"IMPACT OF VIRTUAL BRAND EXPERIENCE ON PURCHASE INTENTION: THE ROLE OF MULTICHANNEL CONGRUENCE"

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ABSTRACT

Customers may now learn about firms through virtual worlds on the internet, which integrate social and functional involvement. This opens up new marketing opportunities. This study examines how virtual interactions impact attitude formation and offline purchase intentions. It identifies three forms of channel congruence—perceived diagnosticity, self-image congruence, and behavioural consistency—that help explain the cross-channel effects. The investigation's findings demonstrate the existence of multichannel effects between offline and online brand experiences and purchase decisions. These effects depend on the degree to which the virtual purchasing experience is regarded as authentic and beneficial for assessment, shared self-concept with other brand users, and perceived behavioral consistency.

It also examines how attitudes and offline buying intentions are shaped by virtual experiences. The study's findings imply that assessments of actual purchases are influenced by virtual brand encounters across a variety of media. These results are influenced by shared self-concept with other brand users, perceived behavioural consistency, and the degree to which the virtual shopping experience is thought to be truthful and beneficial for assessment.

His study looks at how interaction and customer involvement affect the online shopping experience by combining Virtual Try-On technology, an application of image integrative technology, and the technology acceptance framework.

In order to determine how the virtual trial of clothing qualities affects conative responses towards an apparel retail website, it aims to empirically evaluate the conceptual model. The conative response's antecedents (buy intention) have been empirically validated for 410 Indian internet users, particularly those belonging to the millennial cluster. The outcome highlights the significance of hedonic value, utilitarian value, and confidence in clothing fit in bolstering an online shopper's intention to buy. When consumers shop online, body image also plays a big role in influencing their intention to make a purchase. The present study validates the significance of a virtual trial in enhancing purchase intention inside the virtual marketplace.

The findings of this investigation broaden our understanding of the effectiveness of Image The online digital market space's lack of firsthand experience knowledge restricts the electronic sales of clothing. Technological developments are intended to close this gap and enable virtual trails that will greatly impact customers' conative reactions. Image Interaction Technologies (IIT) make virtual experiences possible and provide customers the chance to "virtually" try on the clothing. In order to determine how the Virtual Try-On, one of the applications of IIT, of clothing qualities effects conative responses towards an apparel retail website, this study endeavour aims to empirically test the conceptual model. The conative response's antecedents (buy intention) have been empirically validated for 410 Indian internet users, particularly those belonging to the millennial cluster.

Keywords: Multichannel marketing, brand experience; virtual worlds; Second Life; channel congruency.

INTRODUCTION

Brand experience has as of late been characterized in the showcasing writing as the sensations, sentiments, discernments, and conduct reactions evoked by brand-related improvements that are essential for a brand's plan and personality, bundling, correspondences, and conditions. Buyers might encounter brands by interacting with them through various mediums, including the web

Virtual experience has been characterized in the promoting writing as the mental and profound states that customers go through while connecting with items and brands in a 3D climate. Virtual encounters are PC interceded encounters that recreate actual encounters and can create a convincing sense that the shopper is really present in the virtual climate. The inclination that one is really present in a virtual climate, known as telepresence, is a component of clarity. Research has viewed virtual item experience as like direct item insight, since it offers a serious level of intelligence with items and different clients of the brand. Virtual encounters are PC interceded encounters that recreate actual encounters and can create a convincing sense that the shopper is really present in the virtual climate. Like the idea of telepresence is the thought of social presence, otherwise called para-social presence. Social presence alludes to the degree to which an individual sees other to be truly present while cooperating with them through a correspondence's medium.

