

# Consumer e-Learning and Implications for Online Brand Tracking

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## Abstract

Nowadays E-commerce websites are very commonly used by the consumer before and after purchasing. There is a strong relationship between consumer e-learning habits and their purchasing behavior. Hence it has greater relevance for marketers to track their brand through social media. Social media has presented a new ways of conducting the brand research among both the young and traditional consumer at low cost. In today's world, internet and surfing the web to gather and share information has become a key driver for consumers to track brand recognition online. Social media has long been associated with brand tools such as Facebook, Myspace, Youtube, Flickr and Twitter leading the growth and development of brand through social media marketing through internet marketing.

The research study was carried out to understand the ways of building brand through social media marketing and a well defined questionnaire was used effectively to gather information from the respondents of know characteristics of the population. The type of sampling used was stratified sampling where the data collected from the respondents were having clear knowledge about research study. The tools that were used in analyzing the data are correlation-test, Chi-Square test. This paper presents ways of using social media sites in the work place environment which are used by different companies in implementing social media strategies that has greater impact in brand building and understanding various social media platforms for efficient and cost effective use of social media tools to track consumer brand. Thus the implication of consumer online learning on the brand tracking process is analyzed.

**Key Words:** *E-learning, Consumer Behavior, Decision Making*

## Introduction

The electronics industry in India dates back to the early 1960s. Until 1984, the electronics sector was primarily government owned. The late 1980s witnessed a rapid growth of the electronics industry due to sweeping economic changes, resulting in the liberalization and globalization of the economy. The economic transformation was motivated by two compelling factors – the determination to boost economic growth, and to accelerate the development of export-oriented industries, like the electronics industry.

India is the fifth largest economy in the world and has the second largest GDP among emerging economies. Owing to its large population, the potential consumer demand is almost unlimited and consequently under appropriate conditions, strong growth performance can be expected. In fact, the liberalization of the economy in 1991 has led to rapid growth. The electronics industry, in particular, is emerging as one of the most important industry in the Indian market.

Improvements in the electronics industry have not been limited to a particular segment, but encompass all its sectors. The importance of promoting and selling the products manufactured by the various segments of the industry requires knowledgeable marketing and sales workers, industry manufacture and assemble many products abroad to take advantage of lower production costs and favorable regulatory environments.

Globalization has become a major factor in the electronics manufacturing industry, often making it difficult to distinguish between foreign companies. Many products are being designed in one country, manufactured in another, and assembled in a third. The electronics industry tends to be focused on high-end products, such as computers and microchips. Although some of the companies in electronic industry are very large, most are relatively small. The history of innovation in the industry explains the startup of many small firms. Some companies are involved in design or research and development, whereas others may simply manufacture components, such as computer chips, under contract for others. Although electronic products can be quite sophisticated, production methods are generally similar, making it possible to manufacture many electronic products or components with a relatively small investment.

## Electronic Devices and Digital Learning

The Indian electronic industry is a very small part of the global electronics industry. India is still largely dependent on imports for electronic materials, components and finished equipments.

However, owing to robust economic and industrial growth, the Indian electronic industry has grown at a rapid pace. The Indian electronics industry is broadly divided into five segments: consumer electronics, computers, strategic electronics, communication and broadcasting equipment, and electronic components. Industrial electronics comprises critical hardware technologies and systems with built-in software. It is one of the challenging areas which require high level of technical skill in designing systems for applications in a variety of industrial sectors. However, India has enough expertise in conceptualizing such systems and erecting and commissioning them. This sector largely depends on import of critical hardware and associated software. Thus, this leads to higher installation cost and maintenance costs in the long run.

In recent years the electronic industry is growing at a brisk pace. The largest segment is the consumer electronics segment. While is largest export segment is of components.

The electronic industry in India constitutes just 0.7 per cent of the global electronic industry. However the demand in the Indian market is growing rapidly and investments are flowing in to augment manufacturing capacity.

