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IMPACT OF BRAND IMAGE ON CONSUMER BUYING BEHAVIOR.

ASISH SATTI

STUDENT

WOXSEN UNIVERSITY

Abstract

Branding tends to the man side of any kind of organization or business, the side that they can relate to and structure an exciting relationship with. It is this affiliation that will finally drive brand dedication, customer upkeep and, at last, more changes. Branding has a more significant impact after the purchase trade than before the trade. Brands make a bond with people when they're using the thing, thusly, their experience should be stacked up with incredible memories and pleasant notions. People are pruning and changing their spending and consumer affinities to change their lives to the lifestyle they want. Channels, for instance, Instagram and Pinterest are giving consumers spaces where they can share a see of their lives, modifying it to facilitate the lifestyle that they need others to acknowledge they have. It's a charming miracle that has gotten hold, yet one that associations need to see. Consumers are getting more mindful of what their branded things address; their characteristics, morals, wants and companions history. Additionally, brands today – from the off – need to frame their branded story absolutely around their planned vested party's assumptions [1], desires and good considerations. In this assessment, we present the impact of the brand picture on consumer buying gather information drove on 1000 individuals living in top metropolitan networks in India like Mumbai, Chennai, Hyderabad, Delhi and Kolkata.

Keywords- Consumer Buying Behaviour, Brand image, Consumer Buying decision, Metropolitan cities, Brand awareness, Consumer awareness.

I. Introduction

Consumer buying behaviour alludes to the investigation of customers and how they carry on while choosing to purchase a product that fulfills their requirements. It is an investigation of the activities of the consumers that drive them to purchase and utilize certain products.

Study of consumer buying behavior is generally significant for marketers as they can comprehend the assumption for the consumers. It assists with understanding what makes a consumer to purchase a product. It is essential to survey the sort of products preferred by consumers so they can deliver it to the market. Marketer's can comprehend the preferences of consumers and configuration base their promoting endeavors dependent on the discoveries.

Consumer buying behavior learns about the different circumstances, for example, what do consumers purchase, for what reason do they purchase, when do they purchase, how regularly do consumers purchase, why do they purchase, and significantly more.

Understanding consumer behavior is fundamental for an organization to discover accomplishment for its present products just as new product dispatches. Each consumer has an alternate perspective and

demeanor towards buying a specific product. On the off chance that an organization neglects to comprehend the response of a consumer towards a product, there are high odds of product disappointment.

Because of the evolving design, innovation, patterns, living style, discretionary cashflow, and comparable different variables, consumer behavior likewise changes. A marketer needs to comprehend the elements that are changing so the advertising endeavors can be adjusted likewise.

Consumer behavior investigation has arisen as a significant apparatus to comprehend your customers. By investigating consumer brain research and the powers behind customer buying behavior, organizations can make new products, advertising efforts and increment benefit.

Brand image can be defined as a unique group of associations which creates a perception about an offering within the minds of the target customers. It is the present mind-set of a customer about a brand and reflects what the brand stands for at present in the customer's mind. Customer's belief about a brand creates the foundation of brand image and customer's perception about an offering transforms into a brand image. It can either be formed by planned positioning, in line with the trading strategy, or it can be shaped by the environmental factors surrounding the customer like a word of mouth, competitor advertising, usage reviews etc.

Brand image isn't really a psychological image, it can have enthusiastic credits added to it also. It is a heap of capacities and mental associations with a brand that clients have. Brand image is regularly not made, it's consequently framed. The brand image can incorporate item's allure, convenience, usefulness, distinction and generally speaking worth from a client's perspectives. The image of a brand is at last an unequivocal factor that decides the item deals.

Items are made by the organizations and brands are made by the clients. The relationship in the personalities of the clients, shape the brand just as the personality of the association to which the brand is related with. These affiliations are shaped by the contacts and perceptions of components which are inward or outside to the association. These shape the brand image or insight about a brand in client's psyche.

Yet, the main thing to recollect is that these insights are abstract and can contrast among people. Inside and out we can say that brand image is at last a mirror through which the organization's key qualities are reflected.

What is brand awareness?

Investopedia characterizes it as the "degree to which consumers know about the unmistakable characteristics or picture of a specific brand of merchandise or administrations."

Brand awareness is significant when dispatching new items and administrations, and it drives consumers' choices while separating between contending organizations. It energizes rehash buys and prompts an increment in piece of the pie and gradual deals. Brand awareness is likewise vital to organizations that are promoting proactively through online media locales.

- **Being Proactive Through Technology and Social Media**

Since we are in a period of steady progressions in innovation, brand awareness is particularly significant for each business. This is on the grounds that individuals consistently have some kind of PC in their grasp, regardless of whether it's a cell phone, a tablet, or a genuine PC/work area, which implies they can rapidly speak with others surprisingly fast.

This could either work for, or against your business. Everything boils down to how you approach utilizing it and adjusting to these numerous innovative advances. Being proactive in brand working through web-based media will prompt a superior brand insight for existing clients while transforming forthcoming clients into faithful brand adherents.

- **The Drive For Repeat Purchases**

As indicated by ISPO news, "90% of all purchasing choices are made subliminally. We utilize mental alternate routes to skirt the interaction and try not to be overpowered by the quantity of accessible alternatives from contenders." With a decent promoting effort zeroed in on your brand and plan of action, you will all the more adequately limited in on your intended interest group and urge them to feel associated with and engaged by your brand. Brand awareness influences insights and perspectives, which drive brand decision and even brand faithfulness. This implies that without brand awareness, rehash buys are more uncertain.