LITERATURE REVIEW

As of late various innovations that license shoppers to look for data, collaborate with brands, speak with different purchasers, evaluate items, and purchase genuine and computerized items over the web have arisen. A few instances of these sorts of innovations incorporate web-based item reproductions (e.g., test driving cars, for all intents and purposes taking a stab at dress), symbols ["animated portrayals of the client"; see Holzwarth et al. 2006] for participating in virtual conditions (e.g., Second Life), and online visit. Numerous customers utilize the web to gather data on items and brands prior to making buys disconnected [Venkatesan et al. 2007; Tetro et al. 2007]. Online virtual conditions have been distinguished as arising showcasing channels [Li et al. 2002; Barnes and Mattsson 2008; Shen and Eder 2009], by which buyers can participate in data search, preliminary, and buying. These virtual conditions might offer significant benefits over conventional, two-layered sites through expanded practical and social

intelligence, and can give important brand encounters that lead to expanded client faithfulness and deals [Araki and Lang 2008]. Firms are especially keen on what these virtual brand encounters might mean for shopper perspectives and buying conduct in other showcasing channels. A few worldwide brands have, or have as of late had, a presence in Second Life (a web-based virtual climate) including Adidas®, BMW®, Dell®, IBM®, Mercedes-Benz®, Microsoft®, Reebok®, Reuters®, and Coca-Cola®. During the first quarter of 2008 business interests in "quite a while" were assessed to be around $184 million [Virtual Universes The executives 2008]. Around the same time, there were more than 139 certifiable brands in Second Life. Organizations with a brand presence in virtual conditions are endeavouring to make and increment brand mindfulness with the expectation that they will ultimately impact certifiable buy goals and ways of behaving, consequently converting into deals in other showcasing channels [Araki and Lang 2008; Barnes and Mattsson 2008]. Virtual conditions act as possible stages for retailers in understanding and affecting disconnected buying conduct, as well as advancing the organization's image and items. Despite the fact that specialists [Barnes and Mattsson 2008; Araki and Lang 2008] have recommended that brand encounters in 3D virtual conditions might influence shoppers' buying conduct in conventional showcasing channels, this peculiarity presently can't seem to be observationally analysed in the web-based business writing. In this manner, it is muddled whether virtual brand encounters fundamentally affect buyers' disconnected buy aims and conduct. The principal objective of this study is to research whether a brand insight in a virtual climate can influence demeanour development and buying choices in a disconnected showcasing channel. Moreover, this examination looks at the job of practical, social, and conduct factors in deciding cross-channel impacts, by distinguishing and testing three sorts of cross-channel harmoniousness (saw diagnosticity, mental self-portrait coinciding, and social consistency), which might impact the impact of virtual brand encounters on certifiable buying choices. Both the practical (e.g., climate, intelligence, authenticity) and social angles (e.g., accepted practices, social presence, self-idea) of promoting channels, albeit frequently concentrated independently, have been recognized as significant for understanding purchaser mentalities and buying conduct [Serge 1997; Barnes and Mattsson 2008; Araki and Lang 2008; Suntornpithug and Kamilah 2010; Cha 2011].This paper proposes a model of channel compatibility that looks at the impacts of these two aspects together in a similar model to address this deficiency in earlier examinations. Shopper discernments with respect to their conduct across numerous promoting channels, has gotten significantly less consideration and is additionally analysed in this paper. It has been proposed that purchasers might act practically in a virtual climate when the climate has a serious level of authenticity [Suntornpithug and Kamilah 2010], and when shoppers recreate their genuine character and presence into the virtual world [Araki and Lang 2008; Hemp 2006]. Studies have shown that brand encounters and customer conduct in a web- based channel might influence buyer dynamic in other showcasing channels [Kwon and Lennon 2009]. A comprehension of customer conduct across numerous showcasing channels might give further bits of knowledge into how purchasers view their multichannel shopping experience and the connections they create with retailers. Utilizing an exploratory methodology, a scale for estimating shoppers' apparent social consistency across showcasing channels is created and tried in this review. This concentrate on utilizes an interesting dataset from clients of the famous 3D virtual world, Second Life. Not very many investigations on virtual universes have gathered information from genuine virtual world

