐ Print media

8. Are you satisfied with offers and discounts offered by ATS?

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied

- ☐ Highly dissatisfied
9. Do you agree competitor pricing is cheap when compared to ATS?
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neither agree or disagree
 - ☐ Disagree
 - ☐ Strongly disagree
10. How much time did it take ATS to address you questions and concerns?
- ☐ Shorter than expected
 - ☐ About what I expected
 - ☐ Longer than expected
 - ☐ Much longer than expected
 - ☐ Did not receive a response
11. Are you satisfied with offers and discounts offered by ATS?
- ☐ Highly satisfied
 - ☐ Satisfied
 - ☐ Neutral
 - ☐ Dissatisfied
 - ☐ Highly dissatisfied
12. Benefits of online brand building over traditional brand building?
- ☐ Wide range of information
 - ☐ Ease of knowledge
 - ☐ Time saving
 - ☐ Low cost
 - ☐ Interactive medium
13. Convenient media for communication with your staff ?
- ☐ E-mail newsletter
 - ☐ Text message branding
 - ☐ Blogging update
 - ☐ Facebook
 - ☐ Mobile device application
 - ☐ Others
14. How much you describe you overall opinion about ATS?
- ☐ Extremely favourable
 - ☐ Very favourable
 - ☐ Moderately favourable
 - ☐ Slightly favourable
 - ☐ Not at all

15. Importance of factors motivating respondents to like the brand on internet?

Options	Discount	Stay informed about the activities of the company	Get updates on brand and its future extensions	For fun and entertainment	Get access to the exclusive content	Interaction
Most important						
Important						
Least important						
Not important						

16. Have you ever been interested in a brand after seeing it on a social media posts or reviews?

- ☐ Yes
- ☐ No
- ☐ Maybe

17. What is the desired google position for your brand?

- ☐ Top 1-3 in google 1st page
- ☐ Top 4-5 in google 1st page
- ☐ Top 6-8 in google 1st page
- ☐ Top 9-10 in google 1st page

18. Do you have access to the following for online brand positioning?

- ☐ Google analytics
- ☐ Adwords
- ☐ Search console

19. How would you rate our brand in the below areas

Options	Very satisfied	Not satisfied	Neutral	Satisfied	Very satisfied
Quality					
Value for money					
Visual appeal					
Purchase appearance					
Onboarding installation					
Customer support					
Website					
Online documentation					

20. Which negative experience with the ATS have you had?

- ☐ No negative experience at all
- ☐ Price
- ☐ Design

21. Do you know from customer's perspective, what are the most distractive attributes that differentiate your brand from other competitors?

- ☐ Yes
- ☐ No

22. Evaluate our brand in terms of the following statement?

Options	Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Very dissatisfied
I would recommended this brand to other	•	•	•	•	•
I would had a positive experience with this brands customer service	•	•	•	•	•
I would purchase from the brand again	•	•	•	•	•

23. How would you describe your last experience with our brand ?

- Good
- Better
- Worst

24. Rate our overall performance?

- 1
- 2
- 3
- 4
- 5

ANNEXURE 2- ARTICLE

A STUDY ON ONLINE BRAND BUILDING TOWARDS ALLWIN TECHNOLOGIES AND SERVICES

MR. G. VIJAY¹

School of Management Studies, Sathyabama Institute Science and
Technology

Chennai, Tamil Nadu, South India vijaysham2002@gmail.com

DR. N. KUMAR²

Assistant Professor, Sathyabama Institute Science and Technology

Chennai, Tamil Nadu, South India

ABSTRACT

Online purchase and Brand building on the Internet are new business activities, and they have acquired a new dimension, with approaches are totally different from ones of the traditional industries. Online companies have different client base. They make promotion and advertisement strategies in different ways. They have different access to brand building strategies. Digging up and scrutinizing the way how a start-ups can build a successful brand name on Internet is the main purpose of this dissertation.

