A Study of the Impact of Branding Strategies on Consumer Purchase Behavior with Reference to Samsung Mobiles in Nagpur

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Abstract: The goal of the study was to learn more about marketers' branding strategies and how they affect consumer purchasing behavior. The study's main point was that companies can choose from a variety of branding strategies, including independent, corporate, and mixed branding, all of which have an impact on the product market and consumer motivation. Consumer purchasing behavior is divided into five stages, each of which marketers attempt to influence. This research looks at how branding affects each stage of consumer buying behavior, including need recognition, information search, evaluation, purchase, and post-purchase behavior.

Index Terms - Branding, Strategies, Purchase, brand, consumer, Brand Preference

I. INTRODUCTION

At the same time, a brand is a symbol, a name, an entity, and a concept." A icon is a brand. In the mind of a prospect, a symbol is a sign that represents something. It has a deeper meaning to it. Symbols function by causing the cognitive process to be stimulated. The consumer's perceptual mechanism consists solely of making sense of the images that surround him. Packaging, colours, logos, emblems, style, and other brand figurative aspects are signaling that advertisers use to convey their intentions to consumers. Coca-Cola, Pepsi for soft drinks; Hero, Honda for motorcycles; Titan, Citizen for watches; Maruti Suzuki, Tata for four-wheelers are just a few examples of brands. A brand, according to the American Marketing Association, is a "name, word, sign, emblem, or design, or a combination of them, intended to identify the products and services of one seller or group of sellers and to distinguish them from those of competitors." A commodity is a tangible object that exists in the physical world.

A brand is an intangible object that exists in the minds of consumers. Brands are the engines of competitive advantage. 'A popular brand is a name, design, emblem, or any combination of these that distinguishes a company's product as having a long-term distinct advantage' (Heinemann, 1991). Making a Purchase. Why and how is one brand selected while another is rejected? These are the key questions concerning the principle of preference. This necessitates an understanding of consumer choice patterns and their relationship to the brand. Since success is the only yardstick that measures how well the brand connects with the consumers in the target market, brand stewards of respected brands have a better understanding of customers than the rest of the pack. To grasp decision-making, consumer analysts usually use a realistic perspective. In this perspective, we combine as much detail as possible with what we already know about a product as calmly and deliberately as possible.

Various scholars analyses different phases of purchasing decision in consumer habits to assist consumers in making decisions. What Characterizes a Successful Brand? A powerful brand is one that has a lot of appeal. It has the ability to attract people and facilitate transactions in a competitive market. A brand name has the power to entice consumers to purchase a product. There are several current examples, such as Coke for soft drinks, Nike for athletic apparel, and Mc Donald's for burgers, all of which are well-known in their respective fields. They spend a significant amount of money on advertising to market their brand. Customers request these products due to the success of a certain brand name, and the business sees a rise in revenue. Their ability to stand out on a crowded shelf and make an impression on the customer is the key to their success. The success of a brand comes at the detriment of others. The decision is based on a process of elimination. When a buyer chooses and purchases a brand, the interests of brand marketers are served.

When a brand is eliminated during the process, it fails. As a result, the most difficult challenge for a brand marketer is to survive each stage of the decision-making process and eventually be purchased. Consumer Behavior is a field of psychology that studies the different stages that a customer goes through before buying goods or services. It is the mechanism by which buyers make decisions, both individually and collectively. It investigates individual market characteristics such as demographic and behavioral variables in order to better understand what people want. It also conducts research to determine the impact of various groups on the consumer, such as families, colleagues, and society. The study of when, why, how, and where people purchase products is known as consumer behavior. Psychology, sociology, social anthropology, and economics are also incorporated. Consumer behavior is an attempt to comprehend how buyers make decisions, both individually and in groups. It investigates market traits such as

demographics and behavioral factors in order to better understand what people want. It also attempts to measure the impact of groups such as family, peers, reference groups, and culture in general on the customer.

II. OBJECTIVE OF STUDY

- To study the concept of Brand.
- To identify the influence of branding on purchasing decision of customer.
- To analyse the factor which influence and motivate the customer to buy smartphone.
- To know the impact of brand on purchasing strategy of customer.

III. LITERATURE REVIEW

- **Douglas McConnell (1968)** , has conducted a research study titled, "The Development of Brand Loyalty: An Experimental Study", Consumers created preferences for three brands of a physically homogeneous product (beer) that were similar except for brand name and price, according to a field experiment with a factorial design. For marketing researchers, the experiment's relevance stems primarily from the relative value of perceived consistency as a determinant of brand loyalty. In the real world, price is obviously just one indicator of quality, making perceived quality more difficult to assess than transactions over time. However, it is thought that more complex models containing such variables would have far greater predictive capacity than the stochastic models proposed.

- **Jagdish N. Sheth (1968)**, in the paper, "A Factor Analytical Model of Brand Loyalty", An empirical model of calculating brand loyalty for individual customers based on frequency and pattern of transactions is described using factor analysis as a method of estimating parameters. Since we are more familiar with probability concepts, establishing isomorphic transformations of brand loyalty scores into probability measures would be an important extension of this research. Since brand loyalty ratings are based on both frequency and pattern of transactions, the resulting probabilities will be functions of both frequency and pattern (history) of purchases. Despite some limitations, the method seems superior to stochastic models for generating robust measures at the individual level. Reviews in brand loyalty are restricted though it is an exhaustive area to explore complete reviews and it may deviate from the title.

- **Deepak and Agarwal (1996)**, in their research study, "Effect of Brand Loyalty on Advertising and Trade Promotions: A Game Theoretic Analysis with Empirical Evidence", The authors of this paper looked at how producers of consumer packaged goods should balance media ads (pull strategy) and trade promotions (push strategy). If one brand is sufficiently stronger than the other and advertising is cost effective, the stronger brand loyalty needs less advertising than the weaker brand loyalty, yet a larger loyal segment requires more advertising than a smaller loyal segment, according to the report. According to the findings, the retailer promotes the stronger loyalty brand more often, but at a lower price discount, than the weaker loyalty brand. In this context, the stronger brand goes "aggressive" with more trade promotions, while the weaker brand goes "defensive" with more ads. The findings indicate that the retailer promotes stronger loyalty brands more often than weaker loyalty brands, albeit at a lower discount price on average.

- **Shanmugan (2011, p. 286),** "brand loyalty is the consumer's conscious or unconscious decision, expressed through intention or behaviour, to repurchase a brand continually". Brand loyalty can be described as, "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, causing a repetitive same brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour" (Son K, et al., 2010). Dick and Basu (1994) explain there may be positive as well as negative perception of the consumers towards the brand and the negative perception may lead to patronize of the brand but in few occasions.