clients [Barnes and Mattsson 2008; Galich 2011]. Past examination in this space has commonly utilized lab tests where purchasers (normally understudy members) connect with 3D articles on sites or cooperate with PC worked deals symbols [Li et al. 2002; Schlosser 2003; Suh and Lee 2005; Jiang and Rant, 2005; Wang et al. 2007; Holzwarth et al. 2006; Jin 2009]. The utilization of genuine virtual world clients considers further understanding into how utilitarian and social intuitiveness assume a part in moulding multichannel shopping conduct. The rest of the paper is coordinated as follows: to start with, foundation writing on virtual brand insight and multichannel compatibility is examined. Then, the applied system for this paper is presented. Subsequent to creating speculations for the connections in the model, the technique and aftereffects of the review are introduced. The last segment talks about the review's discoveries and suggestions for chiefs and hypothesis.
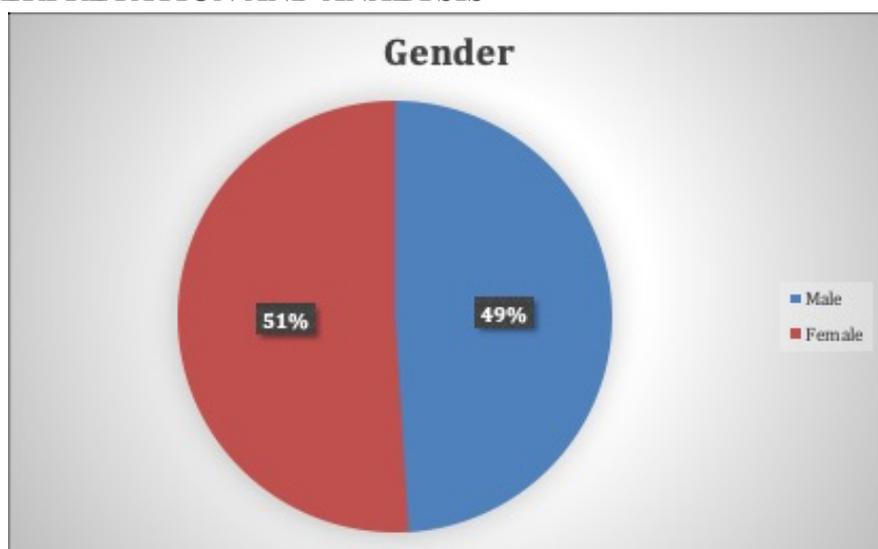
OBJECTIVES

