INTERNET BRANDING: FLOURISHING INTERNET AS A BRANDING TOOL

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CHAPTER 01

1.1 Introduction

Word of mouth is a method that can affect people's attitudes and purchasing decisions. According to (Richins & Root-Shaffer, 1998), the word of mouth has been an important influence in customers' purchasing choices."Any favourable or adverse comment made by prospective, current, or past consumers about the product or organisation that is expressed via Net and social networking tools," as defined by Hennig-Thurau et al. (2004)," was defined such as Twitter, Blog, flickrade Internet-based and accessible to a large number of people and organizations". Usage of facebook (meta), Twitter, Blog, Flickr, has increased with the use of Internet and Social Media. Consumers increasingly use Web 2.0 technologies including online forums, consumer evaluation sites, weblogs, and social networking sites for exchanging knowledge about products, according to Cheung et al. (2008).

Customers can learn about the thoughts and experiences of other customers on the Internet as well as contribute their own content. According to Pitta and Fowler (2005), forums are online communities created around particular interests and are typically organized into certain topic areas. To know the product information, consumers can post their opinion on the different forums whether they are satisfied after the consumption of the product or not. Consumers can initiate forum discussions regarding various themes to decide on the goods within each category, and such threads can last for years. This enables new users to read the past discussion inside the forum and gain expertise from a larger knowledge base.

Due to the ease of access to and availability of product information on online platforms, online advertising is particularly effective. Online promotion of the product is found to be very successful because once when a business person is ready to start, he or she can quickly launch a lucrative promotional campaign across a variety of media. In general, neither a lengthy setup process nor an waiting period exist. One essential component of brand equity is loyalty.

The relationship between word-of-mouth and customer happiness has been modeled utility-based by the author. Findings revealed that dissatisfied customers do engage in greater word of mouth than the satisfied customers (Anderson, 1998). In consumer behavior studies, the phenomena of word of mouth is one that frequently occurs (Kozinets et al., 2010). Word-of-mouth advertising is an option offered by social networking sites. The instantaneous dissemination of word of mouth has significantly enhanced thanks to social media's millions of users.

Different tiers of loyalty are described by Grembler and Brown (1996). Consumer behavior in the marketplace, which may be quantified by the frequency of purchases (Keller 1998) or the assurance that the brand will be the one they choose to repurchase (Oliver 1997, 1999), is linked to behavioral loyalty. When presented with a purchase decision, consumers have a propensity to think about a brand first. Purchase intention is the term for the subjective assessment made by customers when deciding whether to purchase goods or services after doing a broad evaluation (Hsu, 1987; Dodd et al., 1991; Blackwell et al., 2001; Shao et al., 2004).

1.2 **Historical Perspective of Branding**

When, how, what are the functions of the brand and it existed back at times? There are so many questions that come to mind. But the brand existed when human civilization originated. We can track brands back in time. Earlier business transactions were tracked by pictorial symbols. (Who was involved, what was transacted, and how much). Transactions were recorded in symbols, color, and text. Now that is called elements of the brand. Early brands can be called "proto brands". (Dutta. 2012).

If we look at the history Harappa and Indus valley civilization which existed 2250-2000 BCE shows the branding in the form of seals. The seal proves that the goods came from this particular merchant. Then after all the merchants use a unique symbol, logo, tag line to differentiate from other merchants. From that era logos, symbols, color, text, has been used as a brand for different merchants.

Internet branding, often known as online branding, is a brand management strategy that leverages social media platforms like Meta and Twitter to position a company in the marketplace. The importance of branding is rising as the growth of the internet. The majority of businesses use various online channels to build trust with clients and raise brand exposure, including social networks, search engines, online media releases, and online marketplaces. Internet branding also includes using and integrating social media. Employing showcase and content networks consistently is one technique to help a company become more social media-integrated.

To keep a brand in front of a target audience, tactics like behavioral targeting, re-messaging, and specific to the site targeting are employed. Social media branding involves sharing information about the business and frequently connecting with customers. Branding seeks to provide By including components like a design, mission statement, logo, and a unifying theme in every aspect of marketing communications, businesses can leave clients

with a strong, favorable impression of their brands, goods, or services. One of those vague and easily misinterpreted marketing concepts, even for people who have studied marketing, is the concept of branding. For many years, branding has been acknowledged as one of the core principles of a successful firm since strong branding offers a host of benefits to an organization.