- **Expanded Market Share and Sales**

By building brand awareness, you can likewise expand your piece of the overall industry. On the off chance that you are the first to the punch in getting your brand combined into clients' brains, you will raise the obstruction to different organizations that are attempting to enter the market. As per the Strategic Planning Institute, "Forceful showcasing and promoting, are the critical components in expanding brand awareness and changing over awareness into piece of the pie." Brand awareness doesn't have a monetary worth all alone, however it is essential for the aggregate advertising exertion that drives steady deals.

There are numerous ways you can approach boosting brand awareness among consumers, and making a brand mean something to consumers when they see it is similarly just about as significant as an attempt to sell something. Your advertising techniques may differ year-to-year, however a predictable brand message will help make your business top-of-mind when your objective market is correlation shopping.

Brand arrangement might be the most impressive impact, yet numerous consumers experience a couple of more brand impacts prior to opening their wallet. At times, the emotions are equivalent with the expense of the buy. Regardless of whether it's an originator satchel, a cell phone or a vehicle, an unmistakable brand:

- Makes want. It's human instinct: when something looks engaging and we figure it will by one way or another improve our life, we need it.
- Gets inseparable from status and eminence. This is one reason many shrewd entrepreneurs survey numerous logo plans prior to choosing "the ideal" one. They realize that the image alone holds the guarantee of imparting esteems that large number of composed words could just expect to pass on. Obviously, status and esteem pass on in excess of an exorbitant cost; they mean quality, as well.
- Approves confidence. It might likewise help produce a lacking one. In any case, Brand Anew noticed that "each individual has a specific picture about oneself in their brain. At the point when they buy something, they might want those things to adjust to their self-idea."
- Makes a feeling of having a place. Prior to the unfolding of the time of substance showcasing, it was uncommon to hear advertisers talk about consumers needing to "bond" with an organization by understanding its way of life and items and what goes on in the background. Presently they talk about little else. At their best, brands are comprehensive.

Similarly as there is a distinction between an independent venture and an incredible private company, there is a contrast between a brand and a "solid" brand. So in the event that you presume you ought to examine your brand with an eye toward strengthening it, follow your sense and recruit a branding master to help you. Gallup proposes that it will be time very much spent:

"Pretty much every organization has a brand guarantee that mentions to consumers what they can anticipate from their collaborations with that organization. Notwithstanding, Gallup tracks down that few out of every odd organization has worked effectively of making and conveying a solid brand guarantee. Also, to make brand arrangement, organizations should build up a solid brand guarantee to tell consumers what the organization rely on, what makes it novel and why they ought to pick it over its rivals."

How brands make sway on consumer buying choice?

Branding is hugely significant for any business. Among perspectives like moment acknowledgment, it can really shift the consumer choice immovably for an item. This is a perplexing subject that joins components of consumer brain science with the fundamentals of advertising. In attempting to put resources into the branding for your Startup and independent company, let us help you answer, how does branding sway consumer buy choices!

- **Brands Create Buyer Aspirations**

Brands have an optimistic component about them. Renowned and set up brands likewise will in general have this reflected in their cost. Standout branding makes items an object of want exceptionally. Our craving to possess a costly iPhone waits, despite the fact that one could contend that a lot of telephone maybe could help us at much lower costs. Consumers join a social token to items and administrations. A Porsche makes individuals see you from an alternate perspective. It likewise allows the brand to charge you a higher premium.

- **Brand Alter Buyer Intentions**

A solid brand can influence consumer behavior well. For example, there are two items with comparative highlights and execution. One is an own brand and the other isn't. Which one could you pick? Brands return with stories related with them. Brands have adherent boat and construct trust throughout a period. You think about them, their originators, their set of experiences and frequently somebody in your companion circle has utilized the items as well. At the point when you see their logo you immediately perceive the brand and recollect different results of that brand that you utilized previously (it's the Halo-impact!). Actually like in the past model we thoroughly understand Steve Jobs and right away perceive the half eaten Apple in the logo which adds to the atmosphere of the brand. here is a component of trust among you and the brand. The non-branded item then again loathes this extravagance.

- **Brands Fit in the Buyer's Self-idea**

Branding likewise has a significant influence by adjusting itself to the purchasers' self-idea Each individual has a specific picture about oneself in their brain. At the point when they buy something, they might want those things to adjust to their self-idea. For example a teen has a specific fashion awareness created through close to home inclinations and outside impacts.

- **Brands Earn Loyalty**

Over the long haul, individuals build up a solid relationship for certain brands. For example in the event that someone is eating a specific brand of grain since youth, they will have a passionate association with that brand. This feeling of wistfulness will keep them with the brand regardless of whether better alternatives are accessible. It is a perplexing mix of trust and enthusiastic perspectives. This is actually what we know as brand dedication and you need to have a solid brand in any case to grow such a devotion. Any new business ought to try to and run after building such faithfulness

II. Purpose Statement

This assessment is directed to see the impact of the brand picture on consumer buying conduct. The fundamental inspiration driving this assessment is to see the impact of the brand picture on individuals living in the metropolitan urban areas in India to be specific Mumbai, Chennai, Hyderabad, Kolkata and Delhi. This assessment will enable us to tell about those customers who use more branded articles of clothing. The picked point is fundamental because Consumers are a great deal conscious about the brand and they felt that brand is a critical piece of their character and class. Subsequently, it is required to see that consumers are incredibly affected through a brand or not and how they relate a brand with their character?