The main objective of the study is to examine the impact of Virtual brand experience on customer purchase decision. Some of the objectives of the study are under as follows: -
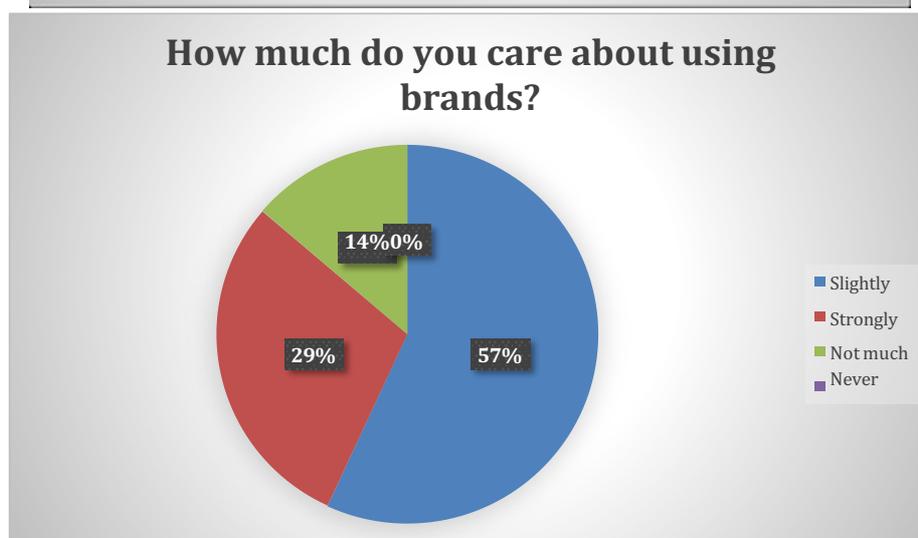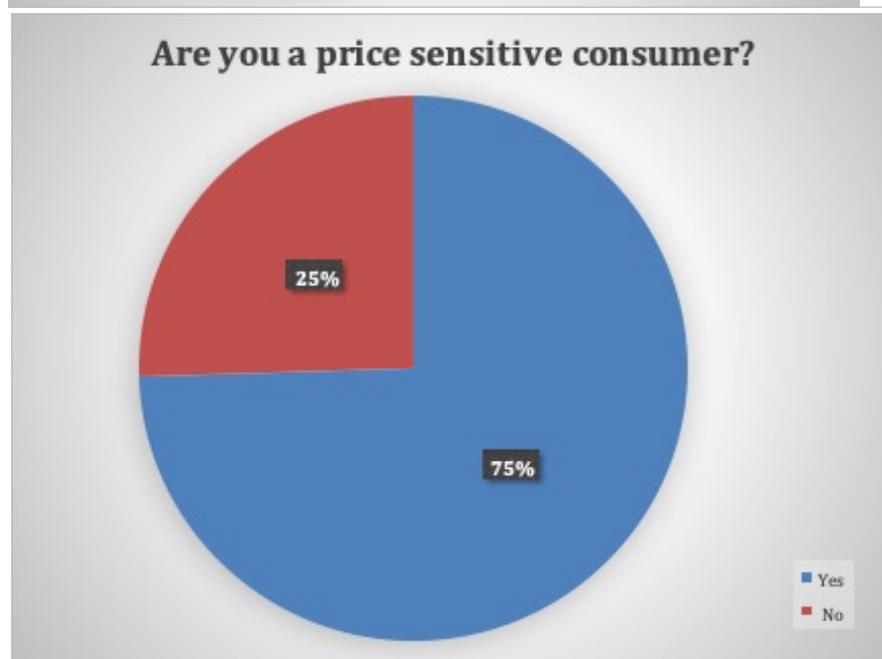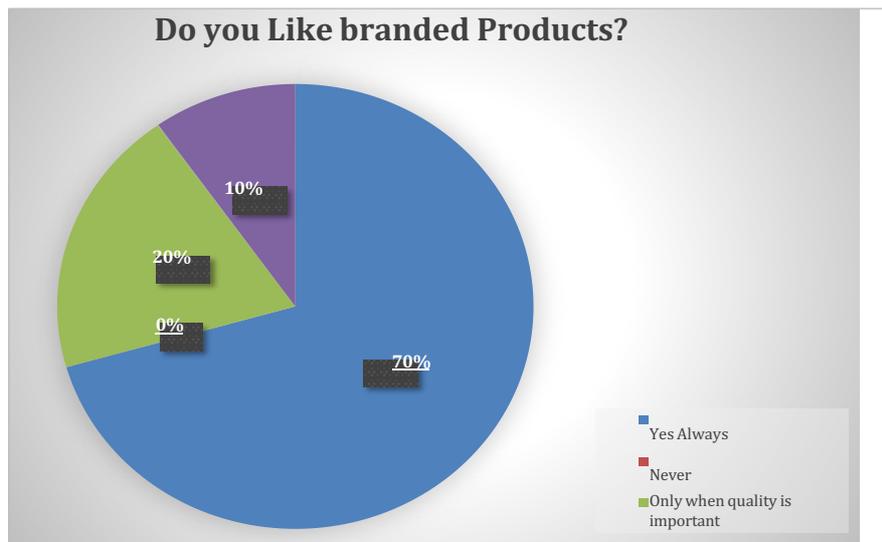
- To study the factor that is considered by the consumers while making their purchases.
- To study the factors that helps in creating a good brand image.
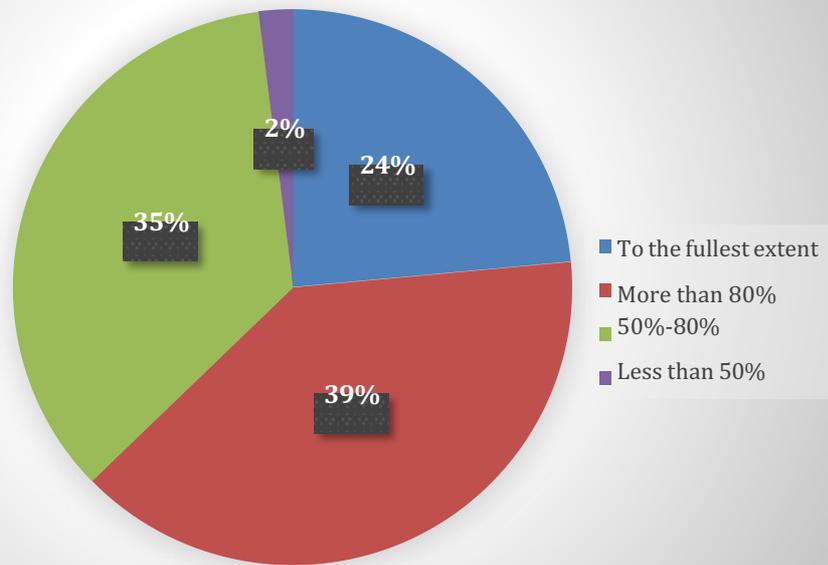
TYPE OF STUDY