- **Dick and Basu's (1994)** customer loyalty model is the combination on both attitude and behaviour loyalty. Moreover, they developed the conceptual framework for brand loyalty and defined "loyalty is the result of the interaction between a customer's relative attitude to a brand, and their repeat purchase behaviour for that brand". Further, the loyal group of customers was divided into four types; true loyal, spurious loyal latent loyal and non-loyal. 'True loyal' customers were the group of people with high attitudinal and behavioural loyalty, those with high behavioural loyalty, but low attitudinal loyalty as 'spurious loyal', those with high attitudinal loyalty but low behavioural loyalty as 'latent loyal', and those with

low attitudinal and behavioural loyalty as 'nonloyal'(Dick and Basu, 1994). The pattern in consuming durable and non-durable goods or consumption goods are not similar Thiele & Bennett (2001). Customers make a purchase in consumption goods frequently while the purchase of durable goods is made on rare occasions. Brand loyalty is a consumer attachment to a high value of the brand (Aaker, 1996). A consumer will deliver loyalty, trust for the brand in regards to their beliefs and expectation. Also, they will get remained to their loyal brand and are not carried away by the strategies of their competitor`s brand (Aaker,1996). He further describes brand loyalty of customers in five different levels. 1) The consumers who often switch their brand and don't consider to remain to the brand is a switcher. 2) A Habitual Buyer is a group of loyal customers, but the loyalty may not necessarily be on satisfaction and pride. 3) The consumers satisfied with the brand are satisfied buyers. They are the loyal customers based on profit and loss, but the loyalty is not based on pride and familiarity of the brand. 4) The next level of consumers is those who liked the brand. Now, influence towards new product is rare, but the consumer group yet openly does not express their pride to others related to the brand. 5) Committed buyers are the group of consumers who feels proud towards the brand and express their pride which results as a promotion of the brand.

- **(Aaker, 1991)** states the perceive quality of consumers has a great impact towards loyalty of the brand and company success. It plays a vital role to maintain a warm relationship and trust inside the customers. Thus, perceive quality grows stronger and keeps away from competitors.

- **(Pappu, Quester, & Cooksey, 2006)** developed a parameter to measure the quality of durable goods. According to them, easy access, serviceability, durability, performance and excellent feature determine the quality towards brand loyal customers. Perceived quality is defined as the consumers' judgment about an entity's (service's) overall excellence or superiority (Zeithaml, 1987). Rowely, 1995 defines perceive quality in the service sector is a kind of attitude, but different from the satisfaction, occurs as perception of performance from their expectations. The main parameter for the brand loyalty is the perceived quality (Gurbuz, 2008). He explains that when the perceived quality is view most important element of the brand, results in the occurrence of brand loyalty. The perceive brand quality enhances the profitability of the company due to the influence in brand loyalty and the increase of satisfied customers (Apéria & Back, 2004). (Kan,2002) defines perceive quality is the overall knowledge and experience applied while making a purchase that includes the attributes like product benefit, durability, reliability, function of the product. (Aaker, 1996) defines the difference between perceiving quality and real quality. It is because the customer gets negatively affected by the bad image of the product in the future as well. Besides, the consumers will not believe the same product, even if its quality has been upgraded later. Consumer examines a product quality from their past knowledge and experiences which results in consumer subjective judgment in product quality (Holbrook & Corfman, 1985).

IV. RESEARCH METHODOLOGY

Research is the process of systematic and in depth study of any particular topic, subject by the collection, presentation and interpretation of relevant details or data. It is a careful search or injury into any subject matter, which is an endeavor or find out valuable facts which would be useful for further application or utilization. Survey method is the methodology adopted for the research work.

Primary data

A primary data source is an original data source, that is, one in which the data are collected first hand by the researcher for a specific research purpose or project. Primary data can be collected in a number of ways. However, the most common techniques are self-administered surveys, interviews, field observation, and experiments. Primary data collection is quite expensive and time consuming compared to secondary data collection.

Secondary data

Secondary data analysis can save time that would otherwise be spent collecting data and, particularly in the case of quantitative data, can provide larger and higher-quality databases that would be unfeasible for any individual researcher to collect on their own. In addition, analysts of social and economic change consider secondary data essential,

since it is impossible to conduct a new survey that can adequately capture past change and/or developments. However, secondary data analysis can be less useful in marketing research, as data may be outdated or inaccurate

➢ **Primary Data Collected Through**

• Observation

• Personal Interview (Face to Face)

• Questionnaires

➢ **Secondary Data Collected Through**

• Internet searches or libraries

• Progress report

• Company Sites

• Newspaper Articles

Sample size

The sample size for this research is 50 users who were selected purely based on convenience and support the purpose of the study.

V. DATA ANALYSIS AND INTERPRETATION

This chapter is data analysis, in this chapter the data collected through questionnaires was analysed as the primary research method was survey. Questionnaires was distributed among people via email and distribution among people, SPSS was used to process the data using various graph, chart and Statistic to illustrate the findings. This chapter will first show the sample and analysed the target sample. Then according to research objective the findings was discussed and analysed. Data analysis is Consider to be important step and heart of the research in research work. After collection of data with the help of relevant tools and techniques, the next logical step, is to analyse and interpret data with a view to arriving at empirical solution to the problem.

| Gender	Frequency	Percentage
Male	30	60
Female	20	40
Total	50	100

Table No.1 Gender Profile
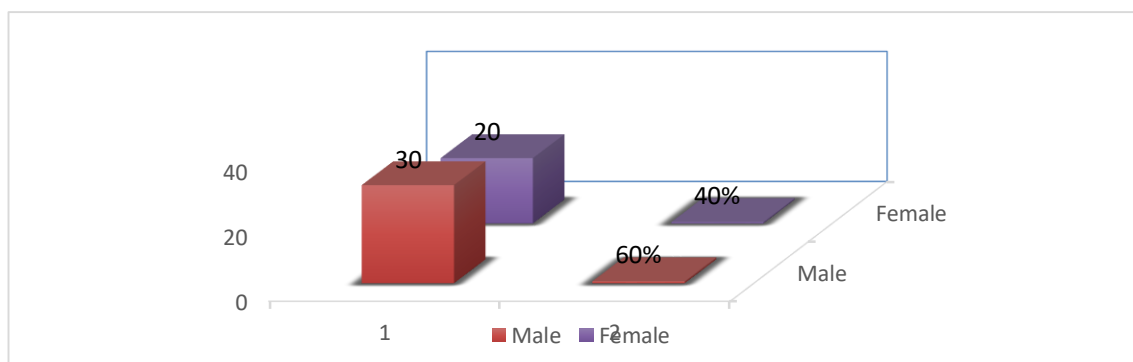
INTERPRETATION

From the above table and graph no.1 it is observed that the total targeted sample consisted of 50 people. The result shows that out of the 50 people 20 were Female which is 40% of total targeted population and 30 were Male which 60% of total targeted population. From the above interpretation it is observed that there is a positive finding with regards to male and female ratio.

Table No.2 Age Profile

Age	Frequency	Percentage
15-25	30	60
25-35	9	18
35-45	7	14
45-55	4	8
Total	50	100

Graph No.2 Age Profile
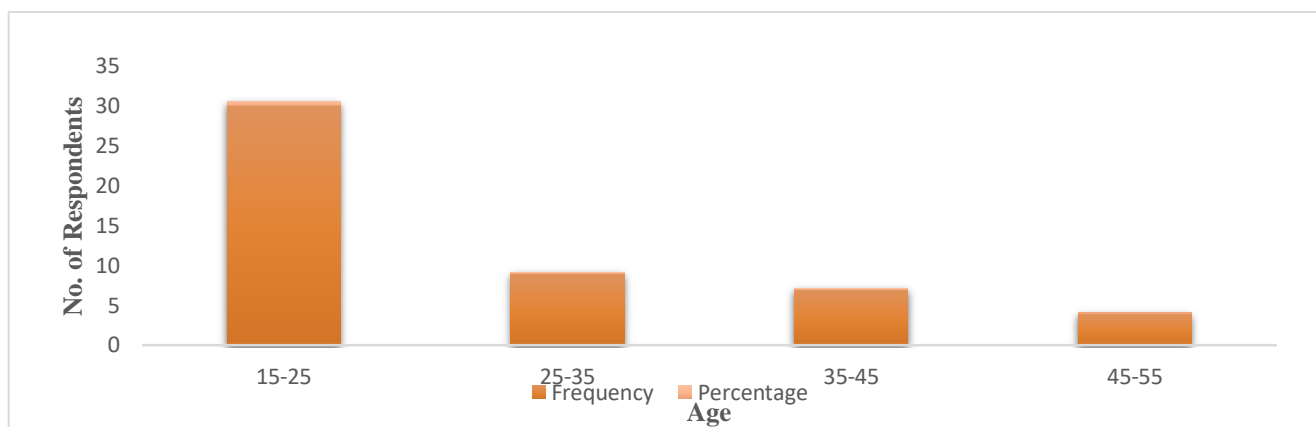
INTERPRETATION

From the above table and graph no.2 it is observed that total number of respondents was 50 and in that the highest majority of respondent were of age 15-25 that are 30 respondents which was 60% of total, the second highest and third highest respondents were age 25-35 and 35-45. From the above interpretation it is observed that the highest majority of respondents were into Age Group of 15-25.

