



THE EFFECT OF BRAND IMAGE ON CONSUMER BUYING BEHAVIOR: COMPARATIVE STUDY BETWEEN AMUL & NESTLE DAIRY PRODUCTS

¹Heli Doshi

¹Asst. Professor

¹Department of Mass Media,

¹S K Somaiya College of Arts, Science & Commerce, Mumbai, India

Abstract: Consumers are influenced by many internal (motivation, learning, attitude, perception) and external (environment, cultural, social) factors that influence their perception towards a brand. Brand as a tool has the potential to influence consumers to buy a particular product, and has not only played an influential role in luxury market but also in FMCG market. Brand image not only forms the most important factor in building a strong brand but also builds a base for consumer brand loyalty. The research aims to find out the effect of brand image on consumer buying behavior through a comparative study of Amul & Nestle dairy products in Mumbai. The quantitative research method was applied in this study. Questionnaire Survey was conducted among 200 respondents who were selected using non probability convenient sampling technique. Out of which 133 forms were collected online and 67 forms were collected offline. Researcher predicted that there is a relationship between brand image and consumer buying behavior. And thus this research helped to prove that the prediction done is true and that consumers are influenced by brand image.

Index Terms - Brand Image, Consumer Buying Behavior

I. INTRODUCTION

The purchasing process is a combination of mental and physical activities that ends with an actual purchase almost daily (Sheth, 2004) Therefore it is challenging to study the relationship between “what we buy” and “why we buy it”. In this status quo, brands play a leading role in consumer decision making. There are many factors or aspects of consumers affecting their perspective and decisions. In today’s increasing competitive marketplace, Consumers differ in their perceptions; they would necessarily hold altered images for any specific brand and often have to make a choice among a range of products or brands in the market that differ very little in its price or unction. In such situations, their final decision depends on the image they associate with different brands.

1.1 Brand Image

Until 1993 the term brand image became increasingly used and the need for managing the brand image over time became emphasized: ‘The relationship between a brand’s concept and its image must be managed throughout the life of the brand’ (Tilde Heding, 2009, p. 94)

A brand can be defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler, 1991)

1.2 Consumer Buying Behavior

It is only since the 1950’s that the notion of consumer behavior has responded to the conception and growth of modern marketing to encompass the more holistic range of activities that impact upon the consumer decision (Blackwell, 2001)

Brand image has been an important concept in consumer behavior research and is a crucial factor influencing buying decision. Consumer behavior consists of ideas, feeling, experiences with additional external factors such as price, comments and Ads. The consumer behavior can be called as dynamic process since there is a constant change in ideas, perceptions and activities of consumer as an individual or as a group.

1.3 Amul as Brand

Amul is an Indian dairy cooperative, based at Anand in the state of Gujarat, India. Formed in 1948, it is a brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3.6 million milk producers in Gujarat. (Wiki/Amul)

In 1966, the DaCunha ad agency of Mumbai was given the responsibility of the brand's ad campaign by Dr Verghese Kurien, head of Amul and the father of India's White Revolution – the world's biggest dairy development programme. Sylvester DaCunha, the founder-chairman of DaCunha Communications, decided to design an Amul ad campaign for the outdoor hoardings. In 1966, DaCunha and Fernandes designed the mascot's first public appearance on billboards. The cute image of Amul girl kneeling in prayer, with one eye closed and another on a pack of butter with the words, "Give us this day our daily bread with Amul Butter" got an immediate positive response from the public. (Pal, 2016)



Figure (i) First Amul Girl hoarding in 1966 (Google)

In an age where roping in celebrities for ad campaigns had become the trend, Amul's ads stand out for their simplicity, freshness and their penchant of focusing on current events to bring home a point. Branding also played a role, cleverly designed to add a touch of nationalism to an essentially rural revolution. This has helped them to create a positive brand image among consumers.

Today Amul operates through 56 Sales Offices and has a dealer network of 10000 dealers and 10 lakh retailers, one of the largest such networks in India. Its product range comprises milk, milk powder, health beverages, ghee, butter, cheese, Pizza cheese, Ice-cream, Paneer, chocolates, and traditional Indian sweets, etc. GCMMF is India's largest exporter of Dairy Products. Many of Amul's products are available in USA, Gulf Countries, Singapore, The Philippines, Japan, China and Australia. (Amul)

1.4 Nestle as Brand

Nestle India is a subsidiary of Nestle S.A. of Switzerland. Nestle's relationship with India dates back to 1912, when it began trading as The Nestle Anglo-Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market. They have more than 2000 brands ranging from global icons to local favorites, and are present in 191 countries around the world. The company has presence across India with 8 manufacturing facilities and four branch offices spread across the region.

Its product range comprises of Nestle Milk, Nestle Slim Milk, Nestle Fresh n Natural Dahi and Nestle Jeera Raita, Nestle Everyday Dairy Whitener, Nestle Everyday Ghee, chocolates and confectionery, beverages Include Nescafe Classic, Nescafe Sunrise Premium, Nescafe Sunrise Special and Nescafe Cappuccino.