Primary Data is collected for this study through survey method. A questionnaire is designed and necessary or relevant information is collected that are useful for the study. A Close ended questionnaire is made, alternative choice are provided to respondents. A questionnaire is designed in such a way that provide basis to the objectives of the study. Clear and easily understandable questions are used to prepare the questionnaire so that everyone can give the answers properly. Secondary information is also used to study the questions that are need to be asked while making questionnaire so that all objectives of the study can be achieved.
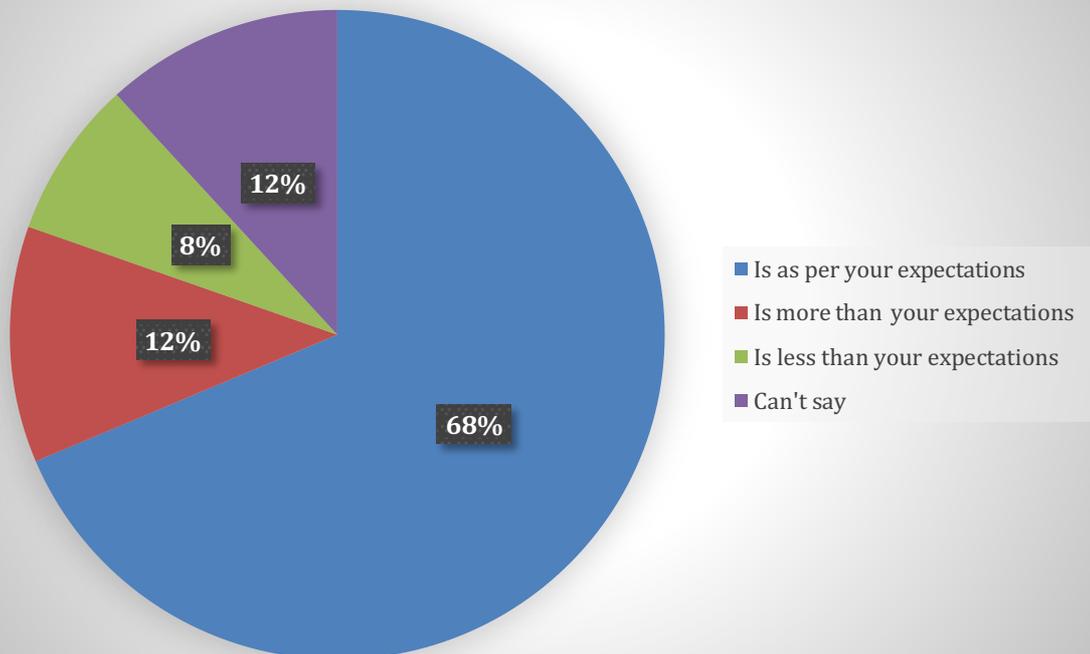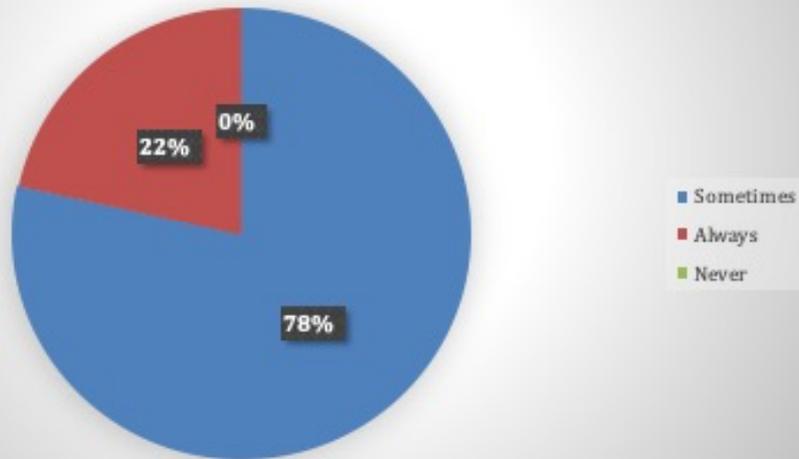
DATA INTERPRETATION AND ANALYSIS