India is also an exporter of a vast range of electronic components and products for the following segments

Display technologies

Entertainment electronics

Optical Storage devices

Passive components

Electromechanical components

Telecom equipment

Transmission & Signaling equipment

Semiconductor designing

Electronic Manufacturing Services (EMS)

This growth has attracted global players to India and leaders like Solectron, Flextronics, Jabil, Nokia, Elcoteq and many more have made large investments to access the Indian market.

The recent acceleration in EMS activity is mainly due to rapid growth in the electronic Hardware market in all segments particularly rapid growth has taken place in Telecom Infrastructure Equipment, computers, Consumer & Hand held devices.

Electronic industry comprises of both the hardware and software technology which are important and one of the challenging areas which require high level of technical skill in designing systems for applications in a variety of industrial sectors.

## **BACKGROUND AND INCEPTION OF THE COMPANY**

Tronixkart, is one of India's leading electronic product design and innovation companies. Founded in 2010 (Easy Electronics) by a team of technical evangelists & entrepreneurs who have produced some of the "milestone" products. Hogst is currently 32 people team, combining a design studio, research centers & prototyping workshops spread across the India. It has a unique holistic approach to design and innovation, which combines in depth experience and up to date intelligence about people, markets and businesses and interpret the vital implications of behaviors and work out future scenarios to give clients the confidence and reassurance of making right decisions.

Tronixkart is an online retail store, an electronics modules, breakouts & components sourcing venture of Hogst Group. Tronixkart sell bits and pieces to make electronics projects and procure components from various well renowned international manufacturers & distributors like Sparkfun, Seeed Studio and D.F Robot and many others, and also source components & modules from local manufacturers & vendors, which is done only after carefully testing the reliability of the products & support from the manufacturers.

The tronixkart provides training and projects to make electronic projects successful, targeting hobbyist and electrical engineers, who are much inspired by creating innovative prototyping electronic projects, and are guided by the team of electrical engineers, prototype modelers.

## **FUTURE GROWTH AND PROSPECTS OF e-LEARNING**

The consumer electronics has been growing at a double-digit growth rate since past few years. Higher disposable income, increased product awareness, affordable pricing, and shift in lifestyles have together been instrumental in changing the amount and pattern of consumer spending thereby, resulting in strong growth in the consumer electronic small medium sized companies.

To impact training and development to employees, to enhance the skill and knowledge to the changing technology to improve its quality.

To adopt advance technologies to achieve competitive advantage and to the powers of expected targets.

Small medium enterprises is one of the most segments driving the overall growth of the consumer electronic market. Introduction of innovative features and technology coupled with the expansion of distribution network is helping the market to grow at a faster rate.

Private sectors, significantly SMEs had dramatic change in emerging competitive electronic market thus leading to segmentation of market .A large number of companies will forays electronics market with their diversified product portfolio.

## **SEARCH ENGINE OPTIMIZATION-As a marketing strategy**

SEO is an appropriate strategy for every website, and Internet marketing strategies can be more effective, depending on the site operator's goals. successful Internet marketing campaign may also depend upon building high quality web pages to engage and persuade, setting up analytics programs to enable site

owners to measure results, and improving a site's conversion rate. SEO process is of optimizing the website so that the website gets ready for the search engines. SEO is widely used business professionals to increase traffic and powerful tool which could generate huge amounts of quality traffic to your website.

#### BLOGGING:

Social media is about building trust and relationships – and people typically only stay in relationships that are mutually beneficial.

Blogs are often the first step corporate brands take into the social media world, so it is important to make a positive first impression. The key to doing this is to remember that blogs work when offering an authentic and knowledgeable voice, as opposed to canned corporate messaging. “A great blog sells without selling.”

#### SOCIALNETWORKING SITES FOR e-LEARNING EXPERIENCE:

Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions.

Social networking sites allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the user’s connections are able to see the message, therefore reaching more people.

#### SOCIALMEDIA WEBSITES:

Social media marketing refers to the process of gaining website traffic or attention through social media sites.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks.