The study concentrates on the field of Allwin Technologies and Services, the significance of brand name and how to build up a successful brand. The study also shows the perception and awareness of people towards some brand names, and which brand they want to deal with most. The study reveals the Allwin Technologies and Services “chance of viability in the market to tap the potential customers and to increase their market share, as well as its position in the customers: mind. During the study, I tried to find out the potential customers and collect relevant information, as well as to analyse the information that may help brand building companies to formulate their brand building strategies in accordance with customers’ mind and perception, therefore contribute to their market share increase in the future.

I. INTRODUCTION

In the past, they competed by price. At present, they are competing by quality. In the future, they will compete by brand name. Especially, within the Dotcom industry, a well-known and recognised brand is a

skeleton key to the gate of success. Building up a successful brand name is synonymous to surviving the market.

Online purchase and Brand building on the Internet are new business activities, and they have acquired a new dimension, with approaches are totally different from ones of the traditional industries. Online companies have different client base. They make promotion and advertisement strategies in different ways. They have different access to brand building strategies. Digging up and scrutinizing the way how a start-ups can build a successful brand name on Internet is the main purpose of this dissertation.

During the last seven years, the world has eyewitnesses the fierce wax and wane of the Dotcom industry, from the fledging period of 1995, with the appearance of Amazon and AOL, to the zenith of Dotcom industry in 1999, and the nadir of 2000, when Boo.com and Goodsonline.com came into bankruptcy, and the newest resurrection of Dotcom industry since 2002, with Yahoo and eBay’s profit recovery.

Recently, more than a dozen new cyber companies (e.g.: Vnemart.com, Baazee.com, Jo ATS tark.com) either promoted by the banks or private industrial houses have come into existence with the hope of regaining the glamorous past to the industry. Looking at the future, one cannot ignore the fact that Dotcom is still the industry of the future, with all promises and expectations one can hope.

II. COMPANY PROFILE

ATS At a Glance!

Since its inception some two decades ago, ATS has combined new media technology with creativity and technical excellence to ensure optimum results for its clientele.

By creating a seamless harmony of new media with content and design, the team at ATS comes up with engaging and interactive experiences and solutions that are business-centric, integrate into our clients’ workflow and help build their businesses.

VISION, MISSION

Vision

"To be the e-learning technology partner of choice for forward looking customers by collaboratively transforming technology into business advantage.

Mission

"We will be the employer of choice and the partner of choice by focusing on our stated values of Employees First, Trust, Transparency, Flexibility and Value Centricity."

Our services

- Search engine optimization
- Promotional services through social media
- Maintenance on periodical basis

III. OBJECTIVES OF THE STUDY

- To know the effectiveness of brand building in Allwin technologies and services
- To know the satisfaction level of customers of online brand building services
- To know the satisfaction towards pricing on brand building services of ATS
- To find out the benefits of online brand building over traditional brand building.

IV. REVIEW OF LITERATURE

Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of Internet usage educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of online shopping experiences and are better candidates to be captured in the well known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001). Those consumers using the Internet for a longer time from various locations and for a higher variety of services are considered to be more active users (Emmanouilides and Hammond, 2000).

Taylor, Strutton, and Thompson (2012), found however, that social media users' message sharing behaviours are also attributed to the need for self-enhancement. When consumers perceive an online advertisement to be consistent with their identity, they are more likely to share the message with others because it is representative of who they are and what they like. Thus, "advertisers should consider the symbolic and self-expression properties of their online ads and match them to targeted consumers' self-concepts" (Taylor, Strutton, and

Thompson 2012, 13). In other words, the marketing of a company needs to share similar characteristics with its target market's interest. All of the findings from these studies show the significance of CGA and its impact on online marketing

Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behaviour consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003).