III. Research Question

Does brand image effect the consumer buying behaviour?

- What is the relationship between consumer and brand?
- How consumer influences brand?

IV. Objectives of the Study

- To distinguish the effect of the brand picture on consumer buying conduct.
- To discover the connection between brand and consumer buying decision.
- To distinguish the impact of consumer towards the brand.

V. Significance of the Study

Regardless, the accompanying request arises, what is the significance of this examination? So the reaction to this request would be, without knowing the meaning of a brand how we can accept that it is a piece of a consumer's character. Disregarding the way that past works have now existed about the brand and consumer relationship, yet simultaneously there is some point which was not covered by past assessments. Subsequently, this assessment is driven.

- This assessment is coordinating to give all-out information about Brand Image and its impact on consumer buying conduct and buying decisions.
- In the current time, it seems like consumers pick rely upon brands to introduce themselves to the general population. In this work, we intend to look at the authentic impact of brands on clients

VI. Implications of Research and Marketers

Advancing ideas are changes in bargains or various results that can be viewed as commonplace from a particular methodology. For instance, a game plan to bestow even more directly with customers has promoting consequences of extended purchaser reliability. Displaying ideas can be positive or negative.

Changes in thing plan or business measures have displaying ideas, such as growing customers' use and future procurement of a thing in explicit circumstances. Publicizing ideas similarly apply to the overall strength of a business since more critical shopper steadfastness and extended planned customer to higher creation and more advantage. Potential displaying ideas among delegates fuse more cheerful mood and more conspicuous commitment to an association when arrangements are positive and the association has a nice standing.

Development degrees of progress, for instance, progressed cell phones that make web shopping rapid and basic, have negative displaying ideas for genuine retailers. Another tablet with a greater, more stunning screen has positive exhibiting ideas for distributors of entrancing substance.

Having a publicizing procedure licenses associations to focus in on explicit opportunities to fabricate arrangements and discover advantages, according to David Aaker, an American business master and educator emeritus at the University of California, Berkeley. Reviewing potential consequences is one development in the full scope of exhibiting practices proposed to help an association's objectives.

Specialists are a huge load of typical about the effect of brand on buyers. Notwithstanding, it is likewise essential to comprehend that particular brand itself isn't anything without focal pieces of propelling which are, Advertisement, Packaging and Labeling, and so forth Along these lines after this appraisal backers will truly have to comprehend that for the accomplishment of their image they first thing ensure the sensible business of brand and try to influence buyers through brand progression and its bundling. This appraisal will assist with understanding the specific piece of the headway, bundling and naming in the point of view of the purchaser buying conduct. Advertisers may pick the structures as necessities are. Crafted by the brand picture is in like way considered as a gigantic piece of advancing so patrons will truly have to comprehend that precisely how long brand picture will choose the effect on customer buying decisions while they are taking business, naming and bundling into thought.

VII. Restrictions of the Study

The work introduced in this examination paper restricts just to five metropolitan urban areas of India to be specific Mumbai, Chennai, Hyderabad, Kolkata and Delhi remembering that the buyers who as a rule purchase marked dress are from created urban communities of India. Likewise the example size chose for this examination is a more modest one because of particular selection of urban areas.

VIII. Literature Review

- Consumer buying behaviour

Yi Chang et al., explained the idea "brand picture" has drawn huge consideration from scholastics and professionals since it was advanced, on the grounds that it assumed a significant part in advertising exercises. In spite of the fact that brand picture was perceived as the main thrust of brand resource and brand execution, not many examinations have explained on the connection between brand picture and brand value. In view of the brand picture hypotheses, this examination inspected surviving investigations about the effect of brand picture on shopper from viewpoint of client value. It additionally introduced the weaknesses of momentum research and called attention to the patterns for future investigation.

Nandita Nishra et al., discovered elements influencing the decision and the inclinations of media vehicles. The Paper likewise centers around discovering the part of media as a buying aide and it is a push to discover the view of individuals towards different media alternatives. For this exploration paper, an example in Delhi, NCR district has been decided to investigate every one of the variables with respect to the inclinations of media vehicles. The essential information has been investigated utilizing measurable apparatuses like Factor Analysis and Multi-Dimensional Scaling (Scatter Plots). The meaning of the current paper lies in the way that it is required to: Help the advertisers to zero in consideration on the assorted media vehicles which are keys as buying manual for the client. Give understanding into the definition of further media techniques by the advertisers empowering them to zero in on the privilege media decisions.

Arshi Pervaiz et al., investigated the behavior of such individuals who are visiting web based shopping destinations and investing their energy there, surfing for various stuff. It would likewise be considered the number of individuals are there and the number of them are really shopping. In this paper, various inquiries are applied to mine the data set of a predetermined website which brings about the examination of client behavior towards web based shopping.

- Roles of brands

Fatos et al., clarified significance and reasoning for the production of specific brands. It had the option to accomplish this through an exploration of discernment for the brands by purchasers, just as discovering grounds and powerful factors during their determination of specific brands. The information gained have demonstrated that there are a few benefits of endeavors that have a notable brand. Additionally, the different variables which impact client's choice incorporate actual item taking care of highlights, great encounters, bundling, guarantee, and so forth The information introduced will help later on for an increment in mindfulness on the significance of marking in the act of ventures. Accordingly, this is with the point of making a decent picture for the items just as endeavors.

