Online Branding – Effectiveness and Future Trends

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Abstract

This study explains the importance of online branding on customer satisfaction. In the field of business customers are the assets that define the profitability and growing scope for long-term business operations. Continuing the business with this working standard can mitigate the issue of customer retention for the company. In the growing competition just like brand value creation, customer retention is also essential. Branding is flexible only when it possesses affordability, better quality, and experiences scope from the shopping experiences. Prioritizing this concern makes their future strategy more accurate to extend the expectation for the customer satisfaction rate for the company.

Keywords: Online branding, Future trends, key elements, customer trends, market performance

Introduction

Failure to make sound judgments about current consumer trends and shifts in customer likes and dislikes has a significant influence on the overall branding process. Small firms and organizations should endeavor to eliminate such issues as soon as feasible, or else they will fall behind in the ever-increasing virtual and physical market rivalry. Companies employ various online branding tactics and strategies to influence customer behavior, such as social media marketing, email marketing, and SEO marketing. As a result, the various forms of online branding methods stated above will be treated as sub-independent variables in the study.

Objectives

The study objectives are listed below and must be met using the assessments supplied in the study.

- To identify the characteristics that influence customer behavior
- To determine the effect of web branding on customer behavior
- To investigate the impact of various forms of online branding on customer behavior.
- To assess the difficulties encountered while implementing various types of web branding in developing perspectives.

Literature Review

There was a gap in the preliminary study on web branding in terms of client behavior. The material stressed the frequent publishing of online marketing content as the most important and exclusive criterion for converting the general public into possible future clients (Doniet al. 2021). Customers, regardless of the type of business they are involved in, have been acknowledged in recent scientific publications and investigations to be the most crucial aspect.

As previously said, online branding is increasingly but steadily displacing traditional branding procedures. The new techniques place a strong emphasis on people's unique behavioral features. Modern web development services make use of brilliant colors, dark-light color combinations, and aesthetic appeal (Ahmed et al. 2021). The visual appeal and aesthetics of the selected brand are often referred to as web branding. As a result, preliminary and current web-branding studies contradict one another. According to current literary pieces, the brand appeal should be integrative and should target base audiences as much as possible. According to Rowles (2022), this is one of the primary causes for the drop in the rate of response that businesses obtain from their targeted clients. Small firm branding appeals are often hampered by a hesitant reliance on the aesthetical branding of products and services. Despite the influx of new everyday rivals, businesses are still hesitant to make adjustments to their online branding strategy.

Methodological Approach

A stratified random sample approach was chosen to evaluate the behavioral features of Indian consumers. As a result, 3-5 Indian individuals were asked some simple questions on the study topic. The responses of Indian citizens and foreigners contradicted each other. (Briciu and Briciu 2021). Foreigners, on the other hand, believe that Indian small businesses' online branding is still lacking in terms of worldwide reach. According to foreigners, in this age of fast globalization and industrialization in India, online branding methods should be designed to target foreign buyers. They must use worldwide SEO and begin offering their services on e-commerce platforms. Following such techniques, businesses may quickly improve their virtual brand image, profitability, and sustainability. A good study framework must be developed to protect the quality and authenticity of the opinions gathered from the sample respondents. The approach guidelines listed below will aid in the creation of a decent and insightful study report.

A questionnaire has been developed, which the samples chosen for the study must complete. The questionnaire's design must accommodate the 5-point Likert's Scale, with 5 distinct alternatives for the responder to pick from. For re-establishment, a pilot test must be performed.India's small businesses will be the sample size's target segment. The selected number of responders will be drawn from the sample size itself.
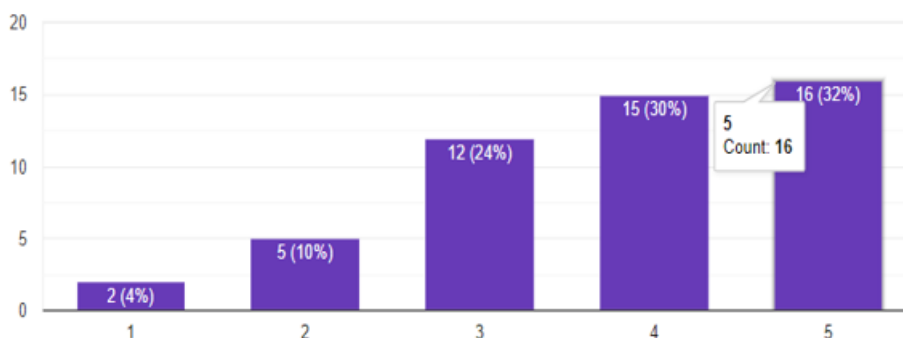
Data Analysis and findings

