



Impact Of Product Brand On Retail Environment Of India And Factors Influencing The Consumer Attitude & Behaviour Towards Online And Offline Shopping

Zoya Mujeeb^{1*}, Dr. Uzmi Anjum², Dr. Adeel Maqbool³

¹Research Scholar, Department Of Commerce & Business Management, Integral University Lucknow, Uttar Pradesh, India

Email- Zoyamujeeb11@gmail.com

²Associate Professor, Department Of Commerce & Business Management, Integral University Lucknow, Uttar Pradesh, India

Email- Uzmi25@gmail.com

³Professor, Department Of Commerce & Business Management, Integral University Lucknow, Uttar Pradesh, India

Email- Amaqbool@iul.ac.in

Citation: Zoya Mujeeb et.al (2024), Impact Of Product Brand On Retail Environment Of India And Factors Influencing The Consumer Attitude & Behaviour Towards Online And Offline Shopping, *Educational Administration: Theory and Practice*, 30(5), 8676 - 8683

Doi: 10.53555/kuey.v30i5.4440

MCN- IU/R&D/2024-MCN0002622

ARTICLE INFO	ABSTRACT
	<p>This study focuses on a conceptual analysis of creative retail marketing practises utilising the benefits of Product Brand as well as customer attitude and behaviour towards retailing, as well as the combined influence of these two factors on the Indian economy. This study aims to provide a clear picture of India's retailing environment. It investigates numerous difficulties, possibilities, and strives to develop an effective retailing strategy for the country based on substantial literature analysis and variables absorbed from Indian and global studies on retailing models. Technology adoption models such as Theory of Planned Behaviour (TPB) and Technology Adoption Model (TAM) have been used in the Indian and worldwide contexts to examine the changing typology of e-consumers. The study will be fully based on primary data i.e. 127 responded which are collected with the help of questionnaires. Data had been collected from the Lucknow city and respondents were those people who frequently use both the medium of shopping, online and offline both. The survey had been done with the help of a structured Questionnaire. For the analyzing the data the Simple Regression Analysis technique used for analyzing the impact on dependent variables of several independent variables. The findings' contributions would aim to aid policymakers, e-marketers, and provide an insight for future research into the gaps in this vital social and commercial economic discipline that affects all of us.</p> <p>Keywords: Brand, Retailing, Technology Adoption Models, Consumer Behaviour.</p>

Introduction:

Over the last decade, India has undergone a gradual but steady transformation. Despite numerous advancements throughout the years, the Indian retail sector remains largely fragmented. Brand awareness is a critical component. The more aware the consumer is of the brand and the more information he has about its pricing, quality, and so on, the more he will be drawn to that brand. The level of allegiance rises with age. The most influential reference group is family. Consumers who are more sociable are influenced by their peers, such as on Facebook. Those who are more status concerned are more status conspicuous than those who are not.

Product brands have a substantial and varied influence on India's retail landscape. In the end, brands are what drive the success of retail enterprises by influencing consumer preferences and purchasing decisions. Product brands have a substantial and varied influence on India's retail landscape. In the end, brands are what drive the success of retail enterprises by influencing consumer preferences and purchasing decisions. Throughout the years, India's retail landscape has seen substantial changes. Product branding has become crucial in influencing consumer preferences, choices, and buying decisions in this fiercely competitive industry. Online and offline consumer attitudes and behaviours have changed substantially in recent years. The emergence of electronic commerce and the spread of virtual marketplaces have revolutionised the

manner in which customers purchase. Online shopping is becoming more and more popular since it's convenient, gives a large selection, and allows you to compare prices. But because in-person buying offers a more sensual and engaging experience than online shopping, consumer attitudes and behaviours around offline shopping—including brick and mortar stores—remain robust.

Customers are still drawn to physical stores by things like the demand for quick satisfaction, the urge to physically touch and sample products, and one-on-one interactions with salespeople. Customers may have different preferences for online versus physical purchasing, depending on a variety of factors including product category, social network influence, and personal preferences. Therefore, in order for retailers and marketers to create successful strategies in the fast-paced retail environment of today, they must have a thorough awareness of the subtleties of consumer attitudes and behaviours in the context of both online and offline buying.

