



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON INFLUENCE OF DIGITAL BRANDING ON CUSTOMER PERCEPTION TOWARDS WATCHES IN MADURAI CITY

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Abstract

In the present world, the entire world now appears to be online, meaning there are more intermediaries between brands and consumers than at any previous time (for example, social media, search engines, and digital advertising). In the watch industry specifically, digital branding can be utilized (through social media, online advertisements, word-of-mouth activity, and customer reviews) to shape how consumers perceive watch brands and what triggers their purchase decision. Therefore, the purpose of this study, entitled "A Study on the Influence of Digital Branding on Customer Perception Towards Watches in Madurai City", was to investigate the relationship between consumers' views of digital branding and their likelihood of purchasing. To achieve this purpose, a descriptive design was used; it utilized both primary and secondary data sets

collected via a structured questionnaire from the inhabitants of Madurai City and academic and non-academic journals and websites. The data collected was analyzed via percentage analysis and chi-square analysis. Findings from the current study demonstrate that consumers are more likely to be aware of, trust and have a preference for a specific brand of watch due to their use of digital branding than prior to their use.

Introduction

Due to advancements in digital technology, the entire marketing landscape has changed, affecting virtually all industries and, specifically, the watch industry. The shift to digital advertising is working alongside or replacing traditional advertising means, such as through the use of the Internet, social media, brand websites, digital marketplaces, and influencer promotions. Through digital branding techniques, companies have been



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able to reach customers instantly and directly, increase brand recognition, and establish stronger long-term relationships with their customer base.

By producing visually appealing content, showcasing customer testimonials, and implementing interactive campaigns, brands can influence how consumers ultimately perceive the products they sell in terms of quality, value, and reliability.

The city of Madurai is one of the fastest-growing cities in India, and as a result of this growth, consumers are becoming increasingly exposed to digital content through the use of smartphones and the Internet. This level of exposure dramatically impacts buying behaviour and brand preference. The watch industry is unique because it mixes functionality with fashion and personal identity; therefore, brand perception is especially important in this industry.

Therefore, understanding the influence of digital branding on customer perception of brands is critical for companies that want to remain competitive and maintain market share in the watch industry in Madurai City. The purpose of this study is to explore the impact of digital branding strategies on customer attitudes and buying decisions about watches in Madurai City.

Statement of the Problem

The rise of digital marketing has led to an increasing number of watch manufacturers

using online channels to reach their customers and enhance customer influence. However, it is currently unknown how the digital branding activities (e.g., social media advertising, online ads) shape customers' purchase deliberations, perceptions and attitudes in a specific market such as Madurai City. This study attempts to investigate how much digital branding impacts consumer perceptions of watches as well as whether these digital branding efforts have a direct effect on building brand awareness, trust, and purchase behaviour.

Objectives of the Study

- The purpose is to explore the effects of digital branding on customer perception of watches in the city of Madurai.
- Another goal is to look at the effect of social media marketing on customers' knowledge and preference for different brands of watches.
- A further goal is to assess how much online reviews and digital advertisements have influenced purchase decisions of customers.
- To conduct a study examining the relationship between customer perception of digitally branded watches and demographic characteristics.
- Finally, we will provide some suggestions for improving digital brand strategies in the watch market.



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Scope of the Study

The purpose of this research is to explore how digital branding influences customers' perspectives on watches in Madurai. The primary focus of the study is on online promotional activities, including social media posts, digital advertisements, influencer recommendations, and customer reviews available on the internet. The study will consider the opinions of participants in various age groups from diverse backgrounds to determine whether their attitudes or purchasing decisions have been influenced by digital branding. The research does not focus on any particular brand of watch but seeks to develop a general understanding of watches as a category. The outcomes of this research are intended to provide valuable insights into how digital marketing impacts customers in the local market.

Research Methodology

This study aims to investigate how online branding affects customer perceptions of watches within Madurai City. The type of research selected for the focus of this study (customer perception and behavior) is a descriptive one; thus, the data collection process relied on direct contact with individuals in order to gain insight into digital advertising, social media advertising and online review sources related to brands of watches.