Table No.3 Occupation Profile

| Occupation	Frequency	Percentage
Business	7	14
Service	13	26
Profession	7	14
Student	20	40
Not Working	3	6
Total	50	100

Graph No.3 Occupation Profile
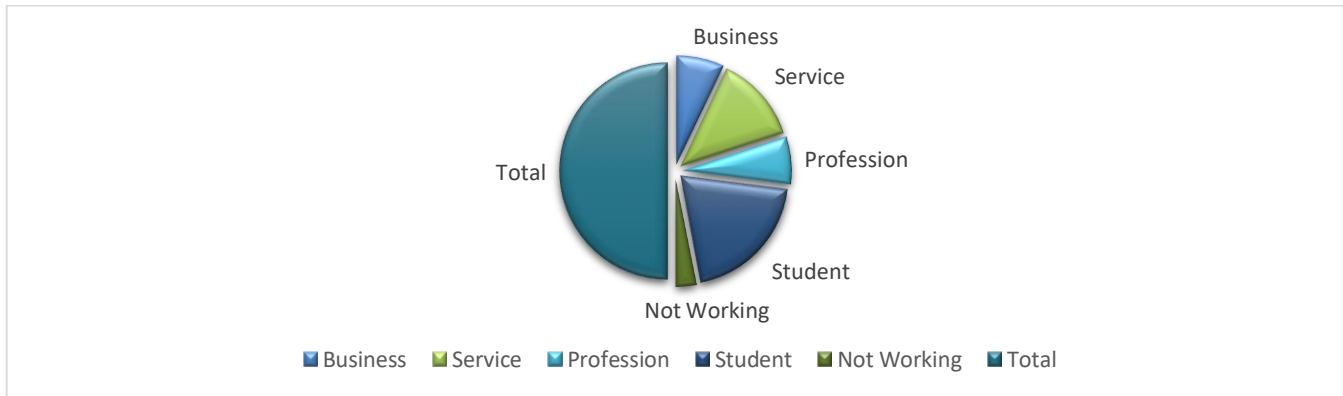
INTERPRETATION

From the above table and graph no.3 it observed that the maximum numbers of respondents were students which were 20 which were 40% of total sample. This was followed by Service which was 26%, 14% are in profession and 14% are service .and 6% are not working. From the above interpretation it is observed that students responded more than any other.

Table No.4 People using Smartphone

Table No.4 People using smartphone

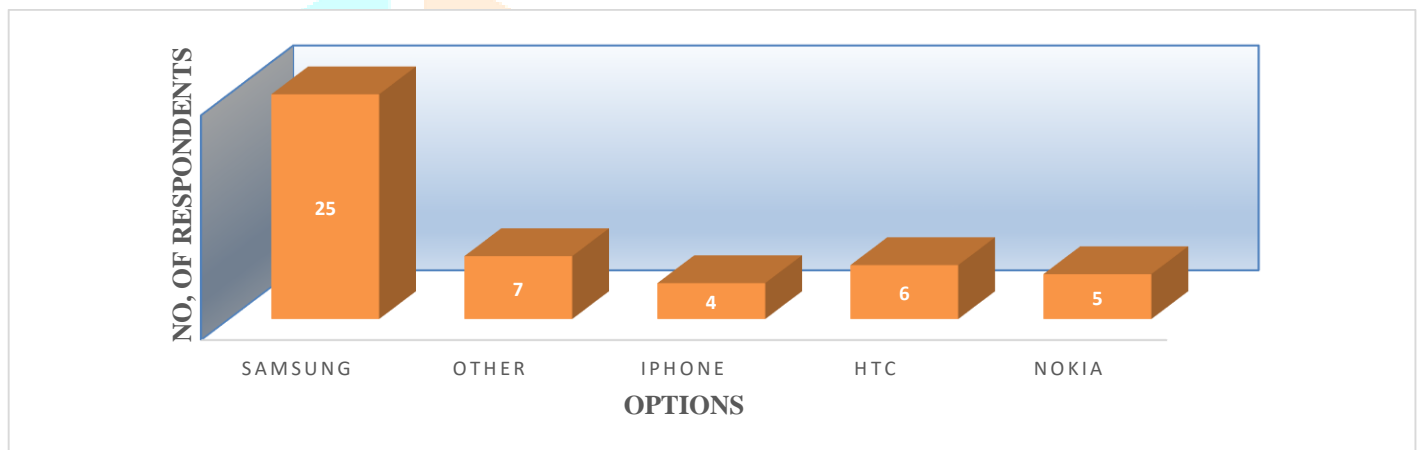| Options	Frequency	Percentage
Yes	47	94
No	3	6
Total	50	100
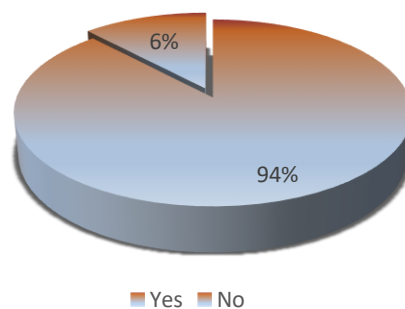
INTERPRETATION

From the above table and graph no.5 it is observed that percentage of people use smartphone from the sample of 50 people 94% that is 47 people out of 50 use smartphone and only 3 that is 6% does not use smartphone. From the above interpretation it is observed that most of the respondents are smartphone users.

Table No.5 Various Smartphone Brand Users

| Options	Frequency	Percentage
Samsung	25	50
Other	7	14
I Phone	4	8
HTC	6	12
Nokia	5	10
None	3	6
Total	50	100

Graph No.5 Various Smartphone Brand Users

INTERPRETATION

From the above table and graph no.5 it is observed that 50% respondent said that they use Samsung Brand 14% respondent said that they use other Smartphones. 12% respondent said they use HTC Brand. 10% respondent said they use Nokia Brand and 8% respondent said they use IPhone and 6% who does not use smartphone does not reply. From the above interpretation it is observed that the various smartphone brand users, as maximum people using Samsung Brand phones.