Literature Review:

It is obvious how product branding affects India's retail landscape. Brands have the ability to affect customer preferences, foster brand loyalty, and alter the competitive environment. Product branding will continue to play a crucial part in propelling success in this fast-paced industry as India develops into a retail hub. In the retail industry in India, branding is crucial. The retail scene in India has changed significantly in recent years, with product branding playing a crucial role in determining consumer preferences and the level of competition. This examination of the literature explores the various ways that product branding affects India's retail industry. According to Gupta and Bandyopadhyay (2022), there is a growing awareness among Indian consumers about brands, which has resulted in the growth of both local and foreign brands in the nation. Product branding has consequently grown to be an essential part of retail operations. Effective product branding has the power to influence consumer perception and promote brand loyalty, according to studies. Positive customer word-of-mouth and repeat business are two outcomes of consumer trust in a brand. According to research by Chakravarty and Chatterjee (2018), Indian customers frequently develop deep emotional bonds with companies, which have a big influence on their purchasing decisions.

Purchase intent can be influenced by brands that have been effective in establishing a favourable reputation and image. According to a study by Kumar and Dahiya (2021), Indian customers are more likely to select branded goods because they believe that well-known brands offer quality and assurance. Businesses in the Indian retail sector have used a variety of branding techniques. According to Guha and Kaul (2019), Indian brands frequently take use of local and cultural quirks to forge closer bonds with their customers. To appeal to the diversified and multicultural Indian market, they modify their branding. There are difficulties in the Indian retail market. Maiti and Dey (2020) talk on how difficult it is to manage a brand in a multicultural nation like India. They stress how important it is for brands to remain global while making adjustments for local circumstances.

A change in customer behaviour has led to a rise in the importance of branding in the Indian retail sector. The astute Indian consumer is increasingly associating product names with quality, authenticity, and consistency, according to a 2019 study by Kapoor and Sharma. As a result of this progression, brands are now widely available in a variety of retail markets. Increasing consumer loyalty to brands is a top priority for Indian merchants. According to Jain and Aggarwal (2017), brands may enhance client retention and repeat business by fostering a sense of trust and familiarity among consumers. This loyalty stands out in the Indian retail scene in particular. One cannot undervalue the influence of branding on consumer decisions to buy. According to Verma and Mittal's (2021) research, Indian customers frequently use powerful brands as decision shortcuts. Purchase intentions might be influenced by the presence of a well-known brand, particularly in a market where there are many possibilities. India's branding industry is expanding and offers a variety of unique approaches. In order to properly position brands, Ghosh and Mitra (2020) emphasise how important it is to comprehend regional and cultural diversities. Businesses frequently adapt their branding strategies to appeal to the diverse population of India.

The emphasis on socially conscious and sustainable branding is a new trend in India. Indian consumers who care about the environment and ethics are responding favourably to brands that follow these principles. Singh and Jain's (2020) research explore how sustainable branding affects Indian retail. It appears that branding in the Indian retail sector has a bright future. The Omni channel retail model and the growth of e-commerce are predicted to significantly change the dynamics of branding. Additionally increasing popularity are technology-driven branding techniques like augmented reality experiences and influencer marketing. Product branding has a significant effect on India's retail landscape. In addition to influencing customer preferences, brands also reshape the competitive environment. India is still developing into a retail powerhouse, and success in this fast-paced industry depends heavily on product branding.

Research Methodology:

A systematic framework outlining the procedures and methods utilised in research is known as research methodology. It acts as a guide for researchers on how to efficiently collect, examine, and understand data.

The type of study and the goals of the research determine which research approach is best. Mixed, qualitative, and quantitative research approaches are frequently used.

Objective of Study

1. To study the relationship between the consumer attitude and behaviour towards online and offline shopping.
2. To examines the relationship between the Impact of Product Brand on Retail Environment of India.