They can serve as a source of motivation for workers and a focal point for consistency in communications and action. Brands have significance for customers and serve a number of important services for businesses. Their essential function of choice is simplification. One obvious factor in decision-making is choosing a brand people are familiar with, a business they have heard of , and one that has a reputation for excellence in product and service. Ultimately, the consumer must know about and trust you in order for you to be on their purchasing list. Enhancing value through delivery has been described as the process of branding.

A captivating and reliable product and client experience that draws in you and encourages repeat business. When customers build through satisfying use and experience, consumers can grow to trust a brand, giving businesses the chance to develop a relationship with them that strengthens their brand and makes it harder for rivals to copy it.**.**

The 21st century's most prevalent technique is social media. Today's rise in social contact is unprecedented thanks to Web 2.0, which is based on social media apps. Thus, when marketers start to comprehend how users behave, social media is developing into a centre for market intelligence.

Gain insight into buying behavior and why consumers feel like certain brands Maintaining marketing messages and brand presence in online marketplaces.

In this modern age, social media is an important part of interpersonal and public communication. It also provides easy internet access at a relatively affordable price. Besides personal media, social media is also used by businesses as part of an effective and efficient advertising strategy. This is because everyone has access without paying more so that network promotion can be done more extensively.

Because they can affect consumer preferences, brands are important. A strong brand may prove that customers are superior, influence favorable consumer attitudes, and boost business profits and sales. The enormous significance of social media has contributed to the development of many international brands, including Starbucks, Dell, Levi's, and Apple. especially the Steve Jobs-founded Apple.

Using online databases of reviews and ratings for any kind of goods, consumers may obtain a variety of information on product quality, features, and dependability over the Internet..In addition to variations in consumer behavior and product attributes, the Internet may affect brands differently depending on how the technology is applied. Speaking of the "Internet" as a single technology is actually a bit of a misnomer because it encompasses a wide range of uses, each of which has a different effect on brands—some positively, some badly.

Three categories can be used to categorize the marketing strategies made possible by the Internet. The first and most evident is that browsers and search engines give users access to a variety of online product and service information. Additionally, it is feasible to completely utilize client data and pinpoint their demands by linking websites with customer databases. Thirdly, the Internet is unique in that it enables customers to interact with one another as well as suppliers directly. (STEPHEN CHEN 2001).

The Internet's popularity has increased at an astounding rate as its primary use has shifted from defense to commercial uses. The Internet is an extensive structure of thousands of computer networks that are linked together. These networks may provide services that allow users to connect with one another or search for and access information globally**.** The Internet is claimed by both industry and technology to be the most important recent marketing channel. Internet marketing is becoming a more vital component of communication. Businesses use the Internet to market their services, accept and place orders, and interact with customers worldwide.

Companies must make choices about, among other things, price, branding, distribution, territory, and organizational structure in order to fit this market and confront this new technology. The Internet lowers entry costs, lessens economies of scale as a competitive advantage, and makes it simpler for small businesses to compete globally. As a result of the internet's distinctive features and its ability to upend established norms, businesses are discovering that they must reimage their marketing and branding strategies.

1.3 Theoretical Background

Historical Perspective of Brand (Kirti Dutta 2012)

a) Purchase Intention**.**

Purchase Intention, which is determined by how likely consumers are to make purchases, is the propensity of consumers to purchase a product or to conduct actions linked to purchases. Online trust is the willingness of customers to rely on third parties and be exposed to their actions while making purchases online, in the expectation that other Parties will adhere to ethical standards and be able to deliver on their promises of goods and services, which will encourage customers to make online purchases. An enjoyable prior online purchase experience will influence the subsequent experience; clients are more likely to engage in subsequent purchasing behavior if they enjoy and feel stimulated during their online shopping. The act of purchasing something on the spur of the moment, without prior planning or objective thought, is known as an impulse purchase orientation.

b) Online Brand Community

Today, brand communities are receiving a lot of attention from academics and marketing professionals. the rising interactivity of websites and other social networks has made information exchanges between users swift and simple, which has aided in the quick growth of online brand communities, according to prior studies. Businesses

must have an online brand community (OBC) in order to stand out from the competition and increase their position in the market.

A rising number of companies devote time and money to developing plans and overseeing online brand communities on social media in an effort to draw and keep customers. As a result, companies now have access to a variety of fresh data regarding their target market, including details regarding the habits, requirements, wants, and upcoming purchasing intentions of that group. They can also be used for one-on-one marketing, enabling businesses to establish more intimate connections with their clients.

c) Online Advertisement

The most important form of promoting goods and services nowadays is advertising, which also acts as a communication tool. The internet became a new tool for communicating with clients and providing a variety of tools for influencing attitudes and preferences in the middle of the 1990s.