Table No.6 Influence of Brand on Purchasing Decision

Options	Frequency	Percentage
Advertising	8	16
Shop Display	0	0
Word of Mouth	20	40
Family/Friends	14	28
Any Other	5	10
None	3	6
Total	50	100

**Graph No.6 Influence of Brand On Purchasing Decision**
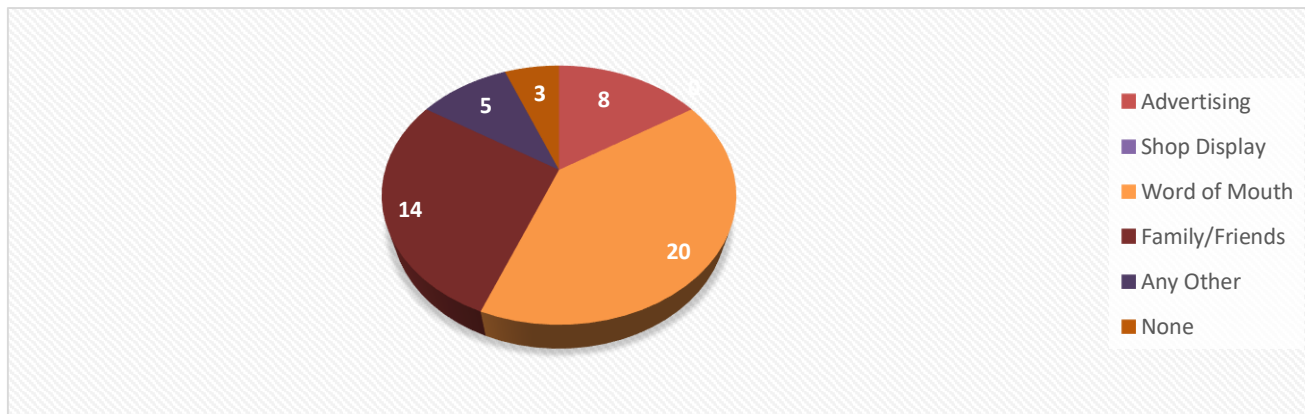
INTERPRETATION

From the above table and graph no.6 it is observed that 40% respondents influence by word of mouth, 28% influence by family & friends, 16% influence by advertisement, and 10% influence by any other reason. This result clarifies that maximum number of people consult to their family and friends before making a purchase decision. From the above interpretation it is observed that the family and friends word of mouth act as an external influence to consumers in purchase decision making process.

Table No.7 Satisfaction level of customer with their Smartphone

Option	Frequency	Percentage
Very Satisfied	25	50
Some What Satisfied	11	22
Some What Dissatisfied	8	16
Very Dissatisfied	3	6
None	3	6
Total	50	100

Graph No.7 Satisfaction level of customer with their Smartphone
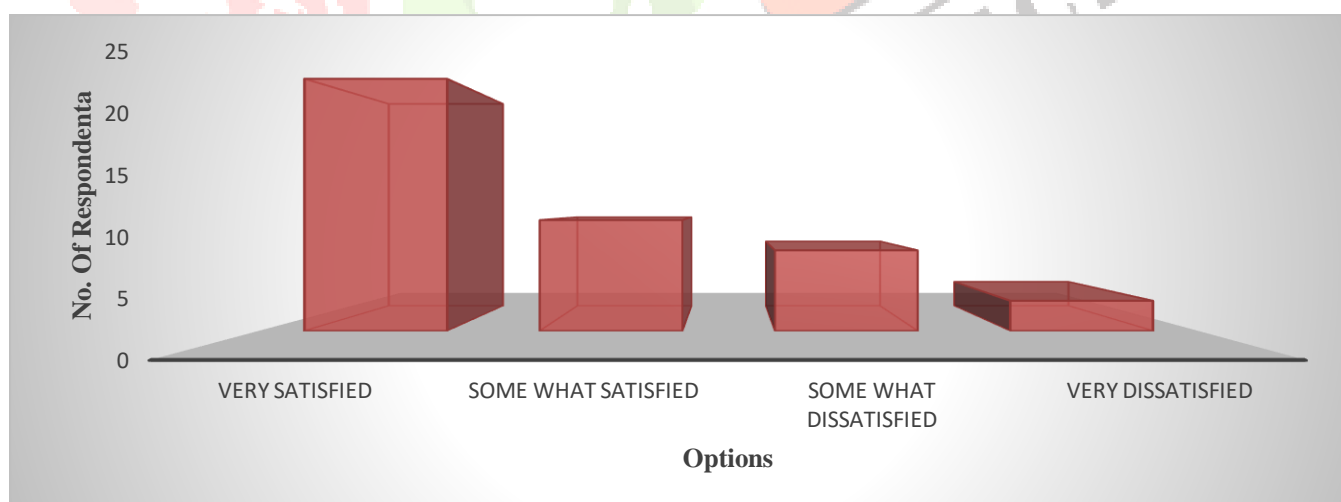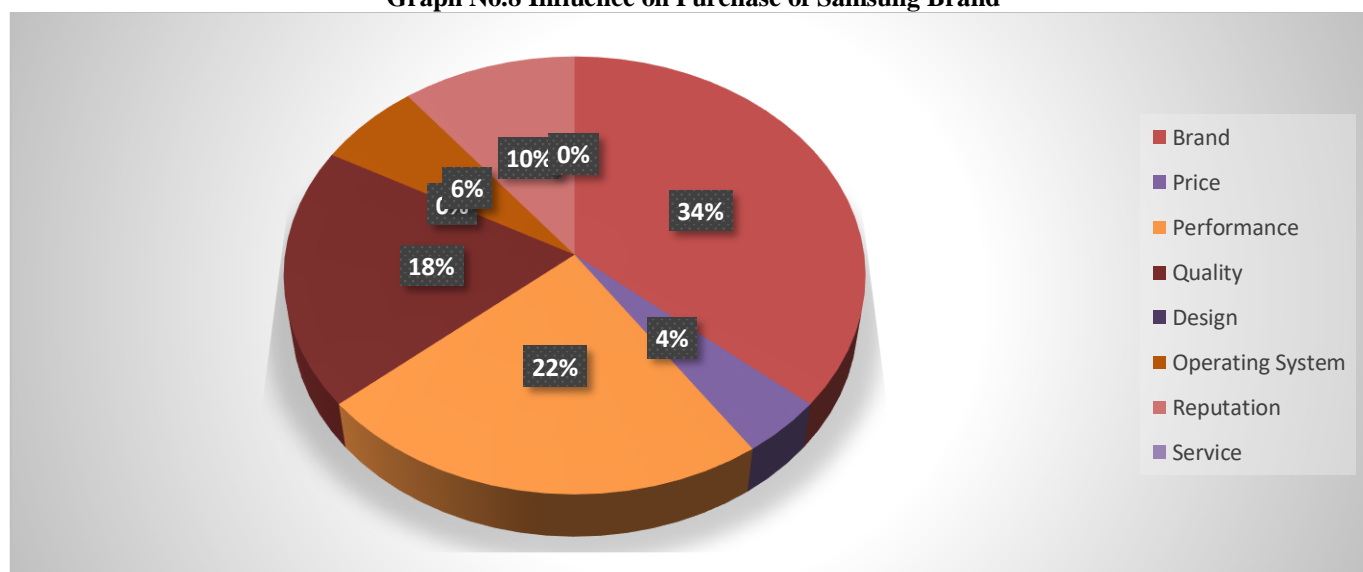

INTERPRETATION

From the above table and graph no.7 it is observed that 50% respondent are Very satisfied with their smartphone and 22% respondent are Some What satisfied with their smartphones and 16% respondent are Some What Dissatisfied with their Smartphone and 6% are Very Dissatisfied with their Smartphone. From the above interpretation it is observed that the satisfaction level of consumers with their smartphone, as maximum respondents using a smartphone are satisfied with their smartphone, very few are dissatisfied with the brand of their smartphone.