Do you Like branded Products?

10%
20%
0%
70%

- Yes Always
- Never
- Only when quality is important

Are you a price sensitive consumer?

25%
75%

- Yes
- No

How much do you care about using brands?

14% 0%
29%
57%

- Slightly
- Strongly
- Not much
- Never

To what extent has the product been successful to meet your needs?

Pie chart:
- To the fullest extent: 24%
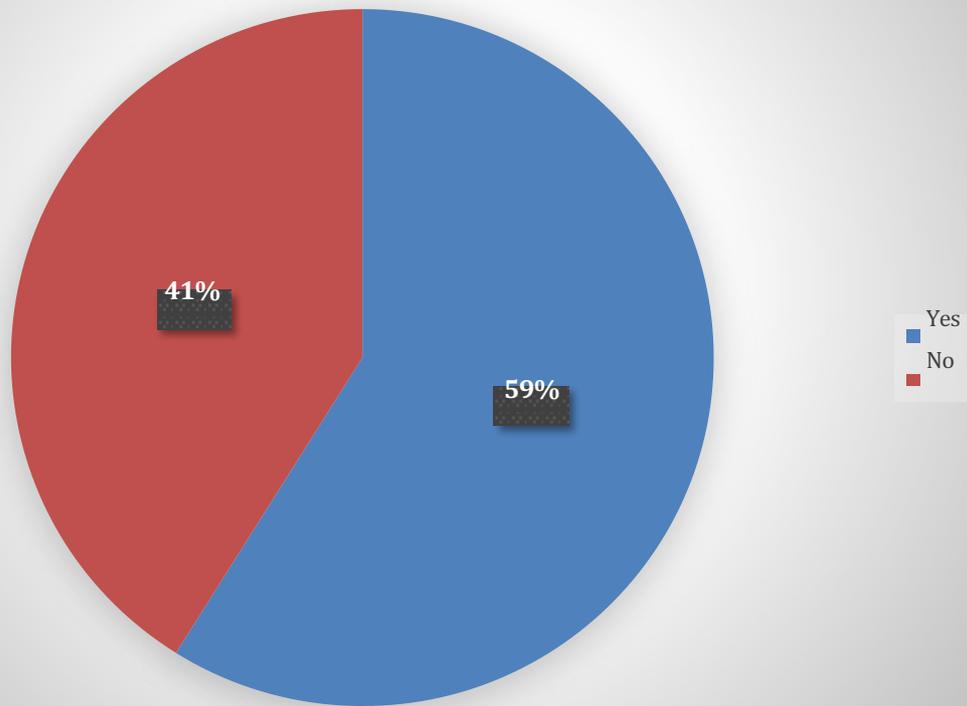- More than 80%: 39%
- 50%-80%: 35%
- Less than 50%: 2%

The price of Brand?