Opinion of respondents	Frequency	Percentage
1. Strongly dissatisfy	8	4
2. Dissatisfy	20	10
3. Neutral	48	24
4. Satisfy	52	26
5. Strongly satisfy	72	36

The above graphical presentation has been developed for the evaluation of customer satisfaction with the brand value of an organization. Brand value is the most affecting factor in attracting human psychology to the shopping decision-making (Cuong 2021). As much as the brand value will be interactive with the target audiences' chances of maximum customer satisfaction become higher in return. From the above chart, it has been shown that maximum respondents get strongly satisfied with the brand value of the organization. The values for maximum strongly agree was 36% whereas the poorest value was observed for strongly disagreeing and that was 4%. On the other hand, agree percentage for the brand value was 26% and for disagree was 10%. The neutral percentage for this parameter was 24%. From the maximum percentage of strongly agree it has been confirmed that the quality of service and aspiration value creation both are fruitful for making the customer satisfaction maximum.

50 responses

Opinion of respondents	Frequency	Percentage
1. Strongly dissatisfy	8	4
2. Dissatisfy	20	10
3. Neutral	48	24
4. Satisfy	60	30
5. Strongly satisfy	72	32

Here from this representation, the efficiency of the organizationtogenerate new customers along with old customer retention has been observed. Sabbeh (2018) stated that in the business field for making the maximum potential for business growth and sustainability having a strategic plan for a customer, retention is mandatory. It not only strengthens the financial aspect but also makes the customer satisfaction higher for their

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service. Here from the above picture, the maximum percentage has been observed for the strongly agreed perspectives for efficient attempts for old customer retention and new customer attraction. For this, the value was 32% along with this 30% also agree with this fact. On the other hand, the percentage for strongly disagree was 4% and for disagree was

10%. In these areas, neutral respondents among the 50 sample sizes were 12. From observing the higher percentage of strongly agree it has been confirmed the customer demand fulfilling strategy is on track and with this strategic operation they will be able to manage their future towards sustainability.

50 responses
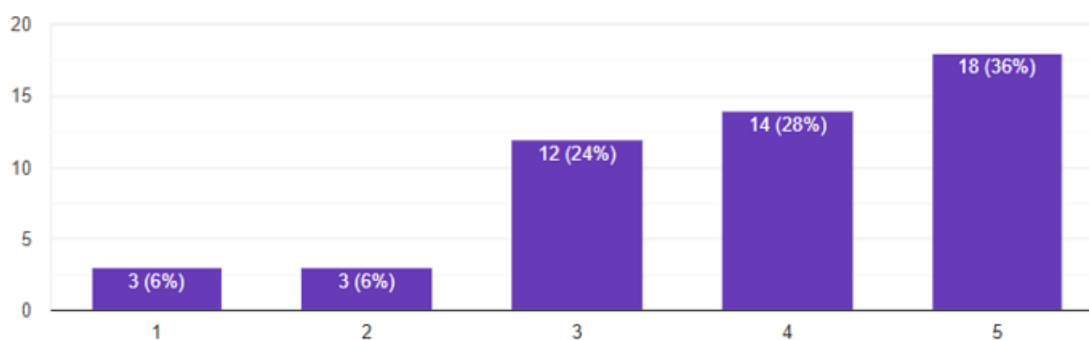
Opinion of respondents	Frequency	Percentage
1. Strongly dissatisfy	8	6
2. Dissatisfy	20	6
3. Neutral	48	24
4. Satisfy	60	28
5. Strongly satisfy	72	36

