

CONSUMER BUYING BEHAVIOR UNDER IMPACT OF BRANDING

¹ Anisha, ² Hussaina, ³ Narmathashreemanie.K
^{1,2,3} Student,
Department of Business Studies,
Christ University, Bengaluru, Karnataka, India - 560076.

1.1 ABSTRACT

This paper aims at analyzing the influence of branding on the purchase decision of customers, and hence finds out the level of brand loyalty in them. It further aims to conceptualize the effect that celebrities on brands, the influence of celebrity branding on the mass youth and how this stimulates a chain of reaction inducing customers towards products. With the social media, gaining popularity among the youth, it also discusses the role that this media platform has to play in influencing customers towards products that companies have to offer. It also talks about the customer behavior and mindset that customers often associate themselves on the use of global brands. Further the paper talks about the influence of brand in a particular family as well as in a particular region.

Index Terms: Branding, Consumer Buying Behavior, Brand Consciousness

1.1 INTRODUCTION

Consumers are constantly satisfying their wants through consumption of products. Their buying decision involves gathering of knowledge, creation and recognition of wants, assessment of substitutes and purchase behavior every time. Here, the effect of branding on consumption of products and services in need regard to rising global trends from big brands. This has also, in a way brought forth what consumers would want. Brands now define more factors like recognition, status symbol and emotion creation. The branding particularly aims to make a long term relation with the consumers for better sustainability and growth in the market position. This relation then gives way to qualitative variables of consumer's reaction and purchase patterns. It focuses largely on the mass and a base of mature consumers with whom they hold strong relationship through brand image and value. It has a lowered focus on the younger generation as the wants may not be suitable to the undecided, varied mind set.

At this stage, globalization is being matched with innovation to create more innovative products for the mass. This adheres to the idea of celebrity branding, where the emotional value can be said to be considerably stronger.

The brand ambassadors of brands have a more globalized reach and the products that were not relatable normally are better communicated and a better memory of the brand is being presented to the consumers.

Organizations are competitively organizing brands in all diversified markets with better access to other sectors now. Positive and sustainable branding also relates to the environment factor more than ever now. Consumers are more conscious and the branding perspective of the promoters also need to change constantly.

1.2 ROLE OF YOUTH IN SHAPING CONSUMER BEHAVIOUR

Brands constantly strive to gather youth consumers so that their products become more feasible in the future also. Celebrity branding aims to do just the same. It comprises of a form of branding wherein more appealing characteristics of the products are created with regards to the celebrity itself. It then promotes the emotion and relation to youth population and look towards being future ready.

Youths further impact the buying patterns of their families. From vacation choices to car purchases to meal selections, they exert a huge power over the family pocketbook. Thus, to influence youth is to influence the entire family's buying decisions. Rapid growth in the number of television stations and online venues has also led advertisers to market directly to children and youth. Because children and youth are known to be media users more than adults nowadays, and this leads to their characteristic of adapting to new technologies, so it becomes a market to explore and experiment with newer products.

Hence, branding becomes more targeted towards youth. It reaches a phase the younger generation cannot be overlooked by concentrating only on families, but on individual basis, products are introduced.

1.3 BRAND CONSCIOUSNESS

Brands induce a consciousness in consumers which influence them in updating fashion trends. Currently, people have a need created in the food they eat to the interiors of their home. Brands are influencing the upper class through expensive pricing to provide status recognition in various ways. Status brands have emerged in the luxury sector which promote the overall luxury market.

It is also researched that growth in age and loyalty are linked directly. But, the purchase point remains similar in all consumers as they are in many ways limited by the income factor. Bargaining on brands leads to a lower loyalty and this is further influenced by the price conscious buyers. The brandings improved focus on consumer

emotion exploitation connect the brand through promotional mottos. Consumers also tend to prefer the big brands to avoid mistakes from buying the wrong brands. This is an important factor in the consumers buying behavior. Brands become idealized into the groups of people and their perception about the brand changes.

The switch of people from domestic and localized products to branded products forms a need of brands themselves. Reference groups highlight the important role of brands' word of mouth in consumer buying behavior. Brands are mostly focused on the middle aged population as with age, branded products become more of a restrictive purchase due to the lower income of aged consumers in the market.

Various type of stimuli like images and videos are being used to arouse brand emotion on the market, which affect the consumers' mood. This changes accordingly from the consumers age, younger to mature to aged. Globalization makes these brands more relatable and the choices among more affordable brands also come into play. It becomes hard to ignore the power of branding in various psychological and demographic sectors, so brand variety has been expanded to the whole market, and there is a cultural identity loss when big foreign brands come to capture the market.

The strong existent reference groups of a family are brought forth various choices in terms of brand. This influences many family members and can form a strong bond and brand loyalty for a long time. The same stimuli from branding can also lead to sub culture formations in areas accordingly, e.g.- The current Indian Super League is based on the branding of various cities and influential celebrity branding individuals. This creates a sub culture of the brand for respective cities and towns. Brands thus influence a deeper part of the society and integrates it with the company's overall vision.

1.3 BRAND EXPECTATIONS VERSUS EXPERIENCES

Brand expectation is the image of the brand created in the minds of potential customers through initiatives like advertisement, creative packaging etc. The expectations of a product is consistent with the image so created. For e.g. If a company uses innovating packaging and the product hence stands out amongst the other competing products on the shelf, the quality of the product will be expected to be outstanding and superior to all the other products. i.e. the expectations will be consistent with the image created. However, if the same product turns out to be of an inferior quality or of a quality way below the expectations, the customer will be left dissatisfied and will become disloyal to the product.

Hence, a product on being experienced by the consumer should be able to meet up to the expectations of the consumer. Branding should create expectations consistent with the quality of the product so that the consumers are left satisfied and may even become loyal to the brand.

A Columbia research paper identified five brand experience dimensions; sense experience, feel experience, think experience, act experience and relate experience. A brand may incorporate either or a combination of these but it doesn't have to comprise of all the dimensions.

1.5 CONCLUSION

Branding is the most important element of marketing which helps a firm differentiate its products from the other competitor's products. It also helps in easy identification of product as it differentiates the product from the generic products. By applying various dimensions like innovative packaging and informative labelling, branding also makes a product stand out amongst the other products. It differentiates the superior products from the inferior ones and helps in gaining loyalty of consumers. It helps in placing the product in mind of consumers by creating a brand image and expectations. The most effective way of gaining consumers and their loyalty is by spreading awareness of the product. Effective awareness is possible only by branding the product otherwise the awareness will be spread for the generic range of products and not the particular product. A company should therefore take measures towards effective branding and gain loyalty of consumers by effectively placing the brand in the minds of consumers.

Bibliography

Boykin, G. (n.d.). The Effect of a Brand on Consumer Behavior.

Iqbal, M. T. (2014). The Impact of Branding on Consumer Buying Behavior. *RESEARCHGATE*.