Table No.8 Influence on Purchase of Samsung Brand

| Options	Frequency	Percentage
Brand	17	34
Price	2	4
Performance	11	22
Quality	9	18
Design	0	0
Operating System	3	6
Reputation	5	10
Service	0	0
None	3	6
Total	50	100

Graph No.8 Influence on Purchase of Samsung Brand

INTERPRETATION

From the above table and graph no.8 it is observed that 34% respondent buy Samsung because of brand, 18% respondent buy Samsung because of Quality,22% respondent buy because of Performance, and 10% buy because of Reputation, and 6% buy because of Operating System and 4% buy because of Price. From the above interpretation it is observed that as maximum respondent are buying because of Brand, and very few respondent purchase on the basis of Design and Service.

Table No.9 Willingness to pay for Smartphone

Options	Frequency	Percentage
5000-10000	8	16
10000-15000	10	20
15000-20000	16	32
20000-25000	7	14
25000-30000	4	8
30000 Above	2	4
None	3	6
Total	50	100

**Graph No.9 Willingness to pay for Smartphone**
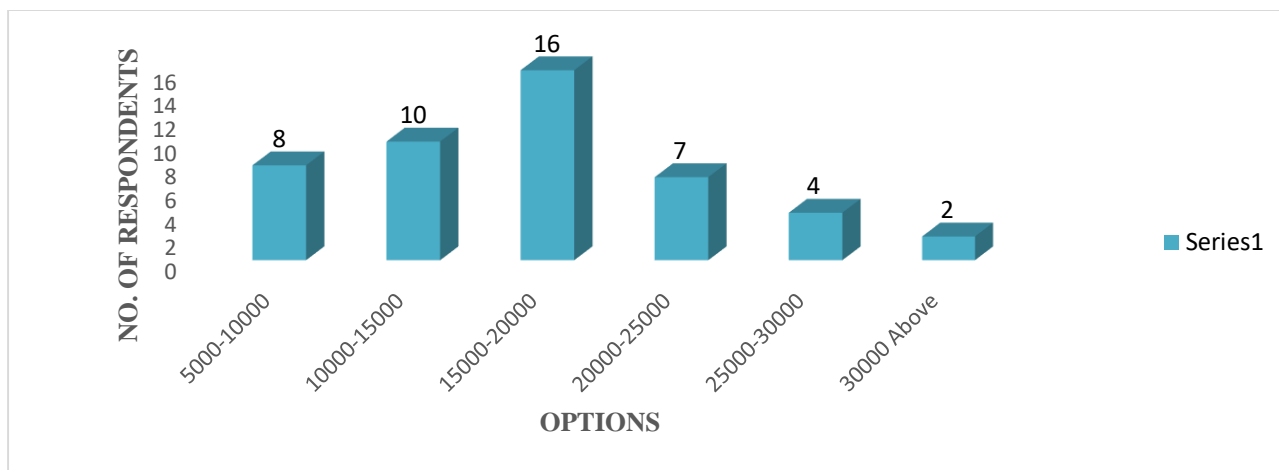
INTERPRETATION

From the above table and graph no.9 it is observed that 32% is willing to pay form Rs.15000 – Rs.20000 and 20% is willing to pay from Rs.10000 - Rs.15000, this range focus on mid-range smartphones. 14% are willing to pay Rs.20000 to Rs.25000 and 8% are willing to pay Rs.25000 – Rs.30000 for a smartphone. There are only 8% who want to pay Rs.5000- Rs.10000 for a smartphone which is for the low-end smartphone. Only 4% are willing to pay for high end smartphone which is the range of Rs.30000 and above. From the above interpretation it is observed that the maximum number of people purchased mid-range smartphone which cost between Rs.10000 to Rs.20000 and the sales of mid-range smartphone have high sales in market.

Table No.10 Source of Buying Smartphone

Options	Frequency	Percentage
Mobile Shop	24	48
Nearest store to my home or work	11	22
Hyper Markets & Malls	0	0
Online	5	10
Doesn't Matter (any place)	7	14
None	3	6
Total	50	100

Graph No.10 Source of Buying Smartphone
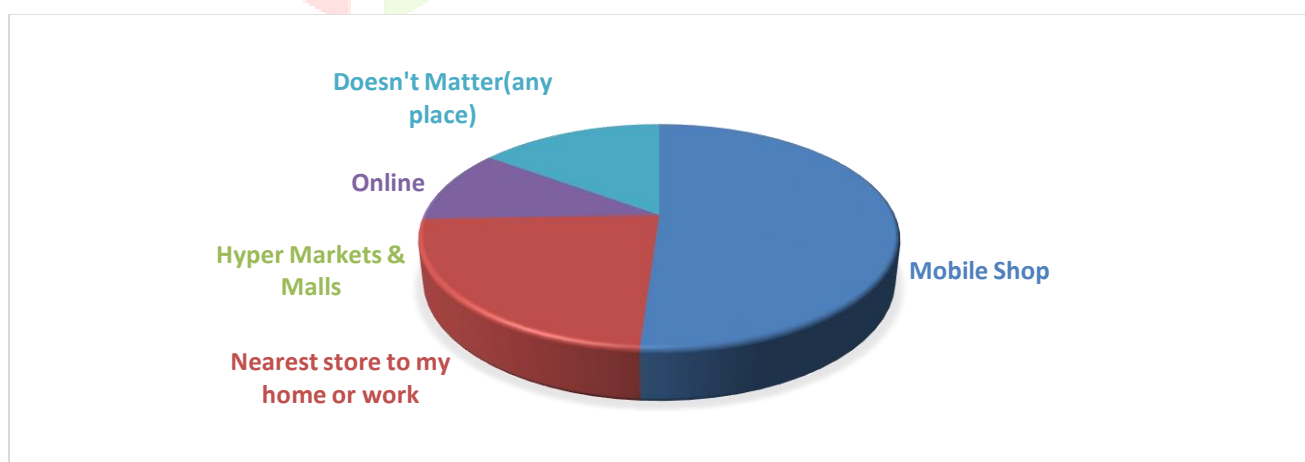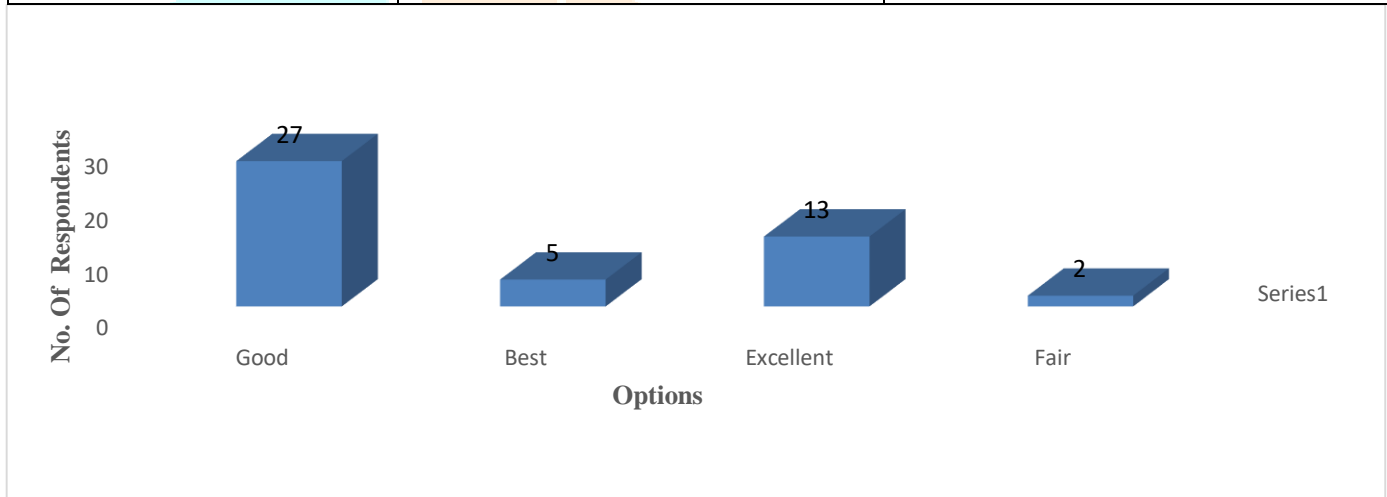