Amul v/s Nestle

In 2012, Amul widened its lead over nearest competitor Nestle, leaving the world's largest food company a distant second despite having completed 100 years of business in India. Gujarat Co-operative Milk Marketing Federation (GCMMF), owners of Amul brand of milk and dairy products, posted sales of Rs 11,670 crore for the year ended March 2012, almost 55% more than Nestle India's Rs 7,541-crore sales. Piyush Kumar Sinha, professor of marketing at Indian Institute of Management, Ahmedabad, says the basic difference between the two companies has been their target audience.

"While Amul has been selling products that attract consumers from the lowest strata to the top of the pyramid, Nestle has restricted itself to the top end of the market. This is the basic difference that has determined how they have grown over the years," Sinha said. (Malviya, 2012)

1.5 Definition of Terms

i) Brand Image:

According to Keller, the image of the brand is the perception of the brand by consumers. The goal of working strategically with brand image is to ensure that consumers hold strong and favorable associations of the brand in their minds. The brand image typically consists of multiple concepts: perception, because the brand is perceived; cognition, because that brand is cognitively evaluated; and finally attitude, because consumers continuously after perceiving and evaluating what they perceive form attitudes about the brand. (Keller, 1993)

ii) Consumer Behavior

Consumer behavior has been defined as "The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs" (Kanuk, 2007)

The main purpose of this research is to explore the relationship between brand image and the consumer buying behavior. This will be studied while identifying the major traits of brand image that influences the consumer buying behavior using a comparative study of Amul & Nestle dairy products. The study examine and analyze the changes in the relationship between brand image and consumer buying behavior, while focusing on the value of the brand and establish the effect of brand image on consumer observation about quality, price and benefits of the product, overall attitude toward the product, and decision to buy the product.

II. REVIEW OF LITERATURE

This chapter briefly covers previous research done on the topic that has some degree of relevance to this study. And the theoretical framework that is applicable to this research.

1. Brand Management: Research, Theory and Practice. A book by Tilde Heding, Mogens Bjerre and Charlotte F. Knudtzen (2009)

This book provides an understanding of how the nature of brand and the idea of the consumer differ in multi-disciplinary approaches. The author talks about different brand management approaches like economic approach, the identity approach, the consumer-based approach, the personality approach, the relational approach, the community approach and the cultural approach which in turn affects the consumer buying behavior. The consumer-based approach assumes that the brand is a cognitive construal residing in the mind of the consumer. It briefly defines all the key terms related to brand and in the chapter of consumer-based approach of brand management it focuses on the theory of customer-based brand equity by Keller, which forms basis of my research study. The author discusses that before the theory of customer-based brand equity was introduced the key notion of brand equity often was not even mentioned and certainly not defined. The book also talks about the growing interest towards brand image, and yet how it was quite unclear what brand image was. But is described well in the customer-based brand equity framework, where the associations related to brand image consist of several types of associations relating to attributes, benefits and attitudes. (Tilde Heding, 2009)

2. The Power of Industrial Brands by Paul Hague

This book is targeted to those whose focus is more on business-to-business (B2B) marketing, and tells them that Branding is equally important for industrial goods as important it is for FMCG or luxury goods. Chapter 3 of this book talks about Brands, Brand Values and Brand Image. The author believes that the essential of branding is differentiation. Products are seen to be different because of their brand name. He further says that the perception of brands in a market is brand image made up of the many attributes which surround a brand. Perceptions and the image of brand, shapes purchase decision whether or not they are objectively real. Consideration to a brand's image is very important for long term success. Branding offers real benefits to companies and directly or indirectly this will be reflected in enhanced profits and the worth of the company. Brands also offer benefits to customers by making it easy to choose products and feel good about that choice. (Hague)

3. **An analysis of the impact of Brand Image on Consumer Purchase Behavior. The case of Lidl, Sweden** by Mahmud Ahmed aims to evaluate the impact of LIDL's brand image on their consumers' purchase behavior in the retail sector of Sweden. This study also highlighted the relationship between brand image and brand equity, as well as the relationship between brand image and consumer buying behavior. To quantify the findings and discussion, the inductive approach was used. This study employed a survey method to obtain secondary and primary data. Both quantitative and qualitative data collection techniques were used. The results of the study disclosed that brand image plays an important role in the Lidl to influence the customers purchasing behavior. (Ahmed, 2021)

3. **The Influence of Brand Image on Purchase Behavior through Brand Trust** written by Achmad Yanu Alif Fianto, Djumilah Hadiwidjojo, Siti Aisjah and Solimun aims to identify and analyze the influence of brand image on purchase behavior and the mediating role of brand trust in relationship between brands image with purchase behavior. The study was conducted on 386 students at 13 Islamic private universities in East Java province. They used Generalized Structured Component Analysis (GSCA) as the research method. A self-structured questionnaire was designed to gain the important information from the student of those universities. The results of the study revealed that brand image have a significant role in influencing the purchasing behavior and brand trust also turned out to have a mediating role, although not fully in the relationship between brands image with purchase behavior. (Achmad Yanu Alif Fianto, 2014)