To achieve this, a questionnaire was developed and given out to one hundred

respondents in Madurai City through convenience sampling. In addition to primary data from surveys, relevant secondary data was also gathered from literature (books/articles), as well as the internet for further validation of research findings. Following collection of data from respondents, the responses were compiled into tables, and analysed using basic statistical techniques (i.e., percentage analysis and chi-square analysis). The results were interpreted in order to gain insight into how digital branding influences customer perceptions and purchase decisions.

Research Design

The study follows a descriptive research design. This design is suitable because the research aims to describe and understand how digital branding influences customer perception towards watches in Madurai City. It helps in analysing customer opinions, attitudes, and buying behaviour without manipulating any variables.

Sources of Data

The study is based on two types of data collection. The main information was gathered directly from customers in Madurai City through a questionnaire to understand their views about digital branding of watches. In addition to this, supporting details were collected from reference materials such as academic books, online articles, research papers, and reliable websites related to digital marketing and consumer behaviour. These



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sources helped in building the theoretical background of the study.

Sample Size

For this study, a total of 100 respondents from Madurai City were selected to collect primary data. The sample size was chosen to obtain a reasonable understanding of customer opinions regarding digital branding of watches. The respondents included individuals from different age groups, educational qualifications, and occupations to ensure varied perspectives.

A sample of 100 was considered sufficient to analyse general trends and patterns in customer perception.

Sampling Technique

In this research, the respondents were selected based on accessibility and willingness to respond. Instead of using a complex sampling procedure, the researcher approached customers in Madurai City who were available at the time of data collection. A questionnaire was given to them to record their opinions about digital branding of watches. This approach made the data collection process practical and manageable within the given time frame, while still providing useful insights for the study.

Statistical Tools

After collecting the responses, the data were carefully arranged and examined using different analytical methods. Rank analysis

was applied to identify which digital branding factors were considered most important by the respondents. Regression analysis was used to understand whether there is a measurable connection between digital branding activities and customer perception. In addition, tables were prepared to organise the data clearly, and pie charts were used to present the results in a simple visual format so that the findings could be easily interpreted.

Data Analysis and Interpretation

After collecting the questionnaires, the responses were arranged properly and checked for accuracy. The information given by the respondents was grouped and converted into numerical form to make the study clear and understandable. Different analytical methods were applied to examine patterns and trends in customer opinions about digital branding of watches. The findings were then presented using simple tables and charts. Based on the results obtained, explanations were given to show how digital branding activities influence the thinking and buying behaviour of customers in Madurai City.

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Table Showing the Most Influencing Factor

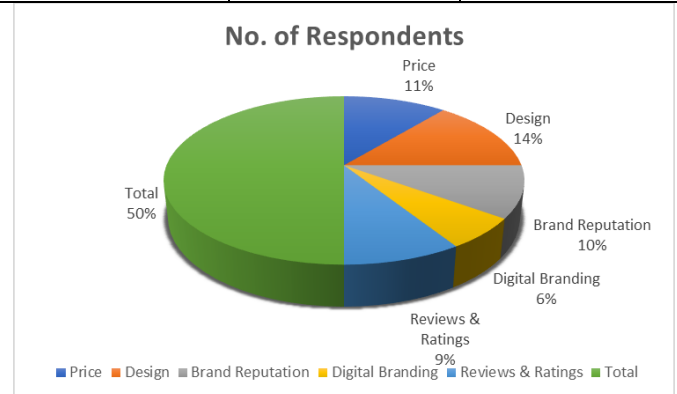
Source: Primary Data

Interpretation:

The above table presents the factors influencing customers while selecting a watch. From the data, it is evident that **Design (28%)** is the most important factor influencing respondents. This indicates that customers in Madurai city give primary importance to the appearance, style, and aesthetic appeal of the watch. The next significant factor is **Price (22%)**, showing that affordability and value for money also play a major role in purchase decisions. **Brand Reputation (20%)** and **Reviews & Ratings (18%)** have a considerable influence, suggesting that trust in the brand and online feedback contribute significantly to customer perception. On the other hand, **Digital Branding (12%)** has comparatively lower influence when directly selecting a watch. This implies that while digital branding helps in creating awareness and shaping perception, customers ultimately prioritize design, price, and brand credibility during the final decision-making process. Overall, the analysis reveals that product-related attributes dominate consumer preference, while digital branding acts as a supportive influencing factor in the watch market of Madurai City.