INTERPRETATION

From the above table and graph no.10 it is observed that 48% respondent are prefer buying from Mobile Shop, 22% respondent are prefer buying from Nearest store to their home or work, 10% are prefer from online, and for 14% respondent it doesn't matter they

buy from any place, and there is 0% of respondent are prefer buying from Hyper Markets and malls. From the above interpretation it is observed that maximum number of respondent are prefer buying from mobile shop, and there are very few respondent prefer buying from online.

Table No.11 Customers Perception about Quality of Samsung phones

Graph No.11 Customer Perception about Quality of Samsung Phones

| Option	Frequency	Percentage
Good	27	54
Best	5	10
Excellent	13	26
Fair	2	4
None	3	6
Total	50	100

INTERPRETATION

From the above table and graph no.11 it is observed 54% respondent rate the good quality of Samsung 10% rate for best quality, 26% rate for excellent quality, and 4% rate for fair quality. From the above interpretation it is observed that the influence of quality is high as consumers want to pay for good product.

Table No.12 Satisfaction of customer with the service provided by Samsung

Options	Frequency	Percentage
Very Satisfied	19	38
Some What Satisfied	25	50
Some What Dissatisfied	2	4
Very Dissatisfied	1	2
None	3	6
Total	50	100

**Graph No.12 Satisfaction of Customer with the service provided by Samsung**
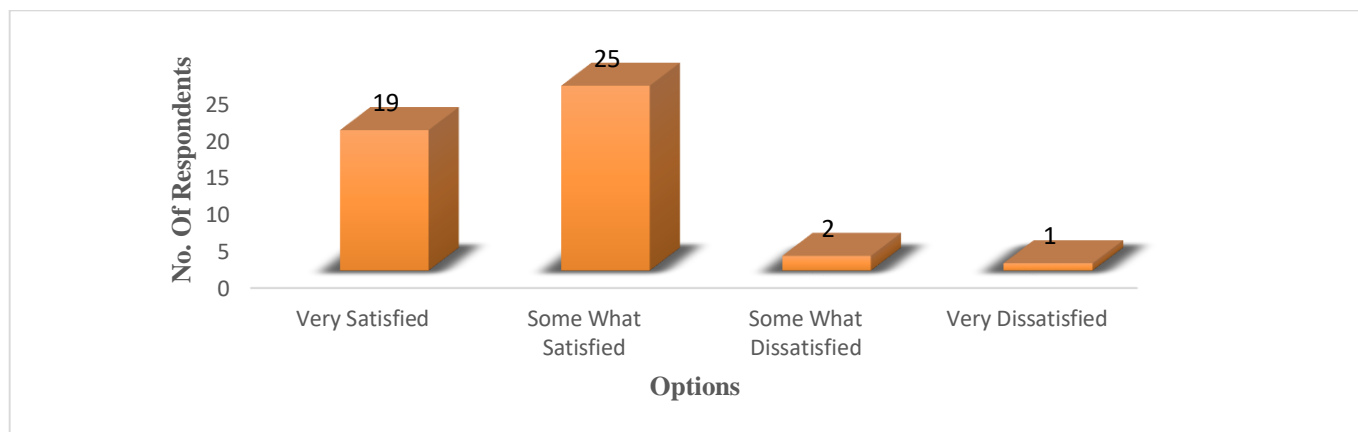
INTERPRETATION

From the above table and graph no.12 it is observed that 38% respondent are Very satisfied with the service, and 50% respondent are Some What satisfied with the service and 4% respondent are Some What Dissatisfied with the service provided by Samsung company and 2% are Very Dissatisfied with the service. From the above interpretation it is observed that the maximum respondents using a smartphone, are Some What satisfied with their smartphone, and very few are dissatisfied with the service provided by Samsung Company.

Table No.13 Improvement of Samsung over the past year

Option	Frequency	Percentage
Yes	42	84
No	5	10
None	3	6
Total	50	100

**Graph No.13 Improvement of Samsung over the past year**
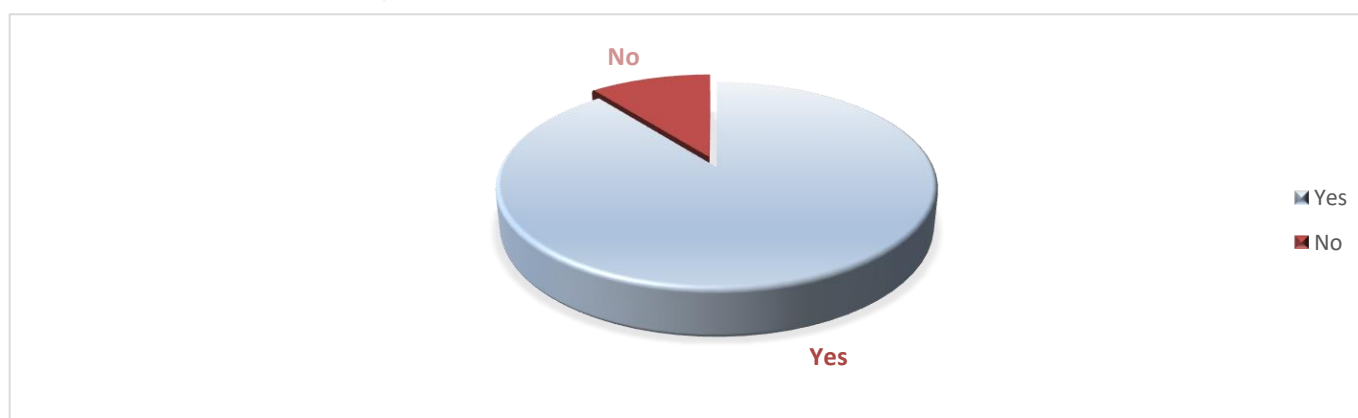
INTERPRETATION

From the above table and graph no.13 it is observed that 84% respondent say Samsung have improved from past years, and 10% respondent were say Samsung does not have any improvement over the past years. From the above interpretation it is observed that maximum number of respondents think Samsung have improved their quality, Services over the last years.