Here the above representation showed the satisfaction levels for the brand of the organization Here the brand satisfaction value depicts the customer experiences from their service and their product. Higher customer satisfaction makes the profitability scope higher because it creates the path of attracting

new customers. The above picture showed that a higher percentage has been observed for the strongly agreed respondents of the study was 36%. The agreed respondents' observed value was 28%. On the other hand, the poorest percentage of respondents was strongly disagreeing and the value was 6%.
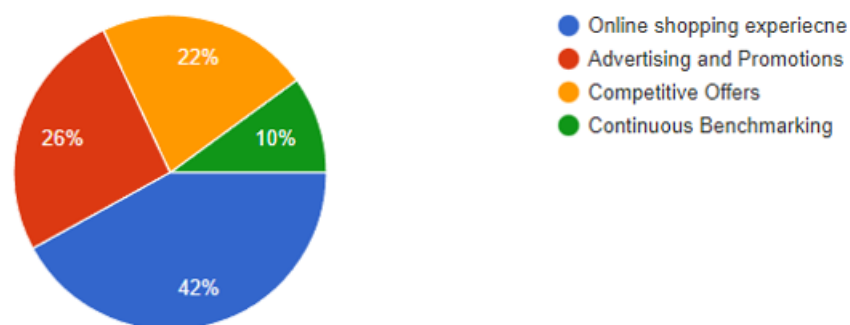
50 responses
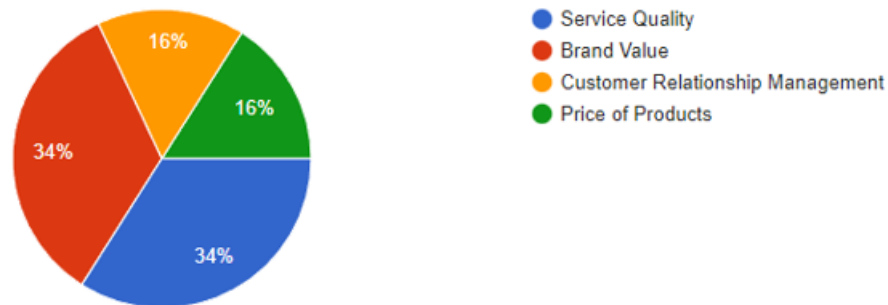
Variables	Frequency	Percentage
Service quality	68	34
Brand Value	68	34
Customer Relationship Management	32	16
Price of Products	32	16

From the above presentation, some specification has been made for the understanding of the satisfied areas for the organization Selected specific areas for this analysis were service quality, brand value, customer relationship management, and price of products. Mutual responses have been gained for the prospects of brand value and service quality. For this, the value was 34%. Both of these considerations showed the market reputation and their quality of operation and from this, the image in the external market can be predicted. From this analysis, the identified concern has been detected for the pricing quality. It was not that much satisfying and the value from the respondents' responses was 16% which define that they need to work on it.

Pricing is the crucial aspect that defines the flexibility in managing the different rangesdevelops the chances of a wide range of customer engagement in the business (Gibbs et al., 2018). On the other hand, customer relationship management was also in not satisfied value that was also 16%.

Variables	Frequency	Percentage
Online shopping experience	84	42
Advertising and	52	26

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Promotions		
Competitive offers	44	22
Continuous Benchmarking	20	10

The above representation is about the growing requirement for making the brand more effective in the aspect of customer satisfaction. Here the specification has been developed for four aspects that include online shopping experiences, advertising, and promotion, competitive offers, and continuous benchmarking. Each factor has a link with the brand and its impact on customer satisfaction. Most of the demand has been developed for online shopping experiences and the percentage was 42%. It depicts the deficiency of customer satisfaction issue regarding concern for the organization For making the

business strategy accurate covering online and offline markets are necessary.

Dekimpe, Geyskens&Gielens (2020) mentioned that sometimes lack of website up-gradation and lack of online assisting scope create negative experiences and people face the issue with their shopping experiences. If they did not get assistance for their shopping or if the website is not enough informative then the satisfaction levels will fall rapidly. After this aspect concern has been developed for the promotion and advertising and the response regarding this was 26%.