V. RESEARCH METHODOLOGY

RESEARCH DESIGN

Descriptive research- The research conducted by me is a descriptive research. This is descriptive in nature because study is focused on fact investigation in a well structured form and is based on primary data

SAMPLING TECHNIQUE

Convenience sampling method- A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 160 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

SAMPLE SIZE

The sample size is 160 customers from Allwin Technologies and Services

PERIOD OF STUDY

The research was done to be learn about customers satisfaction of Allwin technologies customers towards impact about a month.

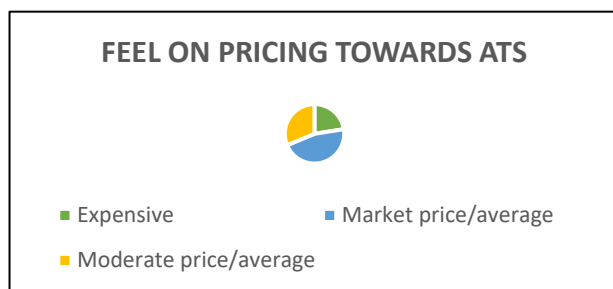
HYPOTHESIS / ANALYTICAL TOOLS

- Percentage analysis
- Correlation analysis
- One way Anova
- Chi-square

PERCENTAGE ANALYSIS

Question – 1- What do you feel about ATS pricing on brand building?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Expensive	36	23
2	Market price/average	74	46
3	Moderate price/average	50	31
Total		160	100



INTERPRETATION

The above table reveals that, 23% of the respondents are chosen expensive, 46% of the respondents are chosen market price/average and 31% of the respondents are chosen moderate price/average.

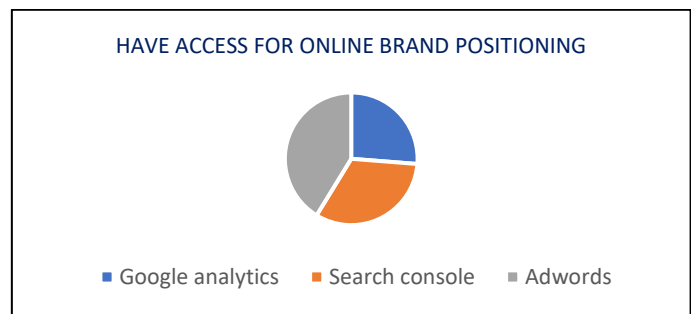
INFERENCE

Majority of the respondents of my questionnaire chosen **market price/average**.

Question – 2 - Convenient media for communication with your staff

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	E-mail newsletter	20	13
2	Text message branding	26	16
3	Blogging update	38	24
4	Facebook	33	21
5	Mobile	33	21

	device application		
6	others	10	5
Total		160	100



INTERPRETATION

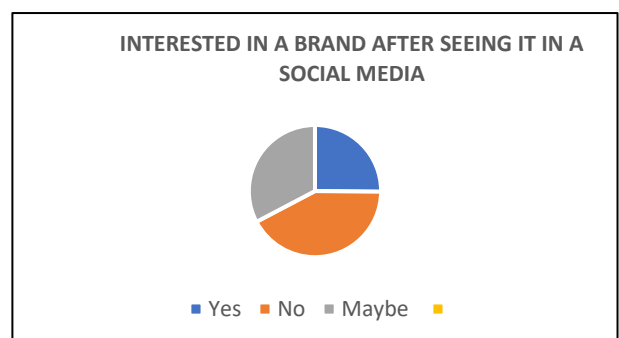
The above table reveals that, 26% of the respondents are chosen google analytics, 33% of the respondents are chosen search console, and 41% of the respondents are chosen Adwords.

INFERENCE

Majority of the respondents of my Questionnaire are chosen **Adwords**.

Question – 3- Have you ever been interested in a brand after seeing it on a social media posts or reviews?

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	40	25
2	No	67	42
3	Maybe	52	33
Total		160	100



INTERPRETATION

The above table reveals that, 25% of the respondents are chosen yes, 42% of the respondents are chosen no and 33% of the respondents are chosen maybe.

INFERENCE

Majority of the respondents of my Questionnaire are chosen **No**.