**Table No.14 Rating of New technology in Samsung**

Options	Frequency	Percentage
Good	25	50
Excellent	16	32
Fair	3	6
Not Satisfied	3	6
None	3	6
Total	50	100

Graph No.14 Rating of New Technology in Samsung
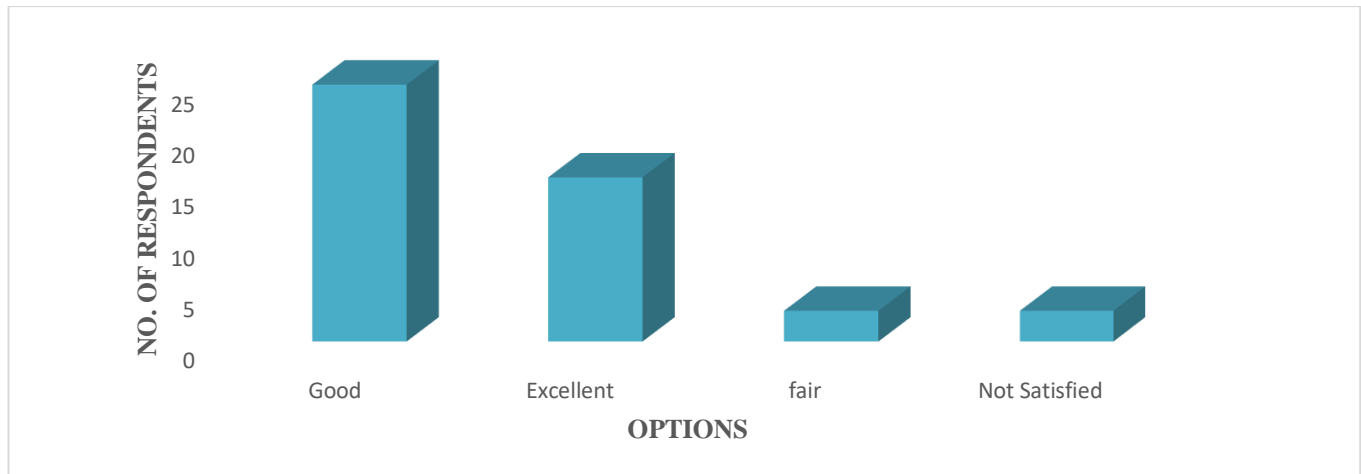
INTERPRETATION

From the above table and graph no.14 it is observed that 50% respondent rate good technology, 32% respondent rate excellent, and 6% respondent rate fair technology, and 6% respondent are not satisfied. From the above interpretation it is observed that maximum number of respondents are rating good technology of Samsung, and very few are not satisfied with the technology of Samsung.

No.15 Satisfaction of Customer with Samsung

| Option	Frequency	Percentage
Very Satisfied	16	32
Some What Satisfied	30	60
Some What Dissatisfied	4	8
very Dissatisfied	0	0
None	3	6
Total	50	100

Graph No.15 Satisfaction of Customer with Samsung
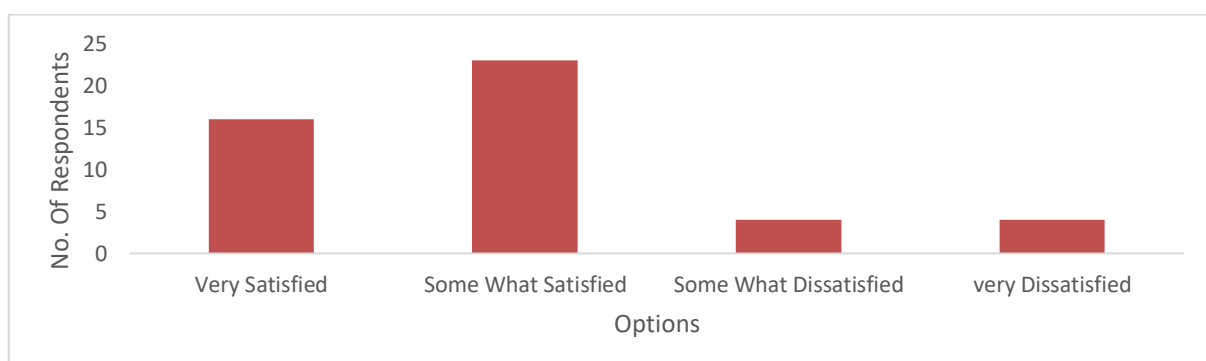
INTERPRETATION

From the above table and graph no.15 it is observed that 32% of respondents said that they are very satisfied with Samsung brand, where as 60% respondent are Some What satisfied with Samsung brand, for 8% of respondents it was Some What dissatisfied with Samsung brand. From the above interpretation it is observed that the maximum consumers are satisfied with the Samsung brand and very few are dissatisfied with the brand of their smartphone.

Table No.16 Changes in Samsung

Option	Frequency	Percentage
More Product Range	15	30
Better Packaging	3	6
Design	8	16
More Shades	8	16
All the above	11	22
None	2	4
None	3	6
Total	50	100

Graph No.16 Changes in Samsung
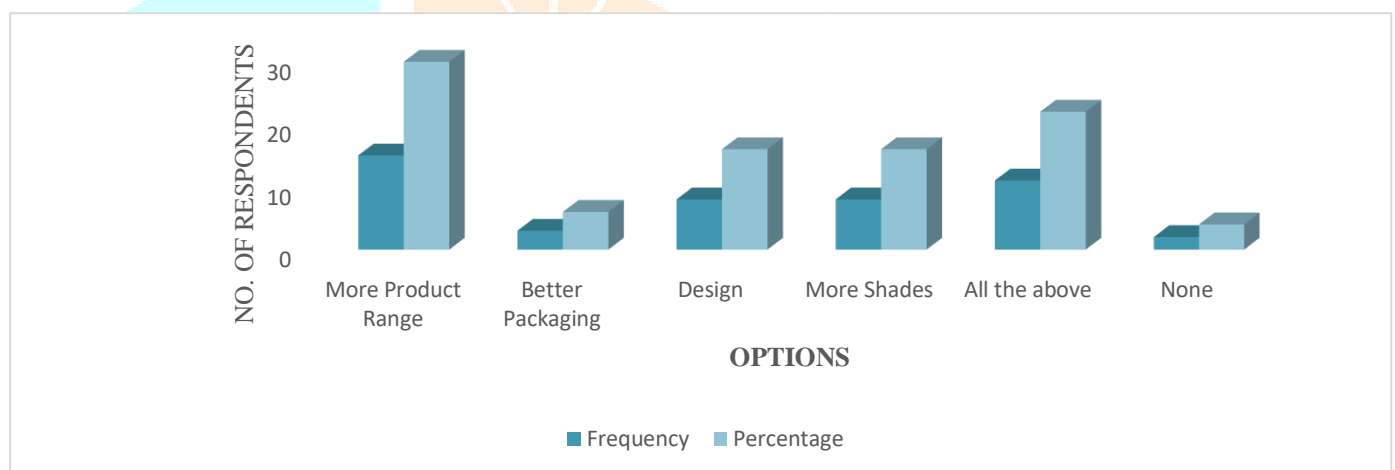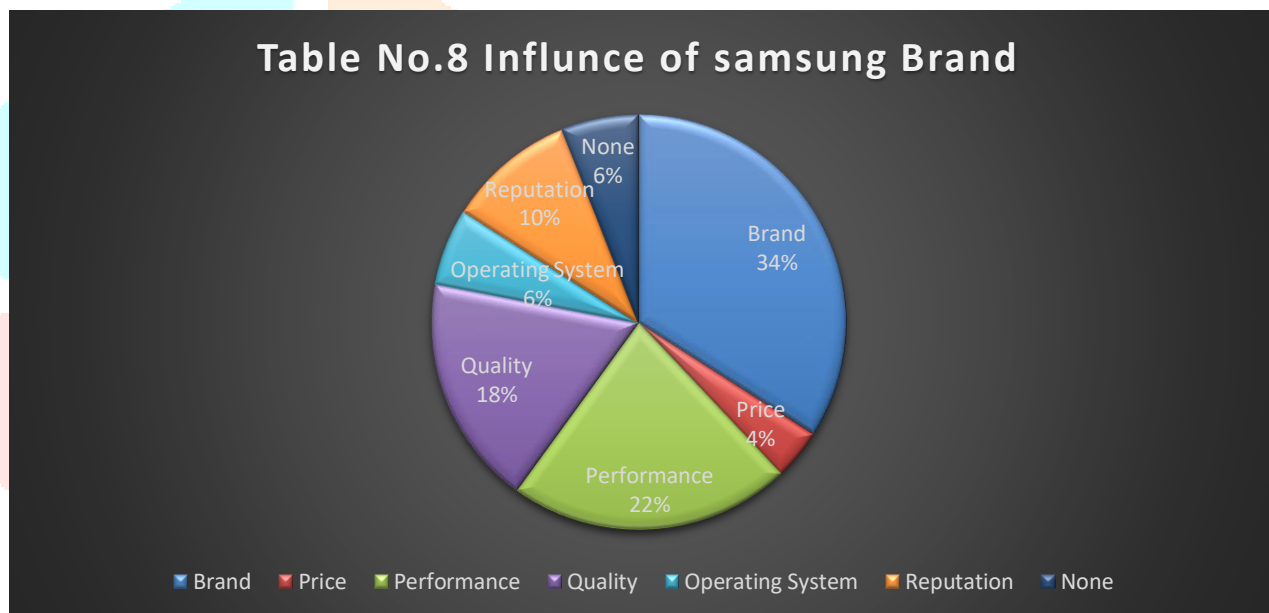