50 responses
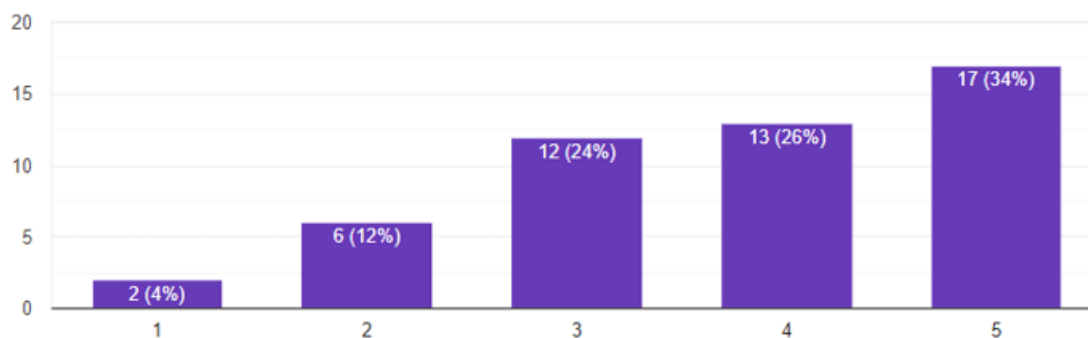
Opinion of respondents	Frequency	Percentage
1. Strongly dissatisfy	8	4
2. Dissatisfy	24	12
3. Neutral	48	24
4. Satisfy	52	26
5. Strongly satisfy	68	34

In the aspect of gaining maximum customer satisfaction product quality is the essential parameter that has been used for the
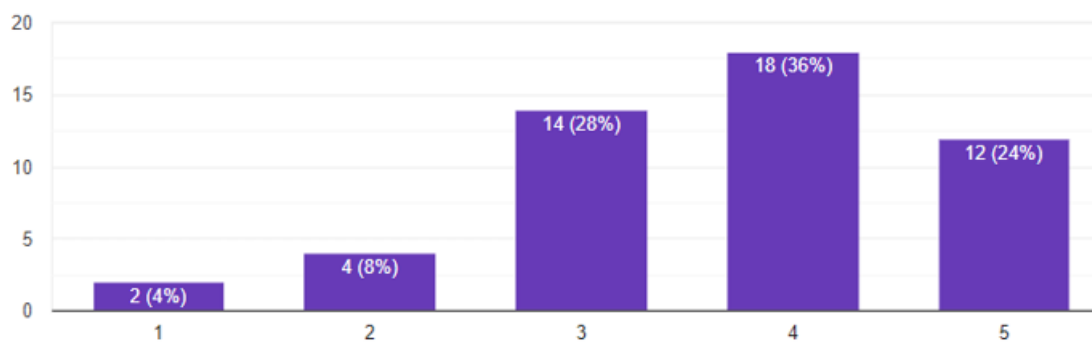
assessment. Standardized and maintenance products have been used as the parameter to check the customer satisfaction for the

organization From the graphical value, it has been observed that 34% of respondents are from strongly agree parameter. Along with there,26% agreedwith the respondents. From this maximizing value for strongly agree it has been confirmed that their service of standardization and maintaining the products are accurate from which the customers get satisfaction. Wang et al., (2018) stated that having the proper knowledge and product handling capability develops the chances of better customer satisfaction establishment for

the company. On the other hand, strongly disagree responses were very poor was 4% which can be negligible. If they maintain the operational process with standardization the chances of future sustainability will become higher for the organization. For the analysis, neutral respondents were 24%. Observing this aspect, it can be assumed that the future operation will be more productive and secure in terms of customer satisfaction.


50 responses

most of the responses are detected for agree parameter and the percentage was 36% and 24% for strongly agree. It can extend the accuracy of the brand value creation capability for the selected company. A satisfying brand stands for the customer demand fulfilling approach with providing better experiences regarding the shopping. Having the maximum benefits for the customer satisfaction from the brand they can use it for new customers (Alkitbi et al., 2020). On the other hand, the strongly disagree respondents for the current study was 4%, and disagree percentage was 8% but the neutral rate was high at 28%.