Lekshmi D Nair et al., broke down the effect of brand mindfulness in buying behavior of consumer merchandise, the impact of ads in brand inclinations, changes in brand inclination with changes in pay level of consumers and the elements that make an individual purchase a particular item. Here in this investigation exceptional accentuation is given to the marking of cell phones, PCs and other associated extras. A normal example size of 200 was thought of and the information was gathered through very much organized scaled surveys from utilized youth in South Kerala particularly inside an age gathering of 22-32. The collected information were adjusted and organized in SPSS Software and genuinely tried with connection examination, chi-square test and relapse investigation and the end construed that young were brand-mindful just based on their pay. Mental, Social, Cultural and Economic components behind buying behavior were additionally investigated from the gathered information.

- Characteristics of effective brands

Sandra Maria Correia Loureiro et al., reports the underlying strides of advancement of a scale estimating qualities of cool brands. In view of an exploratory subjective and quantitative examination, we recognize a ten-measurement size of a cool brand: contemporary, wonderful experience, sub-bunch, enthusiastic connection, value, peculiarity, whimsical, social soul, young, vintage. This examination is finished up with a concise conversation of the ramifications of the investigation for future exploration and promoting rehearses.

Brand Image

Cheng-Ta Lin et al., researched the connections of brand picture, purchaser buying demeanor, goal, and reliability. Purposive examining is embraced in this investigation and 300 polls are shipped off graduate understudies, who have encounters buying in E-trade. There are 185 reactions and just 183 substantial reactions. Our outcomes confirms that brand picture positive effect on disposition on internet business. Besides, we find that buyer buy disposition altogether impact buying aim. At last, we demonstrate that buying expectation likewise fundamentally impacts customer faithfulness. The commitment of this investigation has demonstrated that brand picture influences buyers' buying demeanor.

- Consumer Perception and Awareness

Muhammad Sabbir Rahman et al., researched the effect of brand picture towards youthful purchaser's insight in choosing drink items. A review was led among 400 youthful customers from the Dhaka city capital of Bangladesh. The information examinations were directed by exploratory factor investigation, corroborative factor examination and primary condition demonstrating to test the theory. The outcomes uncovered that the majority of the youthful buyers are exceptionally worried about brand picture in regards to choice of any refreshment drinks. This is a moderately new issue that remains generally unseen by analysts under immature nation's viewpoint. It is trusted that the discoveries may help the neighborhood and global drink organizations about the necessities of upgrading their image picture. The paper adds to the current group of examination on refreshment shoppers especially on youthful purchaser's discernments and assumptions from their picked image.

- Influence of brand on consumer buying behaviour

Tansuba Nasir et al., made a more profound thought of what impact a brand name can have, when individuals go for buying, pick the items between various brands, particularly private vehicle like vehicle. Besides, this paper additionally attempts to investigate the connection among brands and the customer dynamic interaction. This examination has been led through writing concentrate just as poll controlled review. Basic irregular inspecting method has been utilized to decide examining edge and size and a comfort test of hundred respondents of various age gatherings, pay and occupation have been considered for the overview. The gathered information were dissected to conform to the goals and furthermore to reach inferences. From the investigation it is uncovered that when buyer buys a vehicle, brand names do impact his/her decision. The investigation likewise uncovers that marked vehicles have an incredible spot in purchaser mind, when clients go for buying a vehicle, they like to buy a notable marked vehicle. Clients would prefer not to attempt new or obscure marked vehicles since they have very little data about the lesser known brand.

Ulas et al., examined how cell phone brands can impact consumers' buying choices. Brand value is a bunch of brand resources and liabilities connected to a brand name and image, which add to or deduct from the worth given by an item or administration. It upgrades the client's capacity to decipher and handle data, improves trust in the buy choice and influences the nature of the client experience. Utilizing this develop broadly examined in the writing, we use and fabricate our theory dependent on the Aaker model about brand value, including apparent quality, brand mindfulness, brand affiliation and brand dependability. The examination included a survey controlled to 171 cell phone consumers between December 2015 and March 2016. The consumers were picked by accommodation examining among the understudies from a lofty college in the Istanbul area of Turkey.