#### WIKIS:

In emerging online social media marketing, wikis are considered as the best source of communication for promoting the company website online and it act as strategic tool in generating traffic and leveraging potential customers to follow and keep track of company’s business products and services

#### E learning through Social Media

Social media marketing is modern trend for communicating and building businesses online. And for businesses it represents a marketing opportunity that transcends the traditional middleman and connects companies directly with customers. Social media marketing is marketing using online communities, social networks, blog marketing and more. Now a days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms.

The explosion of social media phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Trust and goodwill are the basis of social networking, and by marketing in the realm of social media, fundamental notions need to be adhered. It is an online marketing platform that encourages proof communication and accountability among sellers as well as consumers. Global companies have recognized Social Media Marketing as a potential marketing platform, utilized them with innovations to power their advertising campaign with social media marketing.

Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues. Social media

is the medium to socialize which uses web-based technology to quickly disseminate knowledge and information to a huge number of users.

Social media represents low-cost tools that are used to combine technology and social interaction with the use of words. These tools are typically internet or mobile based like Twitter, Facebook, MySpace and YouTube.

## **STATEMENT OF THE PROBLEM**

To identify and determine how effective the social media are tools significant in establishing and creating brand awareness through online learning.

## **OBJECTIVES OF THE STUDY**

To analyze how effective are social media tools important in facilitating brand communication strategy through online learning.

To study the effectiveness of building brand through E-learning sites from its users and communicators.

To understand and identify the social media sites that influence and create brand awareness through e learning.

To understand various types of social media tools and their impact on building the brand of the product and brand image through social media learning.

## **SCOPE OF STUDY**

The study is based on a survey conducted in Bangalore, the research attempts to analyze the different types of social media tools which are important and is conducted among the managers and to find out the relevant social media sites that improves brand performance. The study is limited to Bangalore region only. The targets audience for the research mainly consists of managers of online electronic store.

## **RESEARCH METHODOLOGY**

Type of research: The type of research method used was Descriptive Research Review of literature. The literature presented is about research findings on social media; and relating to branding and brand awareness more specifically about e-learning impact.

A recent study, "The State of Small Business Report," sponsored by Network Solutions, LLC and the University of Maryland's Robert H. Smith School of Business, points to economic struggles as the catalyst for social media's rapid popularity. The study results show that social media usage by small business owners increased from 12% to 24% almost 1 out of 5, actively uses social media as part of his or her marketing strategy. In 2009, only 23% of marketers were using social media and it has grown to 31% in the year 2010.

The small business owners reported that main uses of social media tools in brand building are: 75% have company page on social networking site. 57% to build network through LinkedIn site 39% to maintain a blog. 16% to use twitter as a service channel.



(Source: International Journal of Enterprise and Business Systems Published in year 2010))

Source of data collection

Primary data: The primary data was collected using questionnaire method from the respondents.

Secondary data: EBSCO host database and google scholar.

Sampling Size: 38 respondents were used for collection of data

Sampling Frame: The area of boundary to carry out research was restricted to Bangalore region only

Type of Sampling Method: The method used was stratified sampling method, where in the data was collected from the known characteristics of the population.

Profile of respondents: The data collected was from the managers and executives.

#### LIMITATIONS OF THE STUDY

The research is limited to target audience and the respondents selected were only those who have Knowledge about the research carried out during the survey.

Sample size is restricted to limited to number of respondents

Time constraint becomes limiting factor as the research focus on executives as target audience.