The growth of the Internet has created new opportunities for regional and globally. This ground-breaking technique recommends geolocalizing information and communication. Even the internet and websites provide customers with straightforward services who may manage their resources properly. The internet plays a significant role in today's consumer purchases. The Internet's status as "mainstream" and how closely the virtual and physical worlds resemble one another, according to marketing researchers. Online advertising gives consumers more exposure and control in the twenty-first century, and they can also select how many commercials they want to see. Customers can learn about promotions, acquire pricing details, take part in product design, schedule deliveries and sales, and get after-purchase assistance.

d) E-WOM Electronic Word Of Mouth

Electronic word of mouth (E-WOM) is an ever-changing and continuous method of information sharing about a product, service, brand, or firm amongst potential, current, or previous customers. When information is beneficial in deciding whether to make a purchase, it is seen as helpful (Davis 1989). It has been discovered that E-Word of Mouth affects how people rate goods and services (Mayzlin 2006).

CHAPTER-2

Review of Literature

3.1 Review of Literature

Rowely, J. (2004) in her paper she described the term internet marketing in more detail .In her paper she has taken the case of McDonalds how McDonald's improves its brand engagement on its stores and in its website. How the Mc d   has found out that it needs to work on his delivery and on his website. To bring out the facts Jennifer has collected some data on Mc d through primary sources. and described more about internet branding.

Rowley, J. (2009) again she has described that internet branding requires not only in food industry but it can equally used in fashion and retail industry , this time she has taken fashion industry specially she has taken the United Kingdom case and to bring out the facts she has collected data from primary sources. And she has stated a great scope in internet branding for the fashion industry.

Karjaluoto, L. (2019) China in this paper the author has taken the case of an industry company named Delta that was engaged in renewable energy. The author has explained the importance of internet branding for industry. To investigate brand building in the modern industrial setting.New branding options are made possible by digital tools, not merely in terms of brand.

Francesca, (2016) in this paper the author brings out the facts of luxury brands and the consumer behavior on luxury brands websites. And the results of luxury brands websites.)the author finds out that the internet could be used as a tool for communications for their brands. And 1/3 consumers visited the brands website.

Martinus, H. et al. (2016) the data collected in this paper was quantitative after it was explained in words. In this paper the author mentions that the brands which use instagram as a medium of advertisement were more reachable to consumers. Because of the 6 facts used by businesses in instagram advertisements. Updating information, including comments' positions and valences as well as their vividness, interaction, educational, and entertaining qualities.

Li H. and Li, A, (2009) China in this paper author explained the advertisement strategy of western and eastern MNC of china and he found out that they follow the same strategy of advertisement. Creative approach, media placement strategy, and financial plan for internet advertising they had in common.

Kevin et al. (2005) United Kingdom that generation was mixed qualitative and quantitative then the author finds out that this might involve the following three logical steps: determining specific communication objectives, picking the proper marketing tools to interact with the focal groups and identifying the target customers, as well as understanding their preferred communication styles.

Rubinstein H. (2001) This study depends on the authors' vast expertise creating brands both online and off, as well as their ability to match/integrate internal attitudes and behaviors with brand expression on the outside. The authors make the differentiation between online and offline advertising and the authors find online was more effective and efficient.

Poel et al. (1999) The data was collected by mail because the number of internet users was limited. By incorporating persons who freely entered their names in the Belgian, the email addresses were gathered. online users do not now adequately represent either group, hence a more user-friendly online market is required.

Simmons J.G. (2007) United Kingdom The only way to create material that is pertinent and compelling enough to promote engagement is by first understanding your audience. The 4 "pillars" of I-Branding are clear. That have been described must be carefully incorporated into the creation of an internet branding strategy. The pillars were purchase intention, online advertising, E-WOM, and brand image.

Mishra and Mishra (2023) The author identified the factors affecting employers' online branding and also found the gap between the two perspectives. Factors affecting employers branding are salaries, job security, training and development work life balance and currier progress. The outbreak of covid19 has increased the use of digital channels in online branding.

Sehgal et al, (2022) "Developing a predictive model for the Indian service sector using internal branding" the author explored the factors that impact internal branding across service in general. Study found that the factors that affect internal branding are market approach organization empathy or organization size change.

Linge et al. (2022) "College students' online purchasing intentions are predicted using A thorough assessment and meta-analysis of the notion of planned behavior" Planned behavior theory (TPB)), which uses Meta analysis to forecast college students' online buying intentions, is examined in this research. 3 independent TPB are constructs: behavioral control, subjective norm, and attitude. It was found that TPB is a relevant framework to predict students' online purchase intentions. Online purchase intention was the most influential variable in prediction.