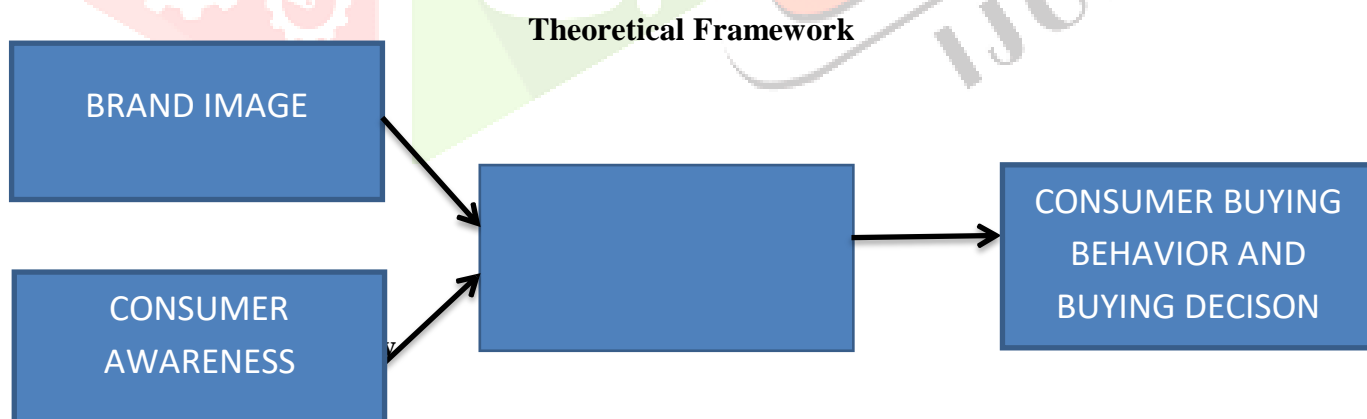
Fatima Sarwar et al., the research paper is about the effect of marketing on consumer behavior. Brand information is a vital factor. As the consumer is more mindful of the brand and he has all the information about its value, quality and so on, the more he will be pulled in towards that brand. The faithfulness level increments with the age. Family is the most compelling reference bunch. The consumers, who are more friendly, are influenced by their companions like on Facebook. Consumers' who are more status-conscious are more status-conscious than the individuals who are not status-conscious. The following part is of approach and examination. As indicated by the examination, every one of the components are measurably critical however sexual orientation is the solitary variable that isn't genuinely huge and its worth is not quite the same as the 0. In the unwavering quality table, it is determined that the examination legitimacy and dependability is 89.6% which is incredible. Eventually, it is inferred that marketing impacts consumer behavior corresponding to the distinctive reliant and autonomous factors.

Henrieta Hrablik Chovanová et al., said in their paper that the aftereffects of the essential exploration which intention was to analyze the effect of brand on affecting consumers to buy an item. The objective of the paper is to pressure the way that the brand affects client dynamic interaction. Unique essential information inside the essential exploration were gathered by utilizing a quantitative strategy for poll. Into the quantitative examination was included chosen gathering of 1,250 respondents.

Halfway consequences of the mind boggling research led somewhere in the range of 2009 and 2014 are dependent upon the substance of the paper. Essential exploration was directed ceaselessly during the time of a half year in 2014 in Slovakia. A set up poll was pilot tried and modified before it was utilized. As the factual strategy was utilized chi-square test. In view of above expressed branch of knowledge of examination have been detailed two speculations zeroed in on connection between the period of respondents and buying marked items and between the time of respondents and brand inclination. We have discovered that buying of marked items and inclination of brand inception relies upon the time of consumers.

IX. Theoretical Framework

A theoretical framework contains thoughts and, alongside their definitions and reference to relevant scholastic composition, the current speculation that is used for the particular assessment. The theoretical framework should show a cognizance of hypotheses and thoughts that are appropriate to the subject of your investigation paper and that relate to the more broad topics being considered. In this project, the theoretical framework describes the relation between brand image, and consumer buying behaviour.



In this research, we aim to collect scientific information from people of different age groups living in five different metropolitan cities of India to understand the buying behaviours of consumers and what influence a brand makes on consumer buying decision. The responses have been collected from 1000 people working in different sectors, college students and home makers. The research basically includes-

- Paradigm
- Research design
- Data size
- Data collection
- Data interpretation

Data

This is a Quantitative Study for which a survey is organized to gather the information. The survey which is utilized in this investigation covers segment factors just as needy, intervening and free factors. This survey incorporates 10 inquiries which are partitioned into two. 6 inquiries are intended for free factors which are Brand picture and consumer awareness, 4 inquiries are intended for consumer segment profile. Information is gathered from the two

guys and females of various age gatherings of individuals living in Mumbai, Chennai, Hyderabad, Kolkata and Delhi. These polls are filled by working guys and females just as school and college understudies.

Empirical Findings

Graph 1: Age of respondents

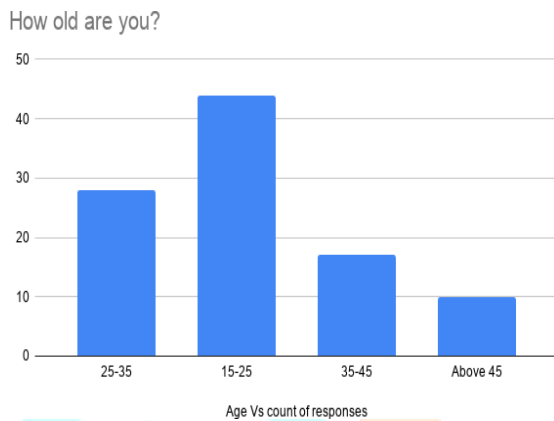


Table 1: Respondents age data

S.No	Options	Percentages
1.	15-25	46.2%
2.	25-35	26.9%
3.	35-45	17.3%
4.	Above 45	9.6%
5.	Total	100%

Interpretation from Graph 1:

Among the respondents, most of the people lie in the 15-25 age groups with 46.2%.

