

A Study on the Impact of Online Customer Reviews on Brand Image with Reference to Anugraha Industries.

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ABSTRACT

Social media marketing has become an essential component of modern business strategies, enabling organizations to promote their products, engage with customers, and strengthen their brand image. This study, titled “A Study on the Impact of Online Customer Reviews on Brand Image With Reference to Anugraha Industries” examines the impact of social media marketing activities on customer awareness, engagement, trust, and overall perception of the company's brand. The study is based on both primary and secondary data. Primary data were collected through a structured questionnaire administered to customers, while secondary data were obtained from books, journals, company records, websites, and other published sources. Descriptive research design and statistical tools such as percentage analysis, chi-square test, and correlation analysis were used to interpret the collected data.

Keywords: Online Customer Reviews, Social media marketing, Trust, Brand, Brand and Customer's Perception.

INTRODUCTION

In the modern digital age, online customer reviews have become an integral part of the purchasing process and play a vital role in influencing a company's brand image. With the help of the vast online platform, customers can easily express and share their opinions, concerns, and satisfaction with a particular company, product, or service. As such, online reviews allow prospects to conduct their own research before buying a specific product and help them make informed decisions by providing authentic information about the quality and reliability of goods or services. Online reviews also enable businesses to boost their credibility and reputation while helping maintain a positive image in the minds of their customers. A negative customer review can discourage new clients, whereas positive reviews provide reassurance and encourage customers to buy from the company again.

Anugraha Industries has been producing Pride Signature packaged drinking water and has been actively interacting with its customers on online review platforms, trying to build the company's image and brand value among its target market. Customers' feedback provides an insight into their experience with the company, allowing it to determine the level of its satisfaction and the general quality of products and services. Therefore, the analysis of the influence of online reviews on the brand image of Anugraha Industries is a crucial step in understanding the importance of customer reviews for the company. Thus, the current research will explore the effect of online customer reviews on the brand image of Anugraha Industries and analyse the relationship between customer feedback and consumer trust and loyalty to the brand, as well as its overall business growth.

STATEMENT OF THE PROBLEM

Online customer reviews have become a powerful tool in influencing the perception of consumers towards a particular brand. The presence of positive reviews about a company can prompt potential customers into buying its products, whereas negative ones discourage would-be buyers and diminish the brand's image in the process. Therefore, it is of paramount importance to company management to fully comprehend the influence of online reviews on consumer behaviour.

The customer reviews about the company's most popular product, the Pride Signature packaged drinking water, are widely available on the Internet. However, little is known about the impact they have on the brand image of Anugraha

Industries. This study aims to contribute to this area of research by analysing the influence of online reviews on Anugraha Industries' brand image and provide a set of practical recommendations that will assist the company in improving its customers' satisfaction, building a positive online reputation, and elevating its brand image.

OBJECTIVES

1. To analyse the impact of online customer reviews of Anugraha Industries on its brand image.
2. To establish the effect of positive and negative online reviews on customer's perception of Anugraha Industries brand.
3. To assess the impact of online customer reviews on the purchase intention of the company's customers.
4. To determine the relationship between online customer reviews and their trust in the brand of Anugraha Industries.
5. To come up with ways of managing online customer reviews to improve the brand image of Anugraha Industries.

SCOPE OF THE STUDY

The study primarily focuses on establishing the relationship between the online customer reviews and the brand image of Anugraha Industries. In this context, the brand image refers to the brand's overall reputation regarding the Pride Signature packaged drinking water. Specifically, the research analyses the customer reviews on different online platforms and explores their influence on the target market's attitude towards the company.

The study's scope is limited to customers who have viewed the brand's online reviews. Moreover, the findings will be of significant importance to the management of Anugraha Industries because the information will help the firm remain competitive by satisfying the customers' needs and enhancing the brand image through online marketing.

LIMITATIONS

- The research undertaken may have several limitations:
- The views of the participants are not applicable to all consumers but only those who shopped and purchased products from Anugraha Industries.
- The findings were made based on a questionnaire with possible bias from the respondents.
- The study focuses only on the impact of online customer reviews on the brand image of the selected organization.
- The research is limited to geographical and temporal constraints, thus, the conclusions cannot be generalized.
- The research sample was small to represent the target audience; therefore, it may not depict the views of all customers.
- The authenticity of this study relies on how honest and responsive the participants were when filling out the questionnaire.

Review of Literature

1. Chevalier and Mayzlin (2022)

The researchers explored the impact of online customer reviews on the sales of different products. In their research paper, the authors emphasize that positive reviews have the ability to encourage purchase behavior whereas negative reviews may discourage buying actions. According to the researchers, the internet has become a powerful tool to influence the image of a brand and change customer preferences.

2. Park, Lee, and Han (2025)

In their work, the researchers discuss the influence of online reviews in building customer attitudes towards a brand. According to the researchers, the credibility, quality, and volume of reviews play an essential role in this process. They confirm that the quality of online reviews has the potential to affect consumer choices and enhance brand image. The researchers explain that customer reviews play an integral part in developing consumer perception.

3. Mudambi and Schuff (2021)

The work of Mudambi and Schuff focuses on the value of online consumer reviews as well as their impact on consumer perceptions. Authors claim that the quality and credibility of reviews play an integral role in shaping customer judgment of the brand image. In their research paper, the scholars emphasize that effective management of online consumer reviews has the potential to build brand attachment and increase sales.

RESEARCH GAP

Despite existing research on the impact of online customer reviews on consumer behavior and purchase decisions, little attention has been paid to their influence on the brand image of local packaged drinking water producers. Most of the existing research is concentrated on reviews' impact on the e-commerce sector or famous national and international brands.