INTERPRETATION

From the above table and graph no. 16 it is observed that 30% respondent are want more product range,16% want more shades, 16% respondent want design, 6% want better packaging, and 22% respondent want all the above.From the above interpretation it is observed that maximum number of respondents wish to increase more product range in Samsung.

VI. HYPOTHESIS TESTING

Hypothesis 1:- There is a positive relation between brand and customer purchase decision.

Table No.8 Influence on Purchase of Samsung Brand

Options	Frequency	Percentage
Brand	17	34
Price	2	4
Performance	11	22
Quality	9	18
Design	0	0
Operating system	3	6
Reputation	5	10
Service	0	0
None	3	6
Total	50	100

Table No.8 Influnce of samsung Brand
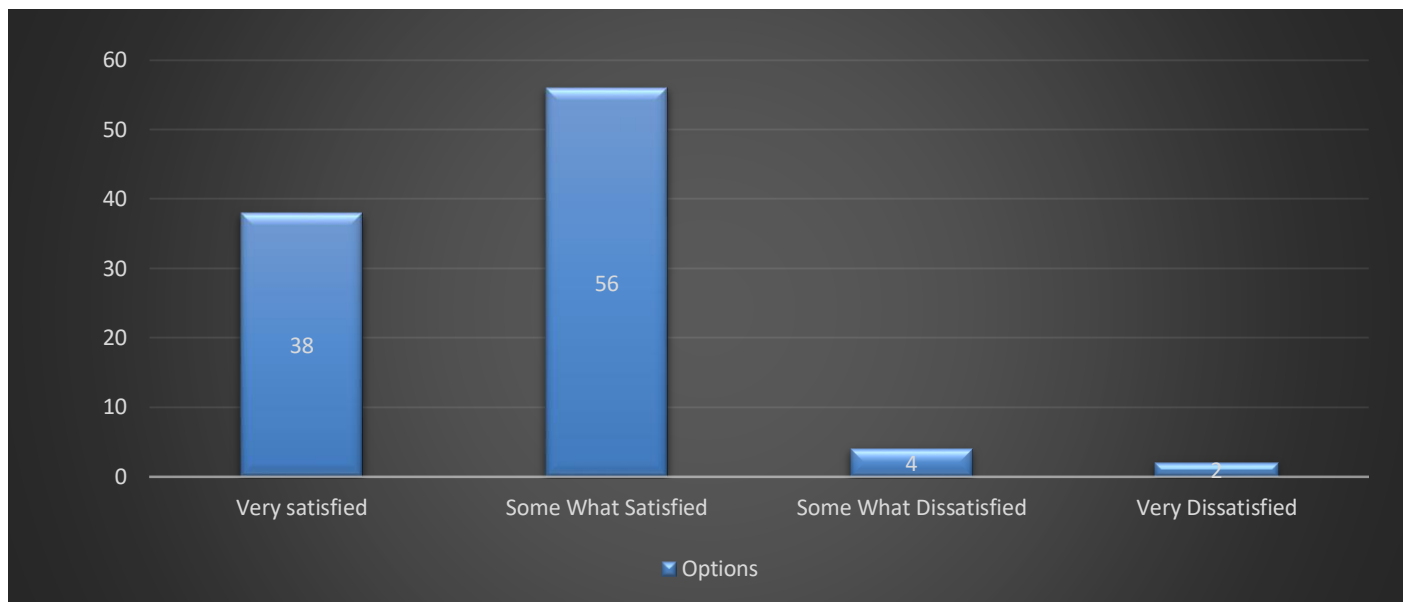
Interpretation

From the above table and graphs no. 8 it is observed that 34% respondent buy Samsung because of brand, 24% respondent buy Samsung because Quality, 22% respondent buy because of Performance, and 10% buy because of Reputation, and 6% buy because of Operating System and 4% buy because of Price. From the above interpretation it is observed that as maximum respondent are buying because of Brand, and very few respondent purchase on the basis of Design and service.

Hence, Hypothesis is accepted

Hypothesis 2:- Customers are very much satisfied with the Samsung Brand.

Table No. 12. Satisfaction of customer with the service provided by Samsung

Options	Frequency	Percentage
Very Satisfied	19	38
Some What Satisfied	28	56
Some What Dissatisfied	2	4
Very Dissatisfied	1	2
Total	50	100

Graph no. 12 Satisfaction of customer with the service provided by Samsung

Interpretation

From the above table & graph 38% respondent are Very satisfied with the service, and 56% respondent are Some What satisfied with the service and 4% respondent are Some What Dissatisfied with the service provided by Samsung Company and 2% are Very Dissatisfied with the service. This data helps in analysing the satisfaction level of consumers with the service provided by Samsung Company, as more than 50% of respondents using a smartphone are somewhat satisfied with their smartphone, and very few are dissatisfied with the service provided by Samsung Company. Hence, Hypothesis is Accepted.

VII. CONCLUSION

The major of this study is to analyse consumer behaviour towards smartphone purchase. The result is observed that there is a positive finding with regards to male female ratio, and the highest majority of respondents were into the age group of 15-25.

From the study it is observed that most of the respondents are smartphone users, and maximum respondents using Samsung brand, and maximum respondents using a smartphone. The family/ friend and word of mouth acts as an external influence to consumers in purchase decision making process.

The maximum number of people purchased mid-range smartphone which cost between Rs. 10000 to Rs. 20000 and the sales of mid-range smartphone have high sales in the market.

From the study it is observed that more respondents are prefer buying from mobile shops, and there are very few respondents prefer buying from online, and maximum respondents are somewhat satisfied with service and quality of Samsung mobiles, and very few are dissatisfied with service and quality of Samsung mobiles. Maximum number of respondents wish to increase more product range in Samsung.

VIII. REFERENCES

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