Research Design

The study will be made after analysis on the “Impact of Product Brand on Retail Environment of India and Factors Influencing the Consumer Attitude & Behaviour Towards Online and Offline Shopping. The data for analysed to see the Impact of Product Brand on Retail Environment of India and Factors Influencing the Consumer Attitude & Behaviour Towards Online and Offline Shopping.

Sampling Techniques

Data had been randomly collected from the Lucknow city and respondents were those people who frequently use both the medium of shopping, online and offline both.

Sample Size

The researcher took 150respondents as their study sample. The 127 responses are reliable and complete which have been taken for the study and analysis.

Collection of Data

The Primary data have collected through structured Questionnaire filled by the respondent. Along with the secondary data which is collected through various research papers related to this study.

Statistical Tools Used

For the analysing the data the Simple Regression Analysis technique used for analysing the impact on dependent variables of several independent variables.

$$y=f(X_s)$$

y = Depended variable

X_s = explanatory variables or independent variables

By confining our research so far to the population of Y values corresponding to the fixed X_s our task is now to estimate the population regression function for the sample information. Suppose the sample of n sets observation are available the observations are assumed to satisfy the simple liner regression model and so we can write

$$y = \beta_1 + \beta_2 X_i + \mu_i$$

y = Depended variable

X_i = explanatory variables or independent variable

β_1 and β_2 = parameters or slope of coefficients.

μ_i = residual or error terms

Analysis of the Data:

1. Relationship between Impact of Product Brand on Retail Environment of India-

Table 1.1

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.978	3	21.659	38.084	.000
	Residual	70.522	124	.569		
	Total	135.500	127			
a. Dependent Variable: Brand or Image of the product						
b. Predictors: (Constant), Are you satisfied with the brand you buy, do you fear purchasing products from another brand which you do not trust, Do you trust your brand						

Table 1.1 examines the relationship between Impact of Product Brand on Retail Environment of India and Factors Influencing the Consumer Attitude & Behaviour Towards Online and Offline Shopping. $P = 0.05$ and $F = 38.084$ indicate that the association is significant, and Image of the product plays a major influence on the consumer attitude and behaviour. The test is calculated using a degree of freedom of 5%.

Table 1.2

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.536	.200		2.686	.008
	Are you satisfied with the brand you buy	.392	.077	.437	5.094	.000
	Do you fear purchasing products from another brand which you do not trust	.255	.080	.277	3.204	.002
	Do you trust your brand	.084	.061	.096	1.385	.169
a. Dependent Variable: Brand or Image of the product						

Table No 1.2 shows the value of the coefficient i.e. the B value of the function which shows the rate of change in consumer attitude and behaviour. The value of B for the function is 0.536 which means that a unit change in the product brand and retail environment brings about 0.536 times change in the consumer attitude and the B value is positive so it clearly tells that if enrolment in product brand and retail environment increases by one unit consumer behaviour and attitude will increase by 0.536 times.

$$Y = 0.536 + 0.392X + 0.255Y + 0.084Z$$

The above regression equation of product brand and retail environment brings out clearly the exact relationship between Impact of Product Brand on Retail Environment of India and Factors Influencing the Consumer Attitude & Behaviour Towards Online and Offline Shopping