Graph 2: Area of residence of respondents

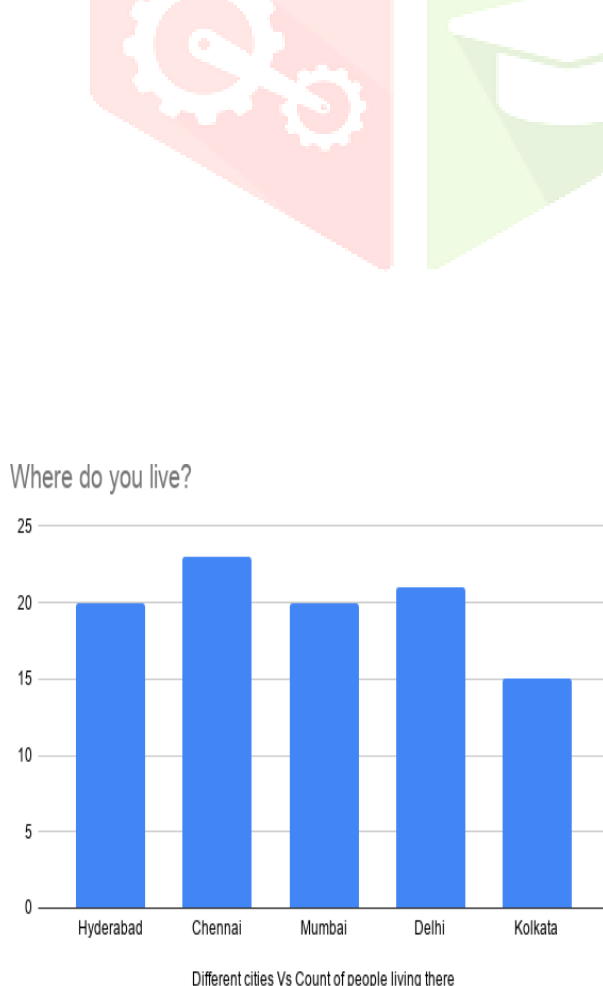


Table 2: Area of residence data

S.No	Options	Percentages
1.	Hyderabad	20.2%
2.	Chennai	22.1%
3.	Mumbai	20.2%
4.	Delhi	21.2%
5.	Kolkata	16.3%
6.	Total	100%

Interpretation from graph 2:

The count of responses of people living in the different cities has been equally generated with a little less margin when made comparisons.

Graph 3: Gender analysis

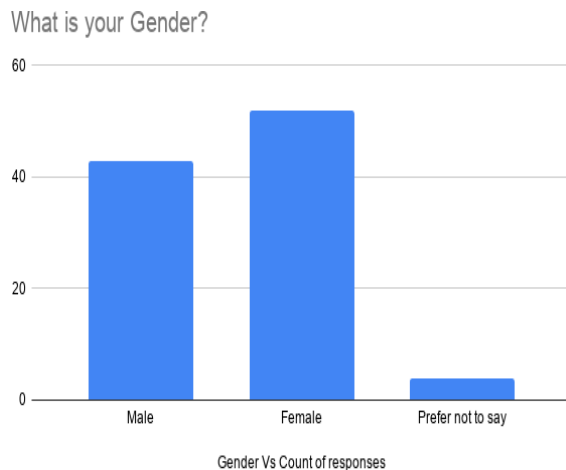


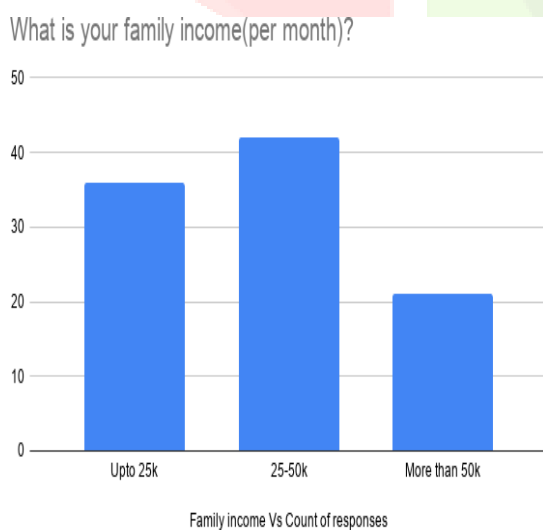
Table 3: Gender data

S.No	Options	Percentages
1.	Male	41.3%
2.	Female	54.8%
3.	Prefer not to say	3.9%
5.	Total	100%

Interpretation from graph 3:

The graph shows that females seem to be more conscious about wearing branded clothing when compared to males.

Graph 4: Monthly income of respondents Table 4: Monthly income data



S.No	Options	Percentages
1.	Upto 25k	36%
2.	25-50k	43%
3.	More than 50k	21%
5.	Total	100%

Interpretation from graph 4:

The average house-hold monthly income of people buying branded clothes seems to be in-between 25k to 50k. It also seems like, people who earn more than 50k actually bought less branded clothing from the graph

Graph 5: Choice of buying branded clothing

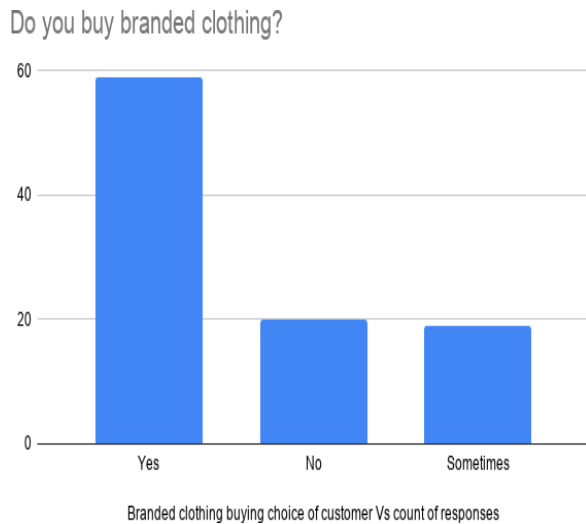


Table 5: Brand buying choice data

S.No	Options	Percentages
1.	Yes	60.6%
2.	No	20.2%
3.	Sometimes	19.2%
5.	Total	100%

Interpretation from graph 5:

More than 60% of the people surveyed in this questionnaire preferred to buy branded clothing and a very less number of people did not want to buy them.