Figure Showing the Most Influencing Factor

Factor	No. of respondents	Percentage
Price	22	22%
Design	28	28%
Brand Reputation	20	20%
Digital Branding	12	12%
Reviews & Ratings	18	18%
Total	100	100%



Source: Primary Data

Interpretation:

The above pie chart shows the factors influencing customers while selecting a watch. From the analysis, it is observed that **Design (14%)** is the most influential factor among the given options, indicating that customers in Madurai city give more importance to the visual appeal and style of the watch. This is followed by **Price (11%)**, which shows that affordability also plays a significant role in purchase decisions. **Brand Reputation (10%)**



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and **Reviews & Ratings (9%)** moderately influence customers, reflecting that trust and online feedback contribute to perception formation. However, **Digital Branding (6%)** has comparatively lower direct influence as a deciding factor. This suggests that while digital branding creates awareness and image, customers still prioritize tangible factors like design and price when making the final selection. Overall, the analysis indicates that functional and aesthetic attributes dominate customer preference, whereas digital branding plays a supportive rather than primary role in influencing watch selection.

Result and Discussion

The present study was conducted to examine the influence of digital branding on customer perception towards watches in Madurai City. Based on the analysis of 100 respondents using percentage and statistical tools, several meaningful results were obtained. The study reveals that digital branding plays an important role in creating brand awareness and shaping customer perception. A majority of respondents indicated that they frequently come across digital advertisements related to watches through platforms such as social media, search engines, and online marketplaces. This indicates that digital branding has strong visibility among consumers in Madurai.

However, when it comes to the final purchase decision, traditional product-related factors such as **design (28%)** and **price (22%)**

are given higher priority. This suggests that although digital branding influences awareness and perception, customers still evaluate tangible attributes before making a purchase. Brand reputation (20%) and reviews & ratings (18%) also significantly affect buying decisions. This shows that trust-building elements such as online feedback and established brand image are important in the digital environment.

Interestingly, digital branding (12%) is not considered the primary deciding factor. This does not mean digital branding is ineffective; rather, it acts as a supportive tool that creates awareness, builds perception, and strengthens brand recall before customers evaluate core product features.

Thus, the discussion indicates that digital branding in Madurai City works more as an influence builder rather than a final decision-maker.

Findings

- Majority of respondents belong to the younger age group, indicating higher exposure to digital platforms.
- Design is the most important factor influencing watch purchase decisions.
- Price plays a major role in shaping customer choice.
- Brand reputation and customer reviews significantly influence trust and perception.



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- Digital branding creates awareness and builds brand image but is not the sole deciding factor.
- Customers are more likely to trust brands that maintain active digital presence.
- Online reviews moderately to strongly influence perception.
- Most consumers prefer checking online information before making offline purchases.
- Digital branding positively impacts brand awareness and preference.
- Overall, digital branding has a positive influence on customer perception in Madurai City.
- Interactive campaigns, contests, and promotional offers can increase digital engagement.
- Digital branding should complement product quality and design rather than replace them.
- Companies should monitor customer feedback regularly and respond promptly to improve perception.

Conclusion

The study titled “A Study on the Influence of Digital Branding on Customer Perception Towards Watches in Madurai City” clearly demonstrates that digital branding plays a significant role in shaping customer awareness, trust, and perception. Although digital branding is not the primary factor in final purchase decisions, it strongly influences brand visibility and perception formation. Customers in Madurai City are increasingly exposed to digital content, and this exposure impacts their brand preference and buying behavior. However, traditional factors such as design, price, and brand reputation remain dominant in influencing the final purchase decision. Therefore, digital branding should be viewed as a strategic support system that enhances brand value and customer trust. In conclusion, watch brands in Madurai City must adopt integrated marketing strategies that combine strong digital branding with high product quality, attractive design, and competitive pricing in

Suggestions

- Companies should focus on creating visually attractive digital content highlighting watch design, as design is the top influencing factor.
- Pricing strategies should be clearly communicated through digital platforms to attract price-sensitive customers.
- Brands must encourage positive customer reviews and testimonials to strengthen trust and credibility.
- Influencer marketing can be effectively used to improve brand image among younger consumers.
- Brands should maintain consistent presence across social media platforms for better engagement.



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order to remain competitive in the evolving digital marketplace.

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