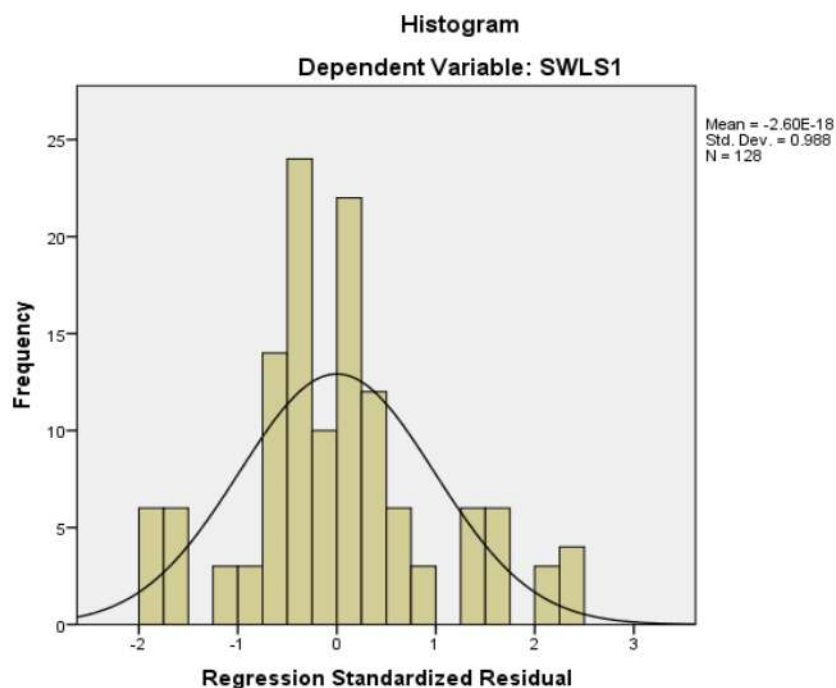
Table 1.3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.692 ^a	.480	.467	.75414	1.510

b. Dependent Variable Brand or Image of the product

Table 1.3 shows model summary. From the table It can be seen that the value of R is 0.692 which shows a very high degree of positive correlation and the value of R square is 0.692 which means enrolment in vocational courses explains 69.2% variability in consumer attitude and behaviour. The value of adjusted R square is 0.480 which explains well that product brand and retail environment is one of the factors that affect consumer attitude and behaviour. In this case the Durbin Watson test is 1.510 which indicates that the relationship is significant.



The negative side of histograms shows a lengthy tail, indicating a negatively skewed result, as seen in Chart1. The data in the Histogram chart is not completely on the diagonal line, which represents deviation. The spots

closest to the diagonal line have the least divergence. The histogram demonstrates that the data points are nearly on the diagonal and that the deviation is small.

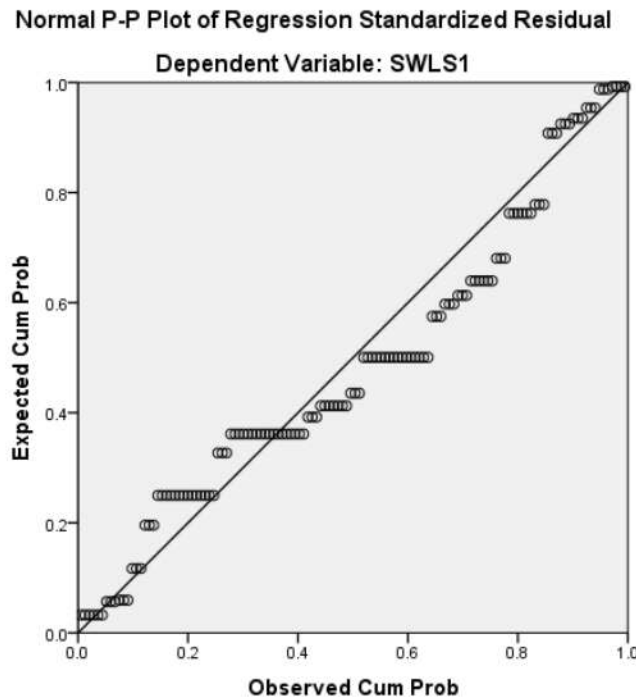


Figure 0.1 depicts a scatter diagram and the genuine population regression line. In this picture, the regression line is known as the simple regression line. The sign can be positive or negative depending on the sign of the numerator component; in our case, it is positive and strongly measures covariation.

Table 1.4

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	70.946	3	23.649	45.426	.000 ^b
Residual	64.554	124	.521		
Total	135.500	127			

a. Dependent Variable: Brand or Image of the product

b. Predictors: (Constant), Repetitive buying, respond to price changes, Is the brand you purchased similar to your own personality

Table 1.4 examines the relationship between Impact of Product Brand on Retail Environment of India and Factors Influencing the Consumer Attitude & Behaviour Towards Online and Offline Shopping. $P = 0.05$ and $F = 38.084$ indicate that the association is significant, and Image of the product plays a major influence the consumer attitude and behaviour. The test is calculated using a degree of freedom of 5%.