Pie chart:
- Is as per your expectations: 68%
- Is more than your expectations: 12%
- Is less than your expectations: 8%
- Can't say: 12%

Do you think company sponsorships help them to build a strong brand?

What is the proportions of branded to unbranded products in your house?
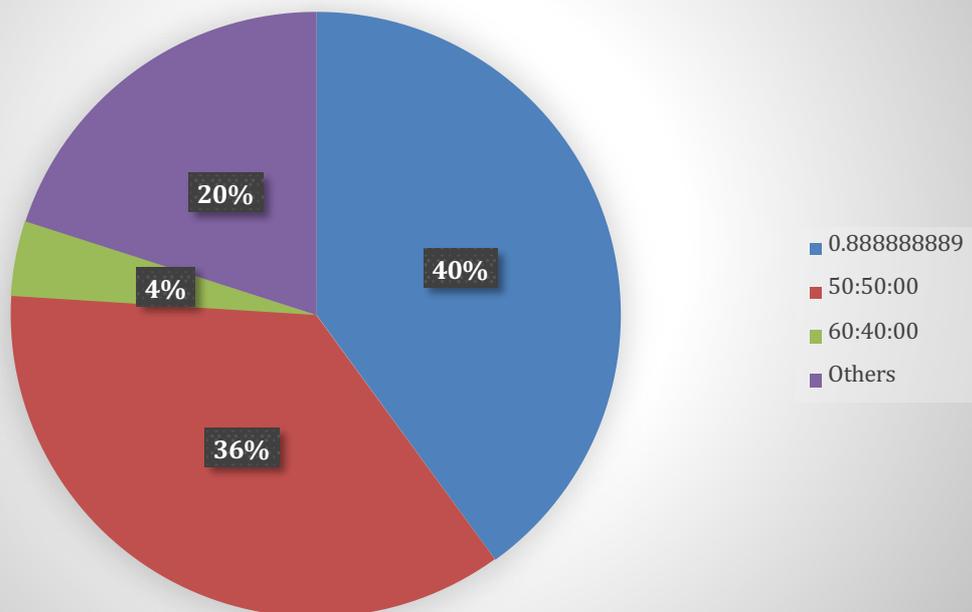
● By analyzing the data it is to be noted that most of the consumers prefer to buy branded products i.e. 70% people always prefer to buy quality products. Only 20% people prefer to buy branded product when quality is their main priority.

● We found that people while using a branded products has took a very slightly care i.e. 57%.

● Now, Customers are become more aware towards their purchases, they like to do experiment different brands and their needs are successfully met by using branded products.

● Most of the consumers believes that the price of the product should be set according to the expectations or the quality offered by a particular brand.

● There are different attributes such as Brand Name, Transparency, Cleanliness and price are responsible that persuade customers to buy branded products but 75% of the customers considered price as a main factor while purchasing branded products.

● In this study, we found that the 75% respondents believes that association of product with particular group of company is responsible for performance of product in a market.

● Quality is the main factor that encourage customers to buy branded products i.e. 90%

● In this study, we analyse that 59% respondents believe that sponsorship help companies to build strong brand image.

FINDINGS

● It is to be found that most of the customers prefer branded products because of the attribute of quality.

● There are different attributes such as Brand Name, Sponsorship and Price are responsible that persuade customers to buy branded products.

● So based on the results found by this survey, customers are now becoming more brand conscious and stick loyal towards particular brands.

LIMITATIONS OF THE STUDY

● Most of the respondent in the study is College students or working class people. So, it may not be possible to generalizing the finding to the entire population of the country.

● In this study, the size of universe or population taken into account is small. So, every type of population criteria is not included in this study.

● The information provided by some of the respondents is not true.

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