4. **Effect of Brand Image on Consumer Purchase Behavior: International Footwear Market Comparison** by Egle Petrauskaite aims to investigate and analyze the impact of brand image on consumer purchasing behavior in footwear market through comparing two countries' markets – Lithuanian and Danish, since both the countries are footwear producers. To support the study, the researcher has used Utility and Congruity theories. It is a descriptive research and data is collected by interview technique which provided meaningful information and a better understanding about the analyzed situation. The respondents were selected in basis on non-probability sampling method. It was observed that Lithuanians tend to purchase footwear more on functional purposes whereas Danes tend to purchase footwear pushed by social acceptance or emotional needs. It also concluded that Lithuanians are not much aware about the local footwear brands as compared to Danes who were able to recall the brand name and had a positive feedback. (Petrauskaite, 2014)

5. **Impact of Brand Image and advertising on Consumer Buying Behavior** by Qasim Ali Nisar discusses on how brand image and advertisements play a vital role to boost up any business performance as brand image is an implied tool which can positively change people's buying behavior and advertisement is behaving as a driving force for any business as it's an effective source to convey your message and stay in customer's mind. This study aims at examining the impact of brand image and advertisement on

consumer buying behavior in the general public at Gujranwala city of Pakistan. The data was collected through questionnaire survey and non-probability convenient sampling technique was used to select the respondents for the survey. Findings show that brand image and advertisements have strong positive influence and significant relationship with Consumer buying behavior. The study depicted that teenagers in Gujranwala are more concerned about their social status and so they prefer branded products and here advertisement plays a positive role in their buying behavior. (Muhhamad Ehsan Malik, 2013)

6. Impact of Brand Image on Consumer Buying Behavior in Clothing Sector: A Comparative Study between Males and Females of Central Punjab (Lahore) and Southern Punjab (Multan) by Hafiza Ayesha Riaz. This research focused on the impact of brand image on consumer buying behavior in clothing sector. Comparative study was done between two cities of Pakistan, Lahore and Multan. The main objective of this study was to know which city consumers have more clear concepts about brands and their usage about brand. For this study questionnaires were filled by the sample size of 155 samples including both males and females. The data was analyzed with the help of SPSS software. For the comparative study Independent sample T-test was applied after computing the variables. The result shows that males are more brand conscious than females. It also shows that Consumer Perception has more influence on Consumer Buying Behavior instead of Brand Image and Consumer Awareness. (Riaz, 2015)

7. Effect of Branding on Consumer Buying Behavior: A Study in Relation to Fashion Industry by Neyati Ahuja says that customers all over the world now prefer branded products. The study aims to analyze the effect of brand on consumer buying behavior in relation to Fashion goods & accessories. Consumer Survey was conducted through questionnaire on the effect of brands on their buying behavior. The key results of the study showcased that the degree of brand consciousness goes on decreasing in higher age groups; price & brand were the major attributes that customers gave most importance and 80% people believe that Brands in fashion industry have become a status symbol. (Ahuja, 2015)

8. The Effect of Brand Equity on Consumer Behavior: With Special Reference to Durable Products by Alaka Samantaray discusses that the strong brand equity value has turned into an exceptionally critical element that influences customers' behavior of a brand. The aim of the study is to analyze the key dimensions of brand equity influencing consumer buying behavior. The study makes use of primary and secondary data relating to consumers' behavior and brand equity. The data is collected from 100 samples through convenient sampling method. Spearman's Correlation Coefficient is used for analysis and interpretation in order to study the difference among the purchase value of durable goods, consumer's buying behavior of durable goods, brand awareness, brand image, perceived quality, brand association and brand loyalty. The outcome from this study adds to comprehension of consumer behavior and brand equity and its consequences for consumer durable products. The brand awareness of buyers of durable goods is absolutely and modestly connected with brand image, while the brand awareness is also positive but weakly associated with perceived quality, brand association and brand loyalty. (Samantaray, 2015)

9. The Effect of Brand Image on Consumer Behavior: Case Study of Louis Vuitton-Moet Hennessy by Tekin, Yiltay and Ayaz. The purpose of their study was to analyze the role of brand image on consumer behavior. It examined how brand image affects consumer behavior from a consumer's perspective. Their study considered case study of Louis Vuitton-Moet Hennessy (LVMH). Quantitative method was used for data collection, where questionnaire survey was conducted online. The result showed that all respondents could recall some positive aspect of their favorite brands at once. The main findings of the result suggest that the brand image has a significant power of creating a product or wiping it from consumers market. (Gokhan Tekin, 2016)

All previous research presented above has a certain degree of relevance to my enquiry. However, these studies do not really relate to the subject discussed in this thesis. They discussed other things also. As for my research study focuses on the effect of brand image on consumer buying behavior through comparative study of two brands that is Amul and Nestle.

2.2 Theoretical Framework

2.2.1 Customer-based Brand Equity

'Customer-based brand equity is defined as the differential effect of brand knowledge on consumer response to the marketing of the brand' (Keller, Conceptualizing, measuring, and managing customer-based brand equity, 1993, p. 2)

'Keller's exposition of the customer-based brand equity model offers the most widely accepted and comprehensive treatment of branding in American marketing' (Holt, 2005)

The global understanding of the brand in the mind of the consumer is conceptualized as '*brand knowledge*', which is divided into '*brand awareness*' (brand recall and brand recognition) and '*brand image*' (the set of associations linked with the brand). Memory principles and structure from cognitive psychology are the background of brand knowledge. In order to measure whether a brand has customer-based brand equity, brand knowledge has to be mapped, implying that brand awareness and brand image – in the mind of the individual consumer – have to be measured. Brand awareness is a prerequisite for customer-based brand equity. If the consumer is not aware of the brand, it is not relevant to talk about brand equity in the first place; then the company competes on the product rather than the brand.