Bulsara et al, (2022) "Evidence from India's millennials' online consumer electronics purchase intentions" The research has been done on the descriptive research design. A survey was used to collect data and likert scale has been used. The study was targeted to millennia's' online purchase intention for consumer electronics. The study found that e-service quality and subjective norms influence the purchase intention the most.

Chincholkar et al. (2022) "An empirical study of the tier-3 market on how demographic factors affect consumers' product selection during online shopping" The methodology for the study was through questionnaire. The study was focused on demographics that affect the choice of customer. The study reveals that the demographic

does have an effect on online product choice. The tier-1 market had the most number of users of the internet. Tier-2 and tier-3 markets were also at a growing stage.

Singh, B. et al (2022) The purpose of the study was to comprehend how social media marketing (SMM) affected brand equity and purchase intent. The data was gathered from university female students. The study shows that (SMM) and brand equity and purchase intention on affordable luxury brands does make an influence on gen z female consumers. It also affects the purchase intention.

Srivastava, M., et al. (2022) The study has compared the online gamification experience has continued to more to brand engagement. The study has shown that online gamification can increase brand engagement and that leads to brand loyalty.

Saribut, S., (2022) In this study the authors tries to study relation between online to offline (O2O) ecommerce buying experience. A TAM model has been used. The whole population was divided into 3 Group. Gen y customer shopping experience through O2O e-commerce platform influenced the main variable in the TAM model.

Balakrishnan et al. (2014) The author attempted to highlight how E-WOM, internet advertising, and web communities relate to intention to buy and commitment to a brand in the gen Y market. Through conceptual model. Through the firm website Online marketing communications, including E-WOM, communities on the internet, and online advertising, as well as social media platforms, work well at promoting companies and goods.

Jain, N.K. et al. (2018) Conceptual model has been developed through customer-brand relationships that depend on brand loyalty and positive word-of-mouth. A study found that brand trust medium between commitment towards brand and word-of-mouth in part. as well as the engagement and commitment factors of customer-brand interactions. However, the relationship between the customer-brand relationship satisfaction variable, It was determined that brand trust and brand loyalty were unimportant.

CHAPTER 3

Research Methodology

In the preceding chapter, the researcher has emphasized on the review of literature on Branding. Based on the Review of Literature, we have explored the untouched area, formulated the hypothesis. This chapter is focused on data collection, sampling procedure, development of questionnaire, finding of the study and finally its meaningful interpretation. The chapter is concluded with fruitful observation.

Sampling and procedure

To know the importance of the branding and to check how the following factors have affected the purchase intention of the customer. E-WOM, online advertisement, online brand communities, brand image. A structured questionnaire developed by Mohd. Reza Jalivand's and Neda Samiei(1999) have been used to collect the data. The statement has been used from the authors' paper. Population of the study includes all the customers who are using online platforms before buying. A structured questionnaire has been distributed and responded to by over 100 people. For the aim of gathering data, a random sample technique was used.

The data has been collected by primary sources. This study uses SPSS software for data analysis and uses techniques in this study. This study makes an attempt to bring out the purchase intention of the consumer before buying. And with the help of some factors how business uses these factors to build the brand in the market.

Measurement

Electronic word of mouth has been measured by 4 statements adopting from existing literature, a scale was developed by Mohd. Reza Jalivand's and Neda Samiei (1999). *I frequently check online reviews of products written by other customers to determine which brands and products have positive word-of-mouth reputations*. The reliability statistics show satisfactory .744

Brand image has been measured by 3 statements adopting from existing literature, a scale was developed by Mohd. Reza Jalivand's and Neda Samiei (1999). The sample item is When compared to competing goods/brands, this one is of exceptional quality. The satisfactory reliability statistics are displayed. 738.

Purchase Intentions has been measured by 3 statements adopting from existing literature, a scale was developed by Mohd. Reza Jalivand's and Neda Samiei (1999). The sample item *would instead of other brands, choose this one to purchase*. The reliability statistics show satisfactory results .838.

Online Advertisement has been measured by 4 statements adopting from the existing scale developed by Mohd. Reza Jalivand's and Neda Samiei (1999). The sample an item is would *Rather than purchasing any other brands, choose this one*. The reliability statistics show the satisfactory result .869.