Graph 6: Frequency of using branded clothes Table 6: Frequency of using data



S.No	Options	Percentages
1.	Regularly	54%
2.	On occasions	46%
3.	Total	100%

Interpretation from graph 6:

There has been mostly similar distribution of people buying or wearing branded clothes. This does not actually seem to effect more on people living in the metropolitan cities

Graph 7: Choice of using branded clothes

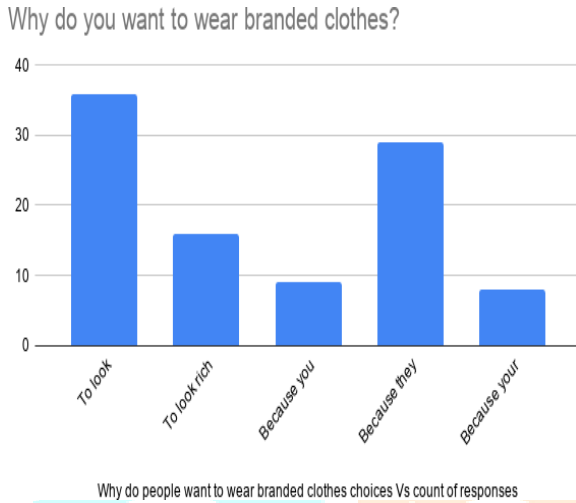


Table 7: Reason/influence data

S.No	Options	Percentages
1.	Fashionable	36.4%
2.	Rich	16.2%
3.	Friends influence	8.1%
4.	Celebrity influence	9.1%
5.	Good quality	30.3%
5.	Total	100%

Interpretation from graph 7:

The graph describes that, people prefer wearing branded clothes in order to look fashionable with a margin of 36.4%, followed by its quality with 30.3%. And, they didn't seem to have higher level of influence from friends.

Graph 8: Location of purchase

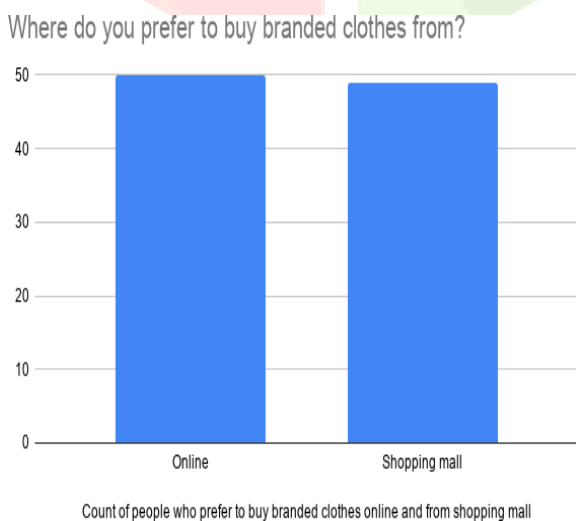
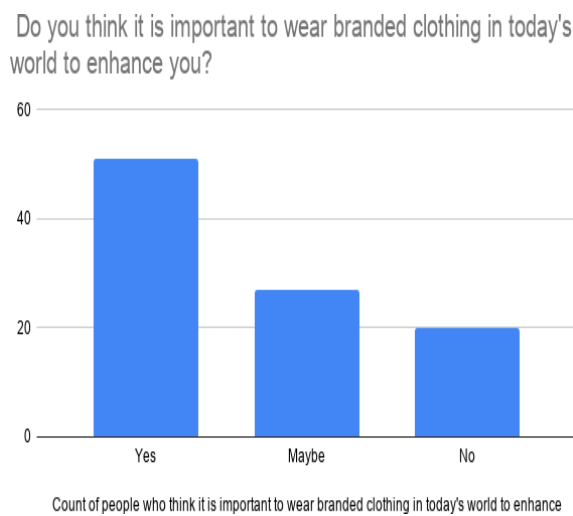


Table 8: Location of purchase data

S.No	Options	Percentages
1.	Online	50%
2.	Shopping mall	50%
3.	Total	100%

Interpretation from graph 8:

There has been equal distribution of consumers who prefer buying branded clothes both from online shopping and a local shopping mall. Graph 9: Influence in public Table 9: Influence related data



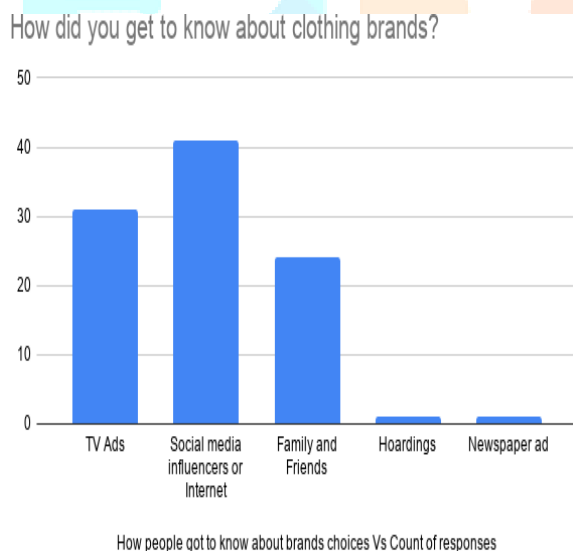
S.No	Options	Percentages
1.	Yes	51.5%
2.	May be	27.3%
3.	No	21.2%
5.	Total	100%

Interpretation from graph 9:

The analysis shows that, consumers prefer wearing branded clothes because they consider that would enhance their personality in the public. More than 50% of the consumers preferred wearing branded clothes.