But being able to retrieve the brand from memory is only the foundation for having customer-based brand equity. A thorough conceptualization of brand image is also a part of customer-based brand equity. Brand image is 'perceptions about a brand as reflected by the brand associations held in consumer memory. Brand associations are the other informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers' (Keller, 1993, p. 3)

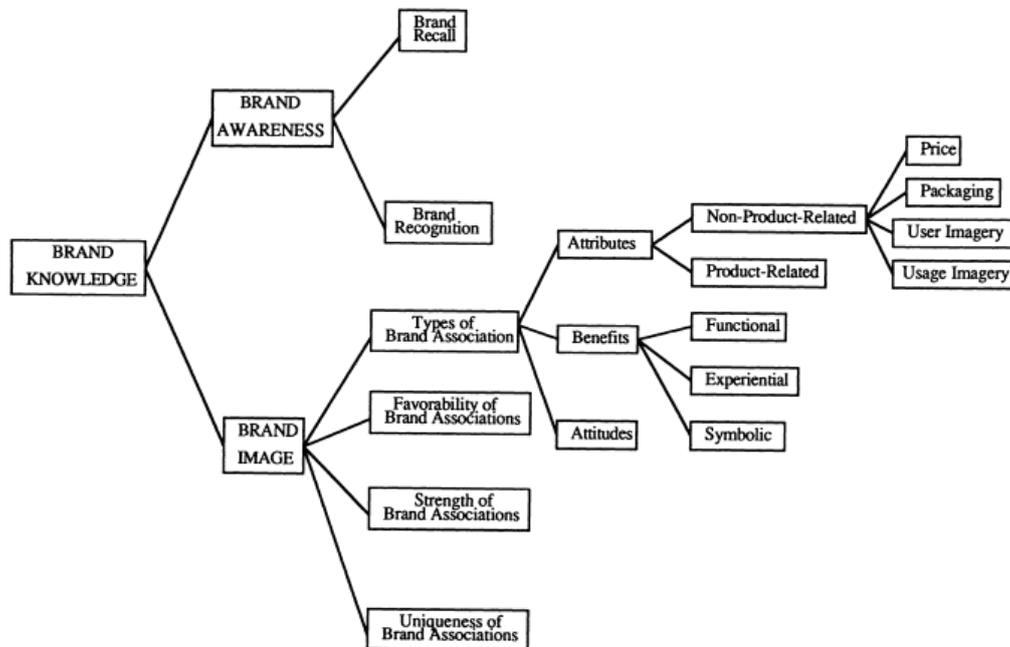


Figure (ii) Dimensions of brand knowledge; reprinted with permission from *Journal of Marketing*, 57 (1993), published by the American Marketing Association, K. L. Keller, 'Conceptualizing, measuring, and managing customer-based brand equity', p. 7

In the customer-based brand equity framework, the associations related to brand image consist of several types of associations relating to *attributes*, *benefits* and *attitudes*. Where, *Attributes* are descriptive features characterizing a product or a service, *Benefits* are personal values attached to the brand by the consumer and *Brand attitudes* are consumers' overall evaluations of the brand. If we consider the attributes, benefits and attitude of Amul, respondents consider that Amul provides value for money, has brand consistency and is easily available also people have been using products of Amul since ages and they believe that Amul is a reliable and trustworthy brand. (Based on respondent's answers)

For a brand to have *high* customer-based brand equity, the consumer associations need to be more *favorable*, *strong* and *unique* than the image associated with competing brands. (Tilde Heding, 2009, p. 95) The research is carried out step by step in the same format, and the result shows that which brand has high brand awareness, better brand association and a better perceived brand image in the mind of the consumers.

Building Customer-Based Brand Equity

Building customer-based brand equity requires the creation of a familiar brand that has favorable, strong, and unique brand associations. This can be done both through the initial choice of the brand identities, such as the brand name, logo, or symbol, and through the integration of the brand identities into the supporting marketing program. The choice of a brand name may also affect the favorability, strength, and uniqueness of brand associations. The suggestiveness or meaningfulness of the brand name should affect how easily brand associations are created. The brand name can be chosen to suggest semantically (1) the product or service category or (2) important attributes or benefits within that category. (Keller, 1993, p. 9)

An appropriate example of this is *Amul* derived from a Sanskrit word 'Amulya', meaning invaluable. Also since it is a short word and easy to speak it quickly registers in the mind of consumers. Thus, even in the absence of any marketing activity, the semantic meaning of a suggestive brand name may enable consumers to infer certain attributes and benefits.

Measuring Customer-Based Brand Equity

There are two basic approaches to measuring customer-based brand equity. The "indirect" approach attempts to assess potential sources of customer-based brand equity by measuring brand knowledge (i.e., brand awareness and brand image). The "direct" approach attempts to measure customer-based brand equity more directly by assessing the impact of brand knowledge on consumer response to different elements of the firm's marketing program. (Keller, 1993, p. 12)

Since we are more concerned about the relationship between brand image and consumer buying behavior, indirect approach of customer-based brand equity is more appropriate, where the brand knowledge (brand awareness and brand image) can be measured.