Table 3.1- Questionnaire Statements

S.No.	Variables	Statement	Cronbach's Alpha
1	Electronic word of mouth	I often read other consumers' online product reviews to know what products/brands make good impressions on others	.744
		To make sure I buy the right product/brand, I often read other consumers' online product reviews	
		I frequently gather information from online consumers' product reviews before I buy a certain product/brand	
		When I buy a product/brand, consumers' online product reviews make me confident in purchasing the product/brand	
2	Brand image	In comparison to other products/brand, this product/brand has high quality	.738
		This product/brand has a rich history.	
		Customers (we) can reliably predict how this product/brand will perform.	
3	Purchase Intentions	would buy this product/brand rather than any other brands available	.838
		I am willing to recommend others to buy this product/brand	
		I intend to purchase this product/brand in the future	
4	Online Advertisemen	After seeing this brand, I will prefer the advertised brand over other brands	.869

	t	It is an interesting advertisement	
		This advertisement attracts attention	
		I am aware of the brand after seeing the ad	

Source: Primary data

CHAPTER 4

Results and Discussion

The study's findings have been divided into groups based on the responses. The first section presents the demographic findings from the respondents' responses before revealing the conclusion of the hypothesis.

4.1 Demographic Analysis

Study's found that data collected by investigator, the primary result showed most of the respondents are female (n=52, 53.6 percentage). The majority of respondents (n=51) falling in the age bracket of

Table 4.1 Demographic profile (n=97)

S.No.	Variables	Sub Variables	Frequency	Percentage
1	Gender	Male	44	45.4
		Female	52	53.6
		Prefer not say	1	1.0
2	Age	15-20	41	42.3
		21-25	51	52.6
		26-30	2	2.1
		36-40	3	3.1

3	Educational Qualification	Doctorate	2	2.1
		High School	5	5.2
		Intermediate	8	8.2
		Post Graduate	13	13.4
		Undergraduate	66	68.0
		Uneducated	3	3.1
4	Income	5-10 lakhs	9	9.3
		Above 20 lakhs	2	2.1
		Not Employed	86	88.7
5	Marital Status	Married	4	4.12
		Unmarried	92	94.85
		Divorced	1	1.03

Source: Primary data

21-25. Additionally, most of the respondents (n=66) in this study were undergraduate. Furthermore, this study also revealed that most of the respondents (n=86, 88.7 percent) were not employed. Additionally, the majority of the respondents (n=92, 94.85 percent) were seen to be unmarried. For more detail refer to table 2.

**Figure 4.2 Pie Chart: Gender**
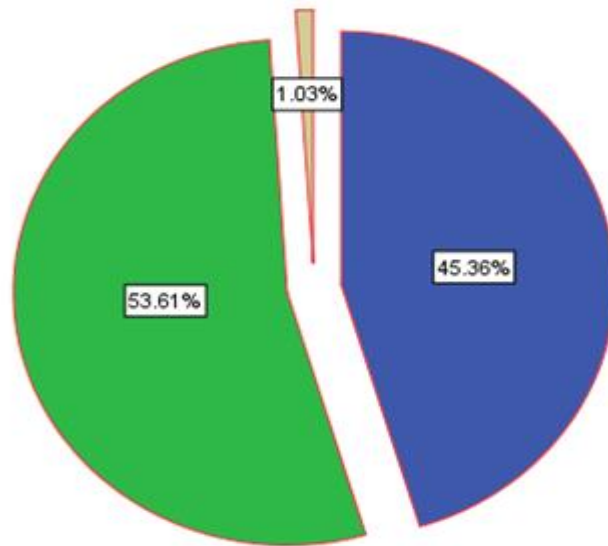
Source: Primary data

Majority 53.61% of the respondents are men, while the remaining 45.36% are female respondents and 1.03 % noted as prefer not to say. Gender refers to the socially constructed positions, conducts, pursuits, and characteristics that a particular culture believes appropriate for men and women. The table displays the respondent's gender.