Table 1.5

Table 13

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.499	.200		2.493	.014
	Repetitive buying	.340	.063	.371	5.435	.000
	Respond to price changes	-.041	.109	-.033	-.373	.710
	Is the brand you purchased similar to your own personality	.512	.091	.509	5.644	.000
a. Dependent Variable: Brand or Image of the product						

a. Dependent Variable Brand or Image of the product

Table No 1.5 shows the value of the coefficient i.e. the B value of the function which shows the rate of change in consumer attitude and behaviour. The value of B for the function is 0.499 which means that a unit change in the product brand and retail environment brings about 0.499 times change in the consumer attitude and

the B value is positive so it clearly tells that if enrolment in product brand and retail environment increases by one unit consumer behaviour and attitude will increase by 0.499 times.

$$Y = 0.499 + 0.340X - 0.041Y + 0.512Z$$

The above regression equation of product brand and retail environment brings out clearly the exact relationship between Impact of Product Brand on Retail Environment of India and Factors Influencing the Consumer Attitude & Behaviour Towards Online and Offline Shopping.

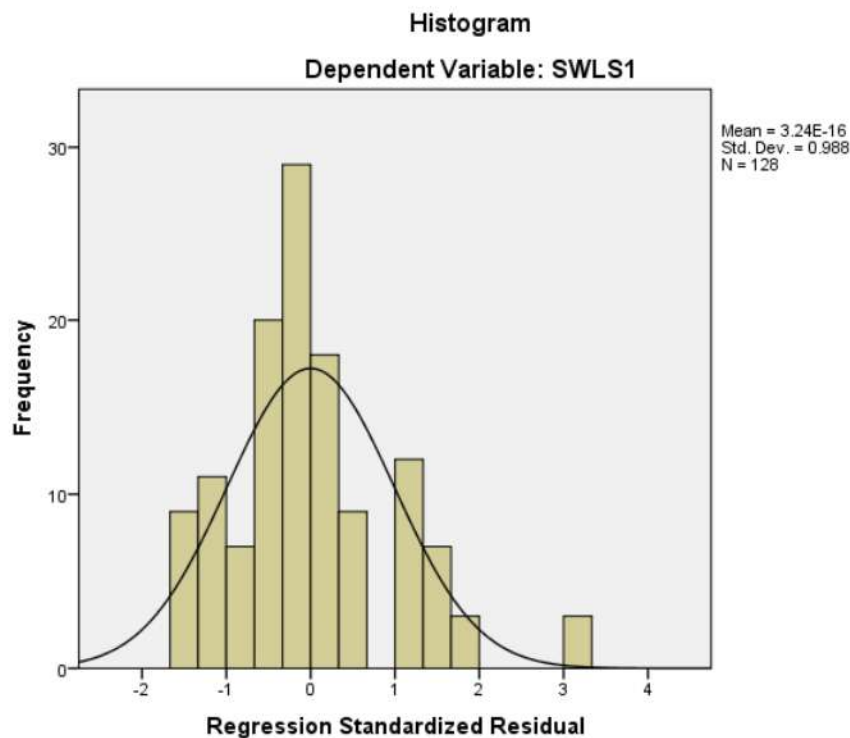
Table 1.6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.724 ^a	.524	.512	.72152	1.644

b. Dependent Variable Brand or Image of the product

Table 1.6 shows model summary. From the table It can be seen that the value of R is 0.724 which shows a very high degree of positive correlation and the value of R square is 0.724 which means enrolment in vocational courses explains 72.4% variability in consumer attitude and behaviour. The value of adjusted R square is 0.524 which explains well that product brand and retail environment is one of the factors that affect consumer attitude and behaviour. In this case the Durbin Watson test is 1.644 which indicates that the relationship is significant.



The negative side of histograms shows a lengthy tail, indicating a negatively skewed result, as seen in Chart 1.3. The data in the Histogram chart is not completely on the diagonal line, which represents deviation. The spots closest to the diagonal line have the least divergence. The histogram demonstrates that the data points are nearly on the diagonal and that the deviation is small.