III. RESEARCH METHODOLOGY

3.1 Research Design

Research design is all about detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended meaning for analyzing data collected. The topic what researcher took is a comparative study.

3.2 Need of the Study

The selected topic is very important because Consumers are very much conscious about brand and there are many factors of brands that affect the buying decision of consumers. Therefore, it is needed to see that consumers are much influenced through a brand image or not and it is also necessary to understand how consumers perceive a brand.

3.3 Statement of the Problem

Through the research, the researcher wants to study, do brand image have any effect on consumer buying behavior?

3.4 Purpose of the Study

The purpose of the study is to find out the effect of Brand image on Consumer buying behavior through a comparative study of Amul & Nestle dairy products.

3.5 Research questions

- Is there any relationship between brand image and consumer buying behavior?
- What are the other brand image factors that affect consumer buying behavior?

3.6 Objective of the study

- To understand the buying behavior of consumers.
- To study the Brand image factors of Amul & Nestle.
- To find out the effect of Brand Image on consumer buying behavior.

3.7 Significance of the study

This research study will examine which brand, Amul or Nestle has a better brand image in the minds of consumer and how it influences their buying behavior.

3.8 Hypothesis

H0 There is no effect of Brand image on Consumer buying behavior

H1 There is an effect of Brand image on Consumer buying behavior

3.9 Research Method

Quantitative method of research has been used by conducting an online and offline survey, which comprises of both, open and closed-ended questions. The survey questionnaire was designed to capture the influence of brand image and different potential factors like price, quality and promotion on consumer buying behavior.

3.10 Sampling Method

The researcher used the non-probability convenience sampling technique for natural representation of target group.

3.11 Sample Size

A total of 250 samples were given the survey questionnaire to be filled out of which 200 questionnaire were completely filled. The age of the sample was selected from 16 years to 57 + years and it included male as well as female respondents. The samples were collected from Central line suburban region of Mumbai between CSMT and Thane. The responses were collected from college faculties, students, family, friends, and colleagues.

3.12 Tools of data collection

The data has been collected from both primary and secondary sources.

3.12.1 Primary Data

Primary data was collected through survey questionnaire.

3.12.2 Secondary Data

Secondary data was collected from books and journal.

3.13 Scope of Research

The present study mainly limited to analyze the key dimensions of brand image influencing consumer buying behavior. The study could further analyze that apart from brand image which other factors influences consumer buying behavior. The study can be carried out in the other parts of the country.

IV. DATA ANALYSIS

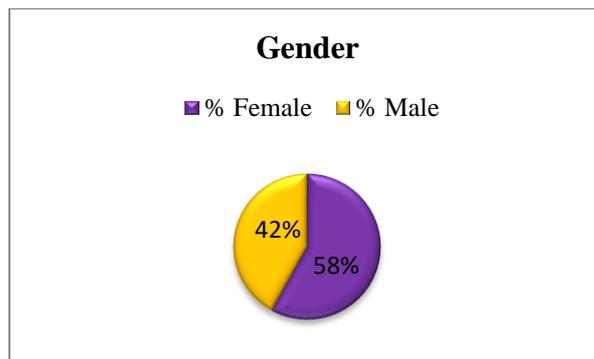
Findings & Observation

For the research, researcher has used statistical analysis. The collected data are analyzed on Microsoft excel.

4.1 Survey Questionnaire

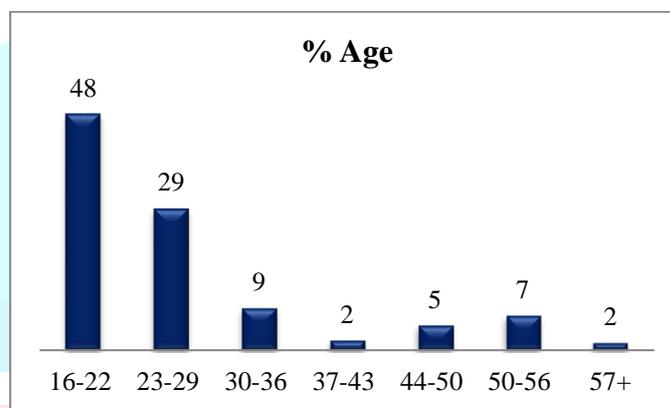
Demographics of the survey sample are as follows:

Gender:



The survey forms have been filled by 116 (58%) females and 84 (42%) males.

Age:



(Q1) How often do you shop dairy products?

Table 1:

Options	Total	%
Daily	125	63
Weekly	48	24
Monthly	27	14

Figure 1:



As per table 1 & figure 1,

Out of 200 respondents, 125 of them shop dairy products daily, out of which 38% are male and 62% are female. 48 of them shop weekly, out of which 54% are male and 46% female. And 27 of them shop monthly, out of which 41% are male and 27% female.

Interpretation

Majority of the respondents' shops dairy product daily and compare to male female percentage is higher in purchasing it daily.

(Q2) Where do you mainly do your shopping?