Figure 4.3 Pie Chart: Age
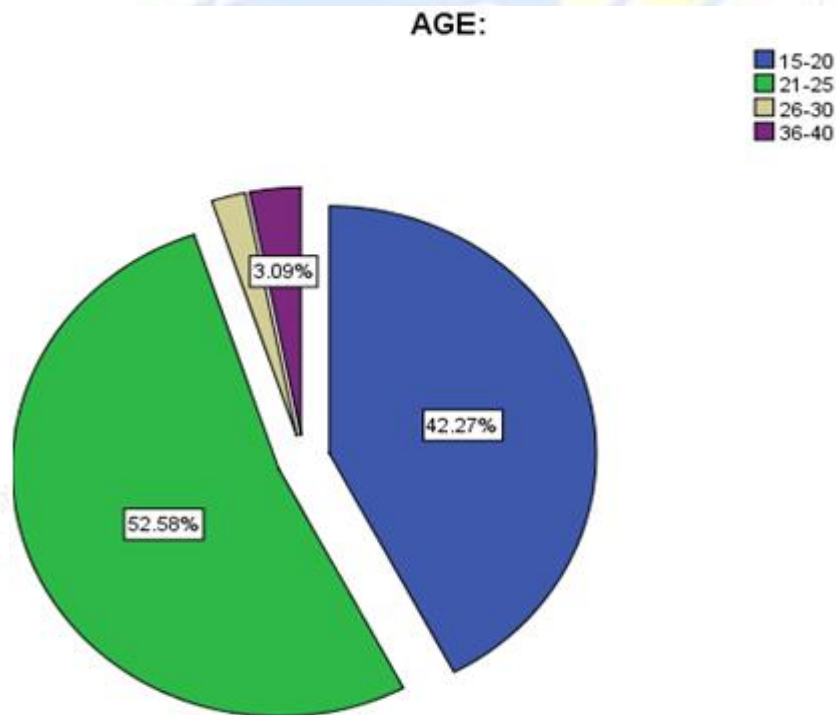
Age of the respondent is presented in table 1 as well as in the above pie chart 2. It is observed from the above table that, out of the 104 total sample respondents, most of the respondents (52.58 percent) fall in the age bracket of 21-25 years. 42.27 per cent of the respondent is between 15-20 years of the age group and 3.09 per cent of the respondent is between 26-30 years of age group.

Figure 3 Pie chart: Education
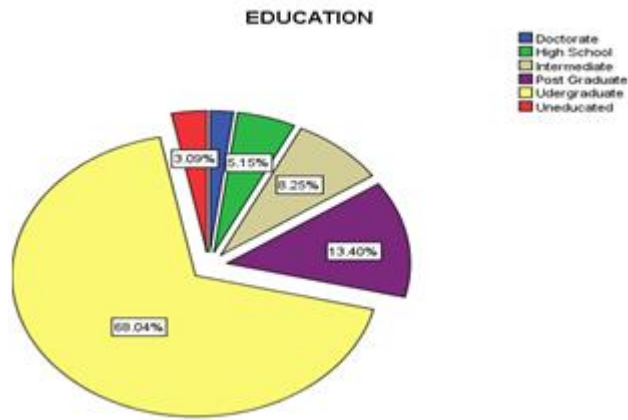
Source: Primary data

The distribution of respondents by literacy level is seen in table 1 as well as in figure 3. Under Graduates make up the largest group of responders of 68.04 % the total 66 sample participants. A minimum of 2.1 % of respondents are of doctorate education, followed by 13.4% post graduates
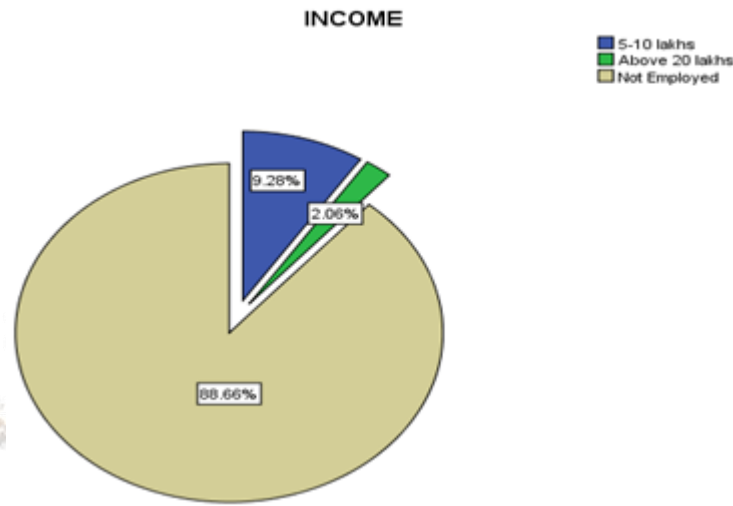
Figure 4.4 Pie chart of marital status
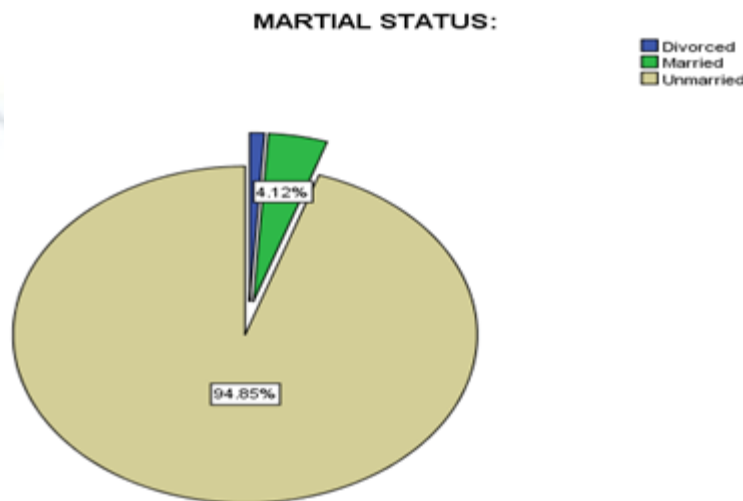
Source: Primary data

