

# CERTIFICATE

This is to certify that the project entitled “**Comparing the Brand Personality and Consumer Behavior in Online and Offline Contexts of Consumer Durables**” is the bonafide work carried out by *Chhavi Deswal* student of MBA, **Delhi School of Management, Delhi Technological University**, during the year 2013, in fulfillment of the requirements for the award of the Degree of Master of Business Administration and that the project has not formed the basis for the award previously of any degree, diploma, associate ship, fellowship or any other similar title.

Signature of the Guide:

Place:

Date:

## Declaration

I hereby declare that the project entitled “**Comparing the Brand Personality and Consumer Behavior in Online and Offline Contexts of Consumer Durables**” submitted for the MBA Degree is my original work and the project has not formed the basis for the award of any degree, associate ship, fellowship or any other similar titles. It is the result of the project carried out by me under the guidance and supervision of **Prof. S.K. Garg**.

I further declare that I or any other person has not previously submitted this project report to any other institution/university for any other degree/ diploma or any other person.

Signature of the Student:

Place:

Date:

## Acknowledgement

Due to the fact that all the knowledge required was not in the literature, it was imperative that the people who guide be very resourceful and knowledgeable. A deep sense of gratitude for the above reason is thus owed to **Prof. S.k. Garg** for his continuous guidance and motivation and for helping in whatever capacity he could at various stages in the project. I would like to thank for his assistance in all the matters, whenever required. I really appreciate their involvement in the project and their regular advices that helped me refine the project as I went along and also inculcate all the points that help significantly with the growth in my learning..

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Chhavi Deswal

# Executive Summary

## PROJECT BRIEF

The project mainly revolves around understanding the online and offline brand personality traits that affect the purchase decisions of consumers, how they relate to the brand and how these traits differ across various purchase channels; online and offline. The need of this research is to identify and get insight into what main factors the online consumer takes into consideration when most he buy products on internet what affects their shopping behavior, basic need of this research is to find out what are the main factors affect the online consumer when considering and making a purchase over Internet.

## OBJECTIVE OF THE STUDY

- To study the online shopping behavior of customers
- To study the factors influencing online shoppers and consumers
- To study the customer's level of satisfaction with regard to online shopping
- To examine whether customers prefer online shopping to physical stores
- To check individual preference of personality traits that affect buying decisions
- To find out if there is a difference between the online and offline personality of a brand

The growing use of Internet in India provides a developing prospect for online shopping. If E-marketers know the factors affecting online Indian behavior, and the relationships between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers.

This project is a part of study, and focuses on factors which online Indian buyers keep in mind while shopping online. This research found that information, perceived usefulness, ease of use; perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions of Online purchasing.

Consumer behavior is said to be an applied discipline as some decisions are significantly affected by their behavior or expected actions. The two perspectives that seek application of its knowledge are micro and societal perspectives.

The online purchasing behavior of online shoppers and factor influencing online shopping behavior and its future perspective. Internet is changing the way consumers shop and buys goods and services, and has rapidly evolved into a global phenomenon.

Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets.

Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence. It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace.

Along with the development of E-retailing, researchers continue to explain E-consumers' behavior from different perspectives. Many of their studies have factors or assumptions, which are based on the traditional models of consumer behavior, and then examine their validity in the Internet context.