Figure 2:



As per figure 2:

69% of the respondents buy dairy products from local stores. 5% of the respondents buy from stores that are 10+ miles away. 17% of the respondents buy it from supermarket. 8% of them buy it from shopping malls and 1% of the respondents buy dairy products online.

Interpretation

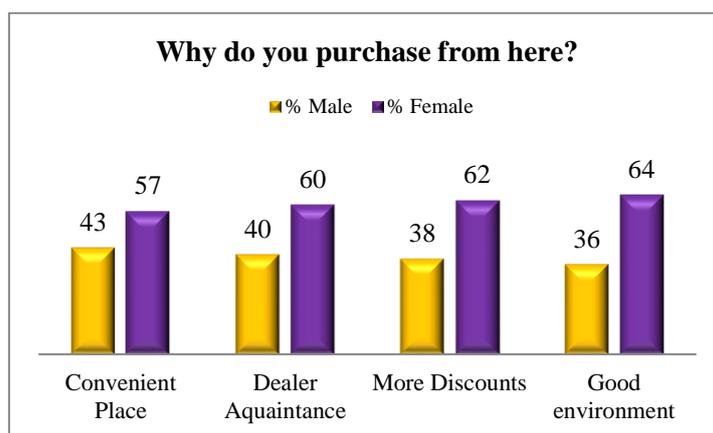
It is observed that majority of the people prefer to buy dairy products from local stores as compared to going 10+ miles away or to the supermarket or shopping malls to buy the products.

(Q3) Why do you purchase from here?

Table 3:

Options	Total	%
Convenient Place	164	68
Dealer Acquaintance	15	7
More Discounts	34	14
Good environment	25	11

Figure 3:



As per table 3 and figure 3:

Out of 164 respondents, 43% male and 57% female purchase from their said places because they find it convenient. Out of 15 respondents, 40% male and 60% female purchased from their said places because of dealer acquaintance. Out of 34 respondents, 38% male and 62% female purchase from their said places because they get more discount. Out of 25 respondents, 36% male and 64% female purchase from their said places because they like the environment of that place.

Interpretation

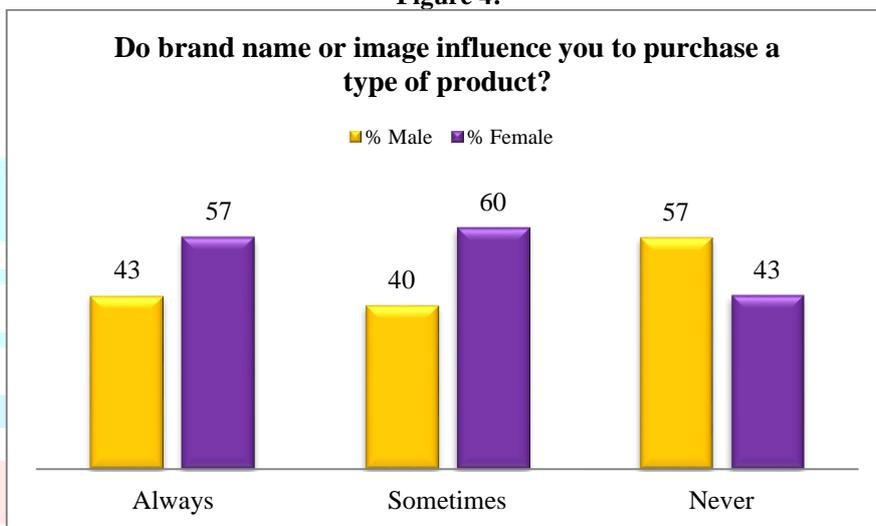
It is observed that majority of the respondents buy from local stores (Figure 2) because of convenient place. (Figure 3)

(Q4) Do brand names or image influence you purchasing a type of product?

Table 4:

Options	Total	%
Always	89	45
Sometimes	104	52
Never	7	4

Figure 4:



As per table 4 and figure 4:

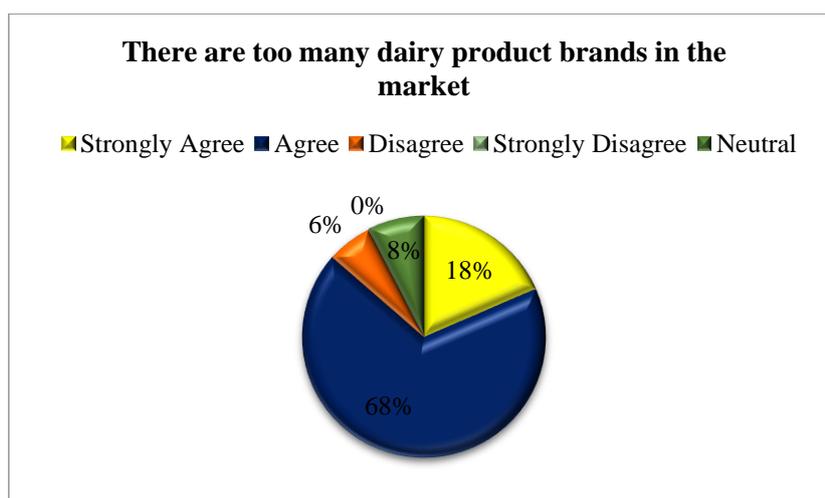
Out of 89 respondents, 43% male and 57% female responds that brand name or image always influences them to purchase a product. Out of 104 respondents, 40% male and 60% female responds that brand name or image sometimes influences them to purchase a product. Out of 7 respondents, 57% male and 43% female responds that brand name or image never influences them to purchase a product.