The respondents' marital status was described in Table as well in figure 4. It has been noted that the majority of respondents (94.85 %) are unmarried, with the remaining respondents (4.12%) being married and out of 97 respondents (1%) are divorced.

Figure4.5 Pie chart: Income

The above chart shows how the respondents' annual income was distributed. According to table 1 as well as figure 5, 88.66% of respondents not employed means have no incomes, 9.28% have incomes between 5-10 lakh, and the lowest percentage of respondents, or 2.06 % has incomes over 20 lakh. See table 1 and figure 5 for the additional information.

Hypothesis Testing

According to Taylor (1990), the correlation coefficient is an inferential statistical tool used to assess how closely two variables are related. The correlation matrix between the variables produced by the SPSS 20 is shown in the following table. The relationships between the variables are complete (Twigg, 2010).

Table 4.6 Correlation Statistics

Variable	Means	SD	EW_M	B_I	P_I	O_A
EW_M	1.7835	.58700	1			
B_I	2.0515	.66899	.614**	1		
P_I	2.1271	.74449	.570**	.642**	1	
O_A	1.9871	.71477	.561**	.432**	.504**	1

*Note: **Correlation values are significant* $p<0.01$; Bold figures represent the square root of AVE

EW_M=Electronic word of mouth, **B_I**=Behavioral Intention, **P_I**=Purchase Intention, **O_A**=Online Advertisement, **S.D**. =Standard Deviation,

Source: Primary data

Electronic word mouth (EW_M) are positively related(r=.614, p<0.001) to behavioral intention (B_I), purchase intention (P_I) (r=.570, p<0.001), and online advertisement (O_I) (r=.561, p<0.001) meaning thereby there is a significant and moderate association among the variables. See table 3 for details information.

Moving ahead in this direction, the investigator, further try to test to hypothetical statement with the help of statistical tool regression. The next level up from correlation is regression. When predicting the value of a variable based on the value of another variable, it is employed. Our target variable is referred to as the dependent or outcome variable. Similar to that, we refer to the variable we are using to forecast the value of the other variable as the predictor variable.

In the present three major hypotheses were formulated. *H_{01} In the Indian setting, electronic word of mouth significantly affects brand perception. H02. In the Indian setting, electronic word of mouth has a substantial impact on purchase intention. H_{03}. Brand image has a significant impact on purchase intention in Indian context* respectively.

We have employed simple linear regression for the In the *$H01$ Indian setting, electronic word of mouth significantly affects brand perception.* The findings indicate that electronic word of mouth has a considerable and favorable impact on brand perception. (β=.700, S.E. =0.092, *p<0.05)* explained variance 37.8 percent in brand image. Meaning thereby that one unit in increase in electronic word of mouth will leads to 0.700 unit increase in brand image. Similarly, next to this, *H_{02} Electronic word of mouth has a significant impact on purchase intention in Indian context.* The result of simple linear regression analysis shown that there is positive and significant influence of electronic word of mouth on purchase intention (β=.723, S.E. =0.107, *p<0.05)* explained variance 32.5 percent in purchase intention. In the practical term we can say that 1 unit increase in electronic word of mouth will leads to .723 unit increases in purchase intention. Last but not least; *H_{03} In the Indian setting, brand image has a substantial influence on purchasing intention* seen to be statistically and positively significant (β=.714, S.E. =0.88, *p<0.05)* explaining 41.2 percent variance in purchase intention. It means that1 unit increase in leads to.714 unit in brand image.