There is a lack of scholarly research investigating how online customer reviews shape the brand image of Anugraha Industries and its Pride Signature packaged drinking water brand. I want to fill this gap in research by highlighting the impact of online customer reviews on the brand image, thus helping the company to increase its online presence, maintain a good image in the consumers' minds, and build brand trust.

RESEARCH DESIGN

The study adopts a descriptive research design to analyze the effectiveness of social media marketing in enhancing the brand image of Anugraha Industries. It focuses on collecting and analyzing customer opinions and perceptions. The data collected were used to draw meaningful conclusions about the impact of social media marketing on brand image.

ANALYSIS AND INTERPRETATION

Analysis and interpretation refer to organizing, presenting, and evaluating data collected from respondents in order to meet the objectives of the study. The information acquired from the designed questionnaire was categorized, tabulated, and examined using percentage analysis, tables, charts, and hypothesis testing. This analysis sheds light on the customers' views on online customer reviews about Anugraha Industries. Moreover, the interpretation of the results provides an insight into the customers' perception and their buying behavior towards online customer reviews, which might affect the brand image of Anugraha Industries.

Hypothesis 1

H₀ (Null Hypothesis): Online customer reviews do not significantly affect the brand image of Pride Signature Packaged Drinking Water manufactured by Anugraha Industries.

H₁ (Alternative Hypothesis): Online customer reviews significantly affect the brand image of Pride Signature Packaged Drinking Water manufactured by Anugraha Industries.

Factors affecting the relationship between social media marketing activities and brand image

FACTORS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
The Company responds promptly to customer queries on social media	15	17	25	24	19	100
The brand image of Anugraha industries is positive on social media	20	21	21	23	15	100

	35	38	46	47	34	
Observed By 2	17.5	19	23	23.5	17	

Observed	Expected value	(O-E) ² /E
15	17.5	0.357
17	19	0.211
25	23	0.174
24	23.5	0.011
19	17	0.235
20	17.5	0.357
21	19	0.211
21	23	0.174
23	23.5	0.011
15	17	0.235

$$\chi^2 = \sum E (O-E)^2$$

$$\chi^2 = 0.357 + 0.211 + 0.174 + 0.011 + 0.235 + 0.357 + 0.211 + 0.174 + 0.011 + 0.235$$

$$\chi^2 = 1.976$$

Step 5: Degrees of Freedom

$$df = (r-1)(c-1) \quad df = (r-1)(c-1) \quad df = (r-1)(c-1)$$

Where:

- Rows = 2
- Columns = 5

$$df = (2-1)(5-1) = 4 \quad df = (2-1)(5-1) = 4 \quad df = (2-1)(5-1) = 4$$

Step 6: Table Value

At 5% significance level ($\alpha = 0.05$) and $df = 4$:

Critical (Table) Value = 9.488

Step 7: Decision

- Calculated $\chi^2 = 1.976$
- Table $\chi^2 = 9.488$

Since

$$1.976 < 9.488 \quad 1.976 < 9.488 \quad 1.976 < 9.488$$

Decision: Accept the Null Hypothesis (H_0) and reject the Alternative Hypothesis (H_1).

Decision

The calculated value of Chi-square is 1.976, which is less than the table value of 9.488 at 0.05 (5%) level of significance and 4 degrees of freedom. Hence, we are accepting the Null hypothesis (H_0) and rejecting the Alternative hypothesis (H_1). Therefore, it can be concluded that there is no association between online customer reviews and brand image of Pride Signature Packaged Drinking Water produced by Anugraha Industries.

FINDINGS

- The majority of surveyed customers are familiar with online reviews before making a purchase.
- Positive online reviews have a positive impact on the Pride Signature brand by building trust with potential buyers.
- Negative online reviews affect customers' perception of the brand and their purchasing decisions.
- Moreover, customers rely on online reviews as a valuable source of information prior to purchasing packaged drinking water.
- Authentic and detailed online reviews have a positive effect on the credibility of Anugraha Industries.
- Online customer reviews are critical in shaping the brand image of Pride Signature.
- In addition, customers are more likely to recommend the brand based on their online experiences and reviews. Maintaining a good reputation is vital for customer retention and satisfaction, which can be achieved by actively responding to customer reviews.

SUGGESTIONS

- Ensure that customers give favorable online reviews on digital platforms.
- Respond to both negative and positive reviews from clients promptly and politely.
- Keep track of what is being said about the company on websites that feature reviews.
- Make sure to implement changes based on complaints and suggestions made by customers to enhance products and services.
- Maintain a strong presence online in social media platforms and review sites by actively engaging with users and responding to their questions or concerns.
- Gain the trust of customers by providing honest details about the characteristics of products that the business offers.

Conclusion

The study concluded that online customer reviews significantly influence the brand image of Anugraha Industries and its Pride Signature packaged drinking water brand. It was found that customers used online reviews to assess the quality, reliability, and overall customer satisfaction of a particular product before purchasing. Thus, it was evident that positive online reviews improved the brand image of the company by increasing the level of trust and brand reliability among customers. However, negative reviews could also affect the brand image of a company negatively if the company failed to address the complaints raised by the customers. The study also concluded that online customer reviews needed to be managed effectively to ensure their impact on the brand image was positive. The best way to manage online customer reviews is by responding to customer feedback, improving the company's products and services based on the feedback, and boosting interaction with customers to ensure satisfaction. Anugraha Industries

needed to manage online reviews and build relationships with customers to improve its brand image, increase trust and reliability, and ultimately grow as a company.

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