Interpretation

It can be observed that brand image do influence respondents to buy a product. 45% and 52% respondents are influenced by brand image always and sometimes, respectively. Whereas there are only 4% respondents who are never influenced by brand image to purchase any product.

(Q5) There are too many dairy product brands in the market

Figure 5:



As per figure 5:

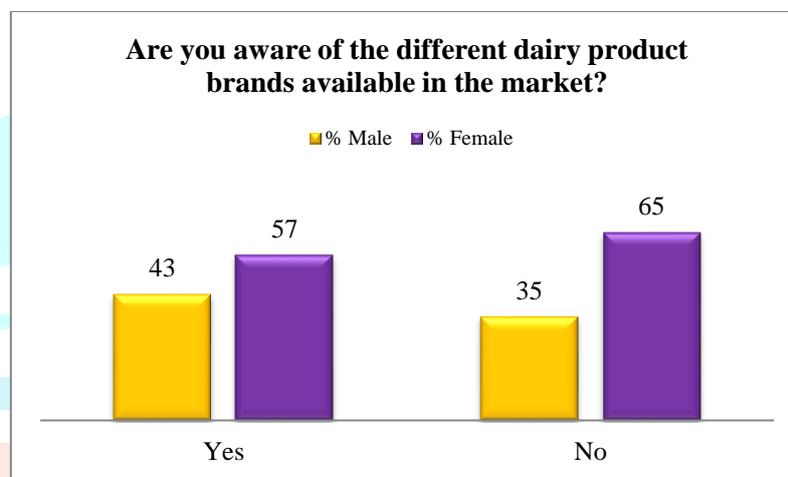
18% respondents strongly agree to the statement that there are too many dairy product brands in the market. 68% respondents agree that there are too many dairy product brands in the market 6% respondents disagree to the statement that there are too many dairy product brands in the market and 8% respondents are neutral towards the statement that there are too many dairy product brands in the market.

Interpretation

Majority of the respondents agree that there are too many dairy product brands in the market. Very few of them disagree that there aren't too many dairy product brands in the market.

(Q6) Are you aware of the different dairy product brands available in the market?**Table 6:**

Options	Total	%
Yes	169	85
No	31	16

Figure 6:**As per table 6 & figure 6:**

169 respondents are aware of the different dairy product brands available in the market place, out of which 43% are male and 57% female. 31 respondents are unaware of the different dairy product brands available in the market place, out of which 35% are male and 65% female.

Interpretation

85% of the respondents in total are aware of the different dairy products brands available in the market place.

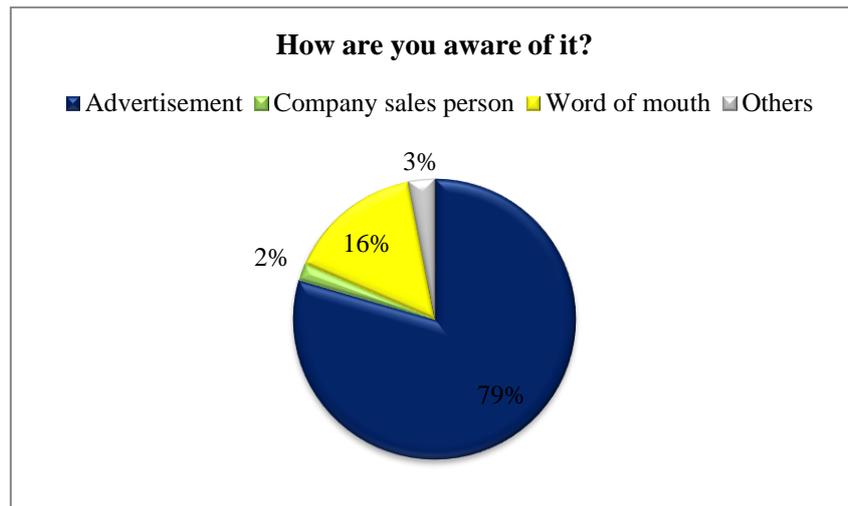
(Q7) If yes, please mention the brand you're aware of? (Open ended question)

Respondents are aware of many different dairy product brands like Amul, Nestle, Mother Dairy, Gowardhan, Gokul, Britannia, Mahananda, Chitale, Kwality and Danone.

\

(Q8) How are you aware of it?