Question – 4 - Do you know from customer's perspective, what are the most distractive attributes that differentiate your brand from other competitors?

S.N O	OPTION S	NO OF RESPONDENT S	PERCENTAG E
1	Yes	95	59
2	No	65	41
Total		160	100

FROM CUSTOMER'S PERSPECTIVE, THE MOST
DISTRACTIVE ATTRIBUTES DIFFER YOUR BRAND
FROM OTHER COMPETITORS



■ Yes ■ No

INTERPRETATION

The above table reveals that, 59% of the respondents are chosen Yes, and 41% of the respondents are chosen No

INFERENCE

Majority of the respondents of my Questionnaire are chosen **Yes**.

HYPOTHESIS ANALYSIS

CHI-SQUARE

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Per cent	N	Per cent	N	Per cent
Gender * do you agree competitor pricing is cheap when compared to ATS?	160	100.0 %	0	0.0 %	160	100.0 %

Gender * do you agree competitor pricing is cheap when compared to ATS? Crosstabulation								
			do you agree competitor pricing is cheap when compared to ATS?					Total
			agree	disagree	neither agree or disagree	strongly agree	strongly disagree	
Gender	Female	Count	41	25	26	0	0	92
		Expected Count	23.6	14.4	25.3	18.4	10.4	92.0
	Male	Count	0	0	18	32	18	68
		Expected Count	17.4	10.6	18.7	13.6	7.7	68.0
Total		Count	41	25	44	32	18	160
		Expected Count	41.0	25.0	44.0	32.0	18.0	160.0

Chi-Square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	116.475 ^a	4	<.001
Likelihood Ratio	158.659	4	<.001
N of Valid Cases	160		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.65.

Since p value (0.001) is lesser than 0.05 at 5 percent level of significance, the null hypothesis is rejected and alternate hypothesis is accepted. Hence it is proved that is no significant difference between the gender and competitor pricing compared to ATS.

CORRELATION

Correlations

		Satisfaction with the ATS pricing on branding services	Satisfaction with offers and discounts offered by ATS
Satisfaction with the ATS pricing on branding services	Pearson Correlation	1	.512**
	Sig. (2-tailed)		.000
	N	160	160
Satisfaction with offers and discounts offered by ATS	Pearson Correlation	.512**	1
	Sig. (2-tailed)	.000	
	N	160	160

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r =.512

INFERENCE:

Since r is positive, there is positive relationship between Satisfaction with the ATS pricing on branding services and Satisfaction with offers and discounts offered by ATS

VI. FINDINGS

- Majority of the respondents of my questionnaire chosen **market price/average**.
- Majority of the respondents of my questionnaire chosen **blogging update**.
- Majority of the respondents of my Questionnaire are chosen **Adwords**.
- Majority of the respondents of my Questionnaire are chosen **Yes**.

VII.SUGGESTIONS

- Successful online brands are exploiting every capability offered by the Internet to deliver compelling value propositions that appeal to customers, by offering more value than attainable through traditional “bricks-and-mortar” establishments
- ATS should work out on pricing and give best price to compete with their competitors.
- Customers are keen on quality by knowing the customer feedbacks ATS should concentrate quality part and improve it.

VIII. CONCLUSION

Online branding is at an interesting point of development. Many organisations recognise the need for integrated marketing communications across offline and online channels. This makes it difficult to differentiate, both practically and theoretically, between online and offline branding. On the other hand, branding in online environments poses a sufficient range of challenges and opportunities that it is important to shine the spotlight on branding in digital environments, and to explore some of the potential impacts of online channels for branding strategy.

Most of the successful online brands identified a market opportunity early and moved quickly to capitalise on the potential they saw. A first-mover advantage is an important asset for an online brand. By getting to market early, the company benefits from the buzz, and traffic, that comes with innovation, and it can acquire customers while it is still inexpensive to do so.

By the above mentioned suggestions ATS can improve customer satisfaction and the business

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