Figure 1 Final Research Model.
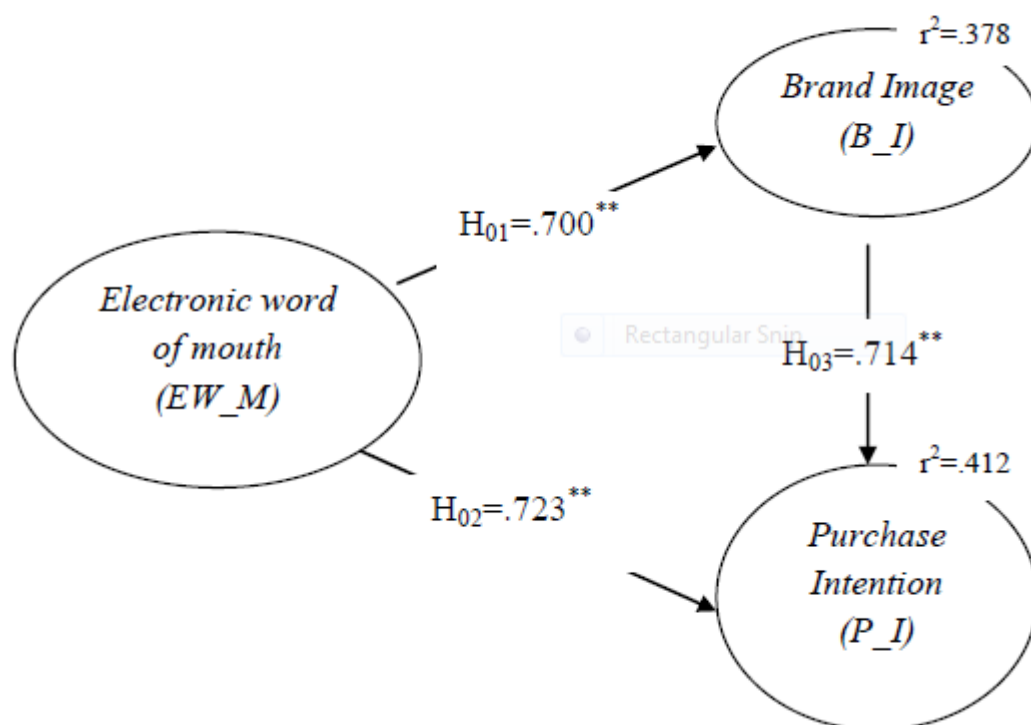
Conclusion In the present study, the author worked out on methodology and data analysis. Linear regression analysis was performed for the purposes of hypothesis testing. The result confirmed that significant and positive influence was impact of electronic word of mouth on brand perception and inclination to buy. There have been assumptions made about meaning from the analysis.

CHAPTER 5

Conclusion and Implication

5.1 Conclusion

This article was inspired by the finding that online forums where customers can share their experiences with goods and services are growing in popularity. Additionally, both real-world experience and prior study indicated consumers are very interested in sharing and learning about their experiences, both good and bad, in a web-based WOM situation.

Brand image is an important marketing response variable that hasn't previously been considered in relation to the consequences of online WOM communication. Therefore, it seemed sense to add to the body of knowledge already known about by including the concept of brand image in this context and investigating potential consequences of electronic word of mouth, the impacts of online WOM communication are examined. This empirical study shows that e-WOM significantly affects brand perception and subtly changes consumers' intentions to make a purchase.

Additionally, marketers and businesses may continuously track online word-of-mouth (WOM) communication about their brands thanks to the internet's accessibility, reach, and transparency.

It would be fascinating to investigate how WOM communication affects brand image for additional brands and in other product categories, like financial services, as they may have an important effect on how consumers view products and services with high credibility features.

5.2 Limitation of the study

This study on the topic "internet branding: flourishing internet as a branding tool" was done to find out the how businesses uses some tools like electronic word of mouth, online advertisement etc. The study was completed although it has some limitation. The following are the limitation of the study.

- The study was conducted in general field. This study was not conducted on a specific field of market.
- The data collected for the study was primary and for that questionnaire was distributed. But many did not responded
- This study does random sampling because it is not fixed to any specific field.
- This study uses tools like electronic word of mouth e-wom, online advertisement, brand image. There can be many tools.

- This study focuses on how brand image influence purchase intention. There can be many other reasons for purchase intention.

- The data is collected from Indian consumer it may be differ from country to country.

5.3 Scope for Further Research

The study internet branding: flourishing internet as a branding tool was based on how business can influence consumer with the help of some tools like e-wom, online advertisement. But there can be many tools to study purchase intention. This study conducted in India and responded were also from India but it can be done on global level as well. There we may gets different results. With the help of this study we got to know more about internet. But now internet can be used for branding purposes and for different purposes. It can serves as a medium of communication between consumer to business.

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