Figure 8:



As per figure 8:

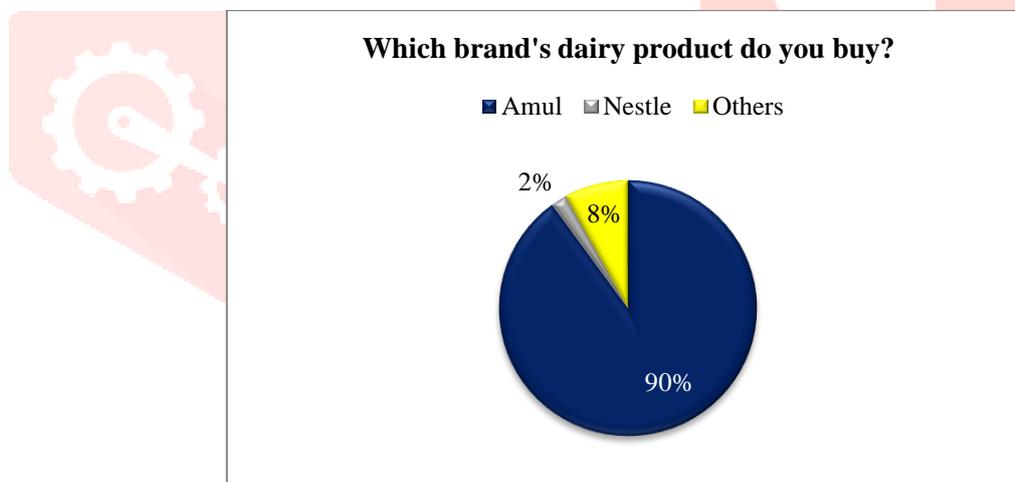
79% respondents are aware because of advertisements. 16% of them are aware through word of mouth and 2% because of company sales person.

Interpretation

It can be observed that advertisements play a vital role in creating brand awareness among consumers.

(Q9) Which brand's dairy product do you buy?

Figure 9:



As per figure 9:

90% of the respondents buy Amul dairy products. 2% of the respondents buy Nestle dairy products and 8% of the respondents buy dairy products of other brands apart from Amul & Nestle.

Interpretation

It can be clearly observed that 90% respondents prefer Amul as a brand for dairy products over any other brands.

(Q10) There are too many dairy product brands in the market. Why you are buying Amul/Nestle products? (Open ended question)

90% of the respondents are buying Amul dairy products (figure 9) because of various reasons:

- Buying since ages
- Old and established brand
- Best quality
- Trusted brand
- Brand loyalty
- Brand image

- Indian brand
- Reliable brand
- Easily available

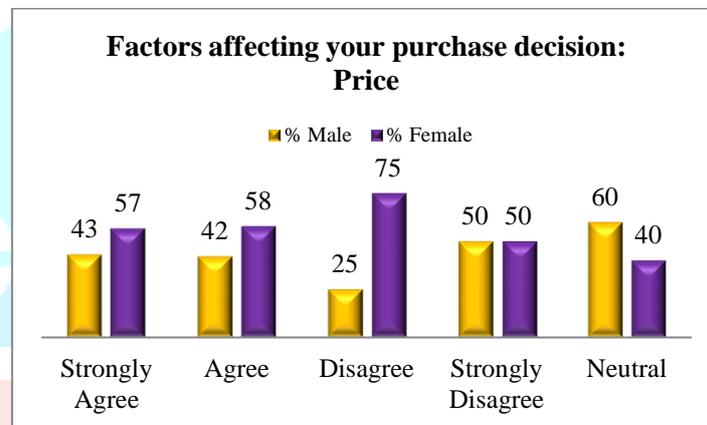
(Q11) Factors affecting your purchase decision:

(i) Price

Table 11.1

Options	Total	%
Strongly Agree	37	18
Agree	135	68
Disagree	16	8
Strongly Disagree	2	1
Neutral	10	5

Figure 11.1



As per table 11.1 and figure 11.1:

37 respondents strongly agree to the statement that Price affects their purchase decision, out of which 43% are male and 57% are female. 135 respondents agree that Price affects their purchase decision, out of which 42% are male and 58% are female. 16 respondents disagree to the statement that Price affects their purchase decision, out of which 25% are male and 75% are female. 2 respondents strongly disagree that Price affects their purchase decision, out of which 50% are male and 50% are female and 10 respondents are neutral to the statement that Price affects their purchase decision, out of which 60% are male and 40% are female.

Interpretation

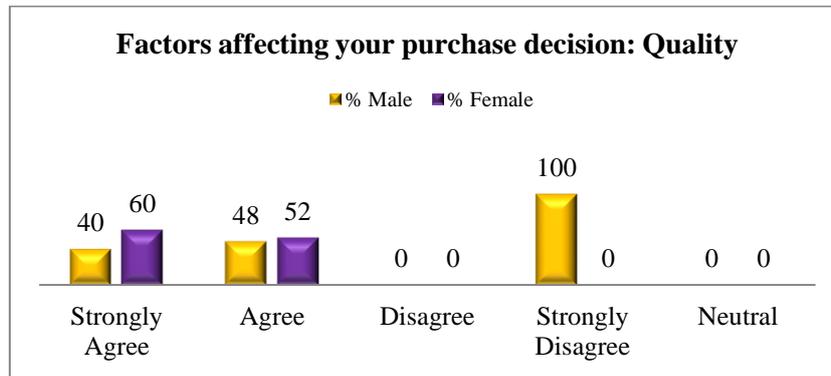
19% and 68% respondents in total strongly agree and agree respectively that Price do affect their purchase decision. This means, there is an effect of price on consumer buying behavior.

(ii) Quality

Table 11.2

Options	Total	%
Strongly Agree	149	74
Agree	50	25
Disagree	0	