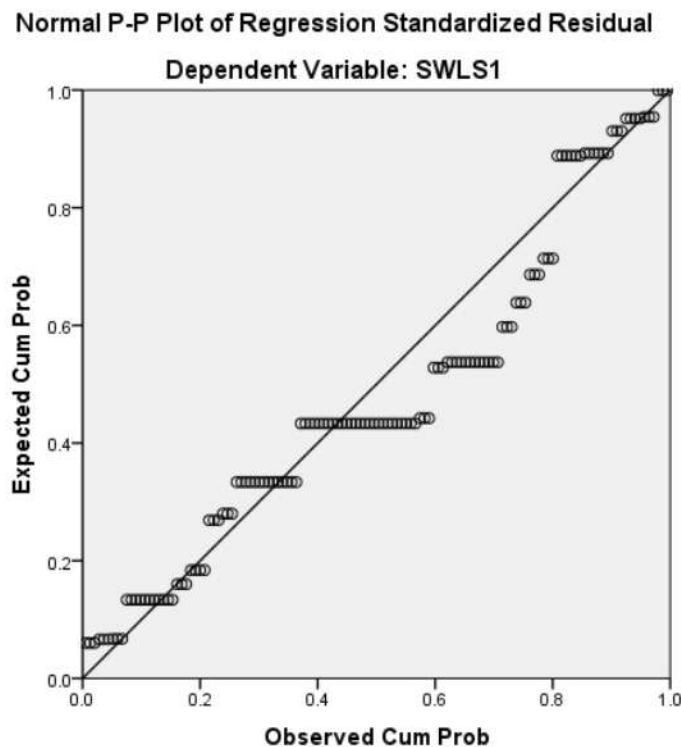


Figure 1.4 depicts a scatter diagram and the genuine population regression line. In this picture, the regression line is known as the simple regression line. The sign can be positive or negative depending on the sign of the numerator component; in our case, it is positive and strongly measures covariation.

Findings:

This study's findings are based on consumer input gathered through online questionnaires over a period of time. However, consumer habits and preferences might shift over time.

1. Image of the product plays a major influence on the consumer attitude and behaviour.
2. The value of adjusted R square is 0.480 which explains well that product brand and retail environment is one of the factors that affect consumer attitude and behaviour. In this case the Durbin Watson test is 1.510 which indicates that the relationship is significant.
3. The value of adjusted R square is 0.524 which explains well that product brand and retail environment is one of the factors that affect consumer attitude and behaviour. In this case the Durbin Watson test is 1.644 which indicates that the relationship is significant.

As a result, regular diagnostics of consumer behaviours, particularly those related to online buying, are required. This research analysis was restricted to five online components. Other variables, such as brand image and shop environment, could not be investigated further. Other factors, such as pricing and government backing, may influence customer behaviour in online buying, which may be of interest to future academics. The current study could be replicated with a larger sample size and a broader geographical area to learn more about customers' online shopping habits.

Conclusion:

Product brands have a significant influence on India's retail landscape. They have an impact on consumer behaviour, market positioning, and industry relationships. Brands will continue to play a key role in determining the direction of the retail industry in India as it develops. It is indisputable that product branding has an impact on India's retail landscape. In order to influence consumers' impressions and purchase decisions, branding is essential. It significantly affects how buyers view the value, reliability, and quality of products. Because of this, companies in India have made significant investments in creating and preserving distinctive brand identities in order to obtain a competitive advantage in the retail industry. While offline shopping gives customers the chance to engage with products in person and get help from store employees, online shopping offers the ease of making purchases from the comfort of one's home, frequently at comparative costs.

The advent of e-commerce platforms, accessibility of internet connection, and technological improvements have all contributed to the shift in consumer behaviour towards online purchasing. In the meantime, the

offline retail industry keeps changing to meet the varied tastes of its customers by improving the in-store experience and implementing omnichannel tactics.

