



The Impact of Branding on Consumer Buying Behaviour

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Abstract

Brand image on consumer buying behaviour is at the show of shopping for the merchandise and services. Consumers are influenced by different social, psychological, cultural and behavioural situation. The paper deals with the results of the first research which purpose was to look at the impact of brand name on influencing consumers to get a product. the target of the paper is to worry the very fact that the brand has an impression on customer decision- making process. Original primary data within the first research were collected by employing a quantitative method of questionnaire. within the end, it's concluded that the branding impacts the buyer behavior in relation to the different dependent and independent variables.

Keywords: Branding, Consumer, Consumer buying behavior, Brand Loyalty

INTRODUCTION

Brand is a crucial a part of brand equity, which refers to consumer's feeling and emotions towards a particular brand which ultimately results in impact on consumer buying behavior. Consumers prefer branded products quite ordinary products; branded products are more durable and may be used for an extended period of your time. Also using branded products today has become important and lots of see using brand as a standing symbol. This study is aimed toward learning the effect of brand name on consumer buying behavior and their perception towards branded products.

Marketers use brands to realize competitive advantage on other competitors playing a task within the success of a corporation. Consumer's choose brands and trust them the way they trust their friends and relations to avoid uncertainty and quality related issues. Also study of brand name has always remained a key point of focus to marketers due to its importance and direct relationship with consumers.

Consumer behavior is that the study of individuals and therefore the products that helps to shape their identities. there's diversity among consumers and at an equivalent time there's tremendous diversity among marketers. Behavior may be a mirror during which everyone shows his or her image. Consistent with Richardson, Jain and Dick (1996), the older the person gets the more purchasing experience they need than the younger one. Older people consider diversified option through the experience they need developed. While younger ones with less experience believe brand and price. The goal of the paper is to worry the very fact that the brand has an impression on customer decision-making process and therefore the age category has relevancy to the present process.

LITERATURE REVIEW

Brand image is a attention grabbing concept since it has been put forth as it plays an important role in marketing activities. Brand image was identified as the backbone of brand asset and performance few studies argue that it is due to the relationship between brand image and brand equity. Consumer behavior is a topic which is being studied since a long time now and is still getting evolved in terms of newer ways to researchers and academics. Umer Shehzad (2014) made research on the topic “Influence of Brand Name on Consumer Choice & Decision” the main intension of this research was to know the impact of brand image and brand name of the product on the mind of the consumer, whether the consumer bought product after seeing the brand name and brand image of the product or not. Mohammad Ehsan Malik, Mohammad Mudassar Ghafoor, Hafiz Kashif Iqbal (2013) made a research on the topic “Impact of brand image and Advertisement on consumer buying behaviour”, purpose of this study was to check the relationship between advertisement brand image and consumer buying behaviour. Research says that brand image has the potential to change consumers mind to purchase the product. Brand image or brand product elevates the status or standard of a person who purchases the product. Now advertisement is a big weapon to stay in the consumers mind.

OBJECTIVES

1. To understand the concept of branding.
2. To study the factors impacting consumer buying decisions
3. To study influence of brand on consumer buying behaviour

RESEARCH METHODOLOGY

The survey technique was used to carry out this research. We conducted secondary as well as primary research. The secondary research is done by literature review, to find theoretical implications, also to differentiate between what initial research described or found regarding the selected topic. For primary research survey method was applied, survey questionnaire was created to see influence of brand image, advertisement, brand loyalty, and brand association. The questionnaire was pre-tested to see the validity of questionnaire by 5 respondents. In this study we developed questions related to brand image, advertisement, brand loyalty, brand association and consumer behaviour. There are total 10 questions for independent variables to check the impact of branding on consumer buying behaviour. This questionnaire will also indicate the impact of branded products on consumer buying behaviour.

SAMPLING

It is a method to segregate the data from a large population of responses. Few samples are selected for research purpose. In our paper, the sample size is 59 responses which is confined to Pune only. The sample survey topics were varying according to age, gender, geography, education.

TABULAR DATA

Factors	Particulars	No of People
Gender	Male	40
	Female	19
Age	15-25	55
	26-35	3
	36-45	1
Brand Loyalty	Yes	39
	No	20
Brand Image	Quality	45
	Value added services	11
	Free trials and discounts and communication strategies	2
Branded vs Unbranded	Yes	27
	No	26
	Maybe	6
Advertisements Influence	Strongly Agree & Agree	37
	Average	18
	Disagree	4

FINDINGS

It has been found that 67.8% males and 32.2% females undertook the survey and the age group varied was found to be 93.2% between 15-25, 5.1% between 26-35% and 1% beyond 36. Brand loyalty, which was one of the objectives of the paper, was preferred by 39 respondents while 20 of them chose to be either loyal or switch brands according to services offered by the competitors. So, based on the results found many respondents are found to be brand conscious and tend to stick loyal to them. Also, advertisements play an important role which has an impact on consumer buying behaviour.

CONCLUSION

Today the consumer behaviour has become very prominent and they tend to take very rational decisions while making any purchase as all of us want products which are of better quality and can survive for long term and also possess better after service. Branding has been hugely popular among the youths and many of them stick loyal to a particular brand. The objectives of the paper have been accomplished and it is fair to say that consumer buying behaviour is definitely impacted by branding.

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