#### DATA ANALYSIS / INTERPRETATION OF RESULTS

- Facebook LinkedIn Twitter Flickr Myspace as a tool for effective communicating of organization's assets rather than social media and bookmarking sites
- 53% of respondents use facebook as the effective social networking profile which represents 53% of the respondent subscribe to the facebook profile which is followed by twitter ,LinkedIn,Flickr and Myspace.
- It is concluded that the number of respondents having profile on the facebook are more as it is suggested that it is more efficient social networking site for sharing views of different people which helps organizations for better improvement.
- Social bookmarking and news sites increase visibility of website. Blogger(on blospot.com) blogger(on own host Wordpress Live journal Micro blogging increasing the traffic of the website which results in high visibility .47% of respondents strongly agree that social bookmarking and news sites assists organization's in yielding high visibility and 5% of respondents disagree it is not important for creating the visibility of the website.
- It is inferred that 34% of respondents agree that social news sites like digg and social bookmarking sites like stumbleupon create visibility and popularity of the organization's website.
- Most of the respondents use and create blogs on blogspot.com rather than creating it on livejournal and wordpress blogging sites.
- 34% of respondents create and post blogs on blogspot.com 26% of respondents use blogger on their ownhost, youtube google Myspace yahoo videos.
- 16% of respondents use microblogging. It can be said from the graph that respondents use blogs most of the time on blogspot.com or on their own host websites rather than preferring blogging sites like word press and live journal
- The type of social video sharing sites which are used by organizations for communication/Types of social video sharing sites

- Youtube is highly accepted social video sharing.
- Wikipedia Social networking sites Social news sites Blogging Social book marking sites
- 47% of respondents prefer youtube is the important social video sharing site rather than respondents preference toward the other social video sharing sites.

From the above understanding it can be said that to attract useful customer connections for the organizations depends on the effective use of social media tools to increase the traffic of website which leads to increase in customer connections and greater customer learning.

### **FINDINGS AND OBSERVATIONS:**

Social media tools signifies online brand communication factors, which involve the types of social media tools and competitive factors that exist due to the customer demand in the market

Almost everyone is communicated through social networking sites for building brand and effective customer e learning.

Nearly 80% of respondents had impact in understanding the different social networking sites which helps in communication through ways of social media and exploiting business growth and opportunities.

Users remember the brand by the way through which they are effectively communicated through relevant websites like Facebook and Twitter.

Social networking sites will become the primary arena for highly online targeted marketing and branding products online.

Users of Face book unlike the twitter, people do not show much interest on twitter because it is a micro-blogging site which lets users to post micro comments.

All the networking sites have their own space in their web pages for promoting and branding their products through online marketing.

Social media communication strategy implies that user interaction are unique among each site therefore the Face book promote and allows user interaction, Twitter regularly feed posts regarding the brand.

### **RECOMMENDATIONS:**

Social media are predicted to have a strong breakthrough in the corporate sector and the companies should use them effectively in branding and increase the understanding of the role of social media for the creation of brand awareness by providing more e learning options to their customers.

The most important challenge for the company's is to find the right balance between providing information to create interest for the audience, on contrary at the same time respecting the kind of information provided by the company through social media and various channels of online communication including digital learning experience for the customers.

### **SUGGESTIONS:**

The findings suggest that the social media communication should be more preferred than advertising and attractive to create brand recognition among the users of social media, on contrary the people do not prefer buying products through social networking sites therefore in order to ensure effective communication of the brand ,it should be well communicated and remembered by the audience which leads to the greatest

success to the company for their promotion through social media communication strategies like e-learning support and assist them to educate about the new products and services.

## CONCLUSION

In today's modern scenario, either a startup, small business or a large corporation, an online presence and social media conversation among the online communities is a baseline requirement for establishing a brand of company and its growth, companies are diverting resources by implementing outreach strategies through social media which waves dissipates in to numerous connected experiences, and embarks on a new era of knowledge, accessibility and sharing knowledge experiences through digital learning.

Social media tools are significant for individuals and businesses. In today world, it is impossible to separate social media from the online world and the social media conversation is taking place in homes, small businesses and corporate and education sectors. Blogging is one of the most important tools of the social media communication which have a very positive effect on Company's branding & growth prospects.

Social media provide the ways of building the brand and understanding the various ways of social media conversation which helps companies to grow and enhance in building the brand effectively.

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