In conclusion, a complex interaction between customer attitudes, brand influence, and the dynamics of online and offline buying continues to reshape the retail sector in India. In order to satisfy the wide range of expectations held by Indian consumers, brands need to adjust and embrace both physical and online platforms. Success in the dynamic Indian retail market requires an understanding of these elements and the ability to adapt quickly to shifting consumer preferences.

References:

1. "Brand and Sustainable Growth in India" – Nielsen.
2. "Winning in Indian Retail: Brands in the Spotlight" - Boston Consulting Group.
3. "Private Label Market in India" - TechSci Research.
4. "E-commerce: The Great Leveller for Brands in India" – Nielsen.
5. "Impact of Brand Perception on Retail Customer Experience in India" - IIM Bangalore.
6. "Traditional vs. Modern Retail: Brand Impact in India" – FICCI.
7. Gupta, A., & Bandyopadhyay, S. (2022). Branding in the Indian Retail Market: Challenges and Opportunities. *Journal of Retailing and Consumer Services*, 72, 101984. Chakravarty, R., & Chatterjee, S. (2018). Role of Brand in Shaping Consumer Behavior in India. *IUP Journal of Marketing Management*, 17(1), 7-22.
8. Kumar, S., & Dahiya, R. (2021). Impact of Branding on Purchase Intent: A Study of Indian Consumers. *Vision: The Journal of Business Perspective*, 25(2), 161-170.
9. Guha, A., & Kaul, D. (2019). Globalization of Brands in the Indian Retail Market. *International Journal of Retail & Distribution Management*, 47(3), 266-281.
10. Maiti, D., & Dey, A. (2020). Brand Management in India: Challenges and Opportunities. *Journal of Brand Management*, 27(4), 421-432.
11. Kapoor, A., & Sharma, R. (2019). The Role of Brands in Shaping Indian Retail Landscape. *International Journal of Retail & Distribution Management*, 47(3), 231-245.
12. Jain, P., & Aggarwal, M. (2017). Building Brand Loyalty in the Indian Retail Sector. *Journal of Retailing and Consumer Services*, 37, 1-8.
13. Verma, S., & Mittal, R. (2021). Impact of Branding on Purchase Decisions in the Indian Market. *Journal of Brand Management*, 28(4), 386-399.
14. Ghosh, S., & Mitra, A. (2020). Customizing Branding for Diverse Indian Markets. *International Marketing Review*, 37(2), 185-203.
15. Tiwari, R., & Dube, S. (2018). Challenges and Opportunities in Brand Management in India. *Journal of Strategic Marketing*, 26(7), 603-616.
16. Singh, A., & Jain, D. (2020). Sustainable Branding and Its Influence on Indian Retail. *Journal of Business Research*, 118, 322-330.
17. Li, X., & Zhang, Z. (2002). Consumer online shopping attitudes and behavior: An assessment of research. In *International Conference on Electronic Commerce*.
18. Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, 17(5), 403-419.
19. Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing*, 91(2), 174-181.
20. Liang, T. P., & Huang, L. (1998). An empirical study on consumer acceptance of products in electronic markets: a transaction cost model. *Decision Support Systems*, 24(1), 29-43.
21. Anjum, M. U., & Maqbool, A. Potential of SEZs in the Export Promotion of Indian Gems and Jewellery Sector. Akhtar, M., & Anjum, U. (2022). Economic importance of tourism in India and prospects for sustainable development. *International Research Journal of Modernization in Engineering Technology and Science*.
22. Shama, Mazhar, S. S., Rehman, A. U., & Khan, F. S. (2023). How digital technology and innovation can be leveraged in small and medium enterprises: a bibliometric analysis. *International Journal of Technological Learning, Innovation and Development*.
23. Bisaria, G., & Wajih, S. A. (2018). A study on constraints and challenges faced by Indian middle-class women entrepreneur in small scale industries with special reference to Lucknow. *Venture Capital*.
24. Naqvi, Y. F., & Anjum, U. (2023). A Study of Leadership and Conflict Management Style in Public and Private Universities In Lucknow. *Res Militaris*