Graph 10: Brand Marketing

Table 10: Marketing data



S.No	Options	Percentages
1.	TV Ads	31.3%
2.	Influencers or Internet	41.4%
3.	Family and friends	25.3%
4.	Hoardings	1%
5.	Newspaper Ads	1%
6.	Total	100%

Interpretation from graph 10:

The graph above describes consumer awareness about knowing about brands. This shows the influence of brand marketing. As per the analysis, consumers are more influenced about brands by the social media influencers or internet with 41.4% and are least influenced by the newspaper ads.

How often do you wear branded clothes? * Do you think it is important to wear branded clothing in today's world to enhance you? Cross tabulation

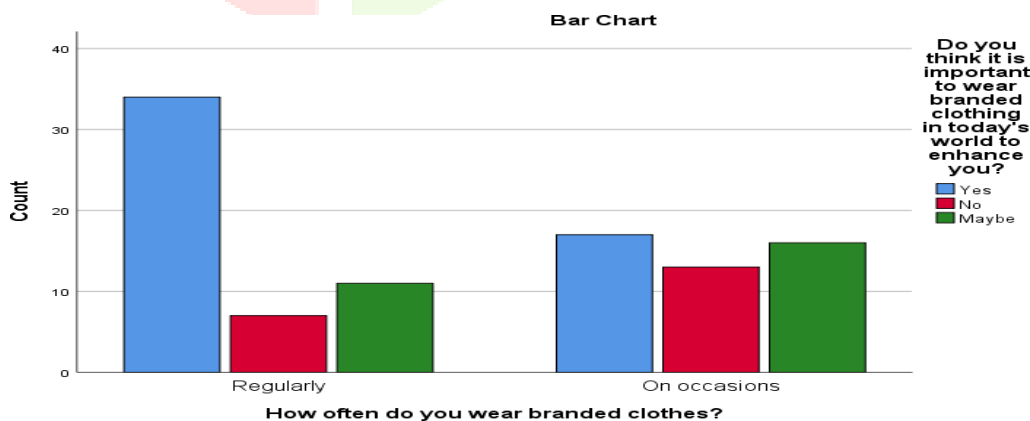
Do you think it is important to wear branded clothing in today's world to enhance you?

			Yes	No	Maybe	Total
How often do you wear branded clothes?	Regularly	Count	34	7	11	52
		Expected Count	27.1	10.6	14.3	52.0
	On occasions	Count	17	13	16	46
		Expected Count	23.9	9.4	12.7	46.0
Total	Count	51	20	27	98	
	Expected Count	51.0	20.0	27.0	98.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.055 ^a	2	.018
Likelihood Ratio	8.168	2	.017
Linear-by-Linear Association	5.806	1	.016
N of Valid Cases	98		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.39.



HYPOTHESIS:

H1 (ALTERNATE HYPOTHESIS): There is a relationship between brand picture and consumer buying conduct.

H0 (NULL HYPOTHESIS): There is no relationship between brand picture and consumer buying conduct.

Since the critical worth is under 0.05, which is 0.018, we acknowledge the substitute speculation and reject the invalid theory. It implies that there is a relationship between brand picture and consumer buying conduct.

XI. Conclusion and Recommendations

Consequently, the above discussions and eventual outcomes of the assessment show that there is qualification between the perspective on the stamped dress is different for people living in different metropolitan networks. Essentially same studies are filled from all metropolitan networks and their results vary as indicated by their age social events and sexes. The result shows that females are more brand discerning rather than folks. In this manner, Consumer Perception morely affects Consumer Buying Behavior. Moreover, it will in general be taken apart that the impact of brands on by and large populace living in the metropolitan spaces of India has been comparatively high. Customer care is apparently at a good engraving which can thus improve brand regard. Likewise, there is a relationship between brand picture and consumer buying conduct which is broken down from Chi-squared tests, Null theory and Alternate speculation. Investigators can achieve more assessment with more factors to know the effect of variables. Also, promoters can endeavour to build a strong impression of purchasers about their brands by using different ways for instance business, quality, etc.

XII. Future Implications

From the above end, it should be recommended that the experts can apply more tests on this examination. They can use more model size and add a more prominent number of metropolitan networks rather than these two metropolitan territories. If they can't get the essential difference, they can apply their assessment on various things which are related to brand and customers for instance Brand Equity, Advertisement and so on. Additionally, a couple of components that would make brand ideas consolidate

- Personalization in thing plan and exchanges will be more dominating
- Transparency will coordinate brand-customer associations
- Personalized data-driven elevating will end up being even more all-around arranged
- The advancing affiliation will continuously move from modernized storage facilities to fused gatherings

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