Opinion of respondents	Frequency	Percentage
1. Strongly dissatisfy	8	4
2. Dissatisfy	16	8
3. Neutral	56	28
4. Satisfy	72	36
5. Strongly satisfy	48	24

From the above representation efficiency of branding has been checked for the organization. From the business perspective, branding is a very sensitive and productive context to reach the maximum potential of customer satisfaction. From the observation,

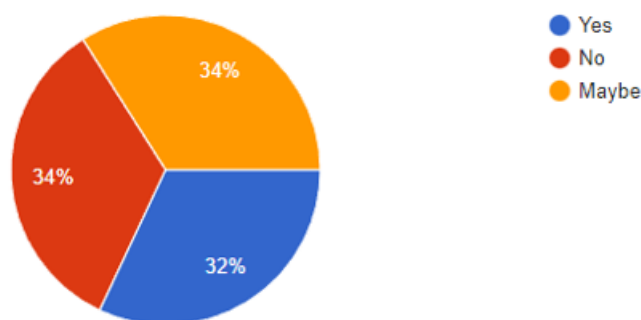Do you want to switch your clothing brand in future

50 responses
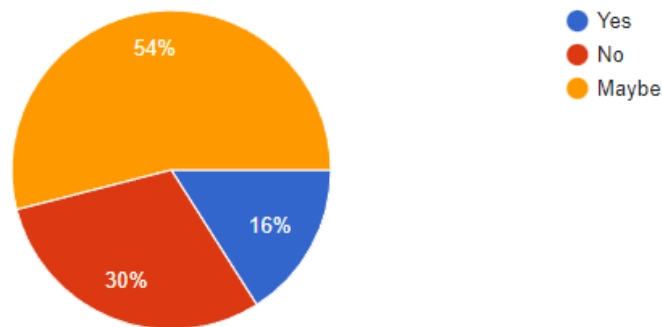
Opinion of respondents	**Frequency**	**Percentage**
Yes	32	16
No	60	30
Maybe	108	54

The above representation has been developed over the customer psychology for the future business engagement for the organization It showed the value of efficiency and success of the business operation in gaining the maximum customer satisfaction for their business. It is the most vital and determining aspect of the evolution of customer satisfaction. If they get the maximum service and satisfying experiences, they will never leave the company. Otherwise in the era of rapidly growing competition brand switching is the common cause. Here from the survey, it has been detected that 54% of respondents are not sure about theorganization's brand which means they are still in a deficit position for customer satisfaction. They need to look over the customer service, their growing demand, and more customized service to make them satisfied and engaged for the brand is required.16% of respondents claimed toswitch the brand and this makes the concern for the

customer retention need for the company whereas still 30% respondents responses for not switching.

50 responses

Opinion of respondents	Frequency	Percentage
Yes	64	32
No	68	34
Maybe	64	32

In the business process, certain and uncertain hazards hold or create blockage for maximizing the service and quality of the company's operation. Here the focus has been given to the global pandemic and its consequences on the quality and service of theorganization. From the survey, it has been observed that 34% of responses have come from the quality and service impact of COVID-19. It affects the chances of customer retention dropping out and satisfaction falling. Rapid closing transportation and new rules and regulation reduce the flexibility of the business environment and cut off the maximum potential of business service quality (Harris & Moss 2020). On the other hand, 34% claimed for not affected quality and services from COVID-19.

Conclusion and recommendations

Based on this study, it is concluded that proper and effective online branding is important to justify customer satisfaction properly. Checking or monitoring the customer experiences or rating develops the scope of a re-modification of the service, products, and the operation of the business. If the developments become way more practical demand based then the chances of flexibility business run will develop automatically. Based on this analysis, it has been observed that a business organizationhas an effective customer managing strategy that makes the maximum potential for customer satisfaction. If they can make the chances of reviewing the customer experiences they can make the development way more customer-centric and the chances of satisfaction will be higher.

Future scope

Based on this analysis, it has been detected as a well-developed strategic plan to manage the service and quality at uncertainties and develop the reliability and satisfaction from their services. Still, many respondents are not sure about the change impact of COVID-19. From this analysis, it can be stated that the company needs to change its advertising techniques and need make it more attractive and informative for the target audiences. If they did not put focus on relationship management then the scope of satisfaction will be decreased gradually. Value creation and consideration both need to be efficient to make the customer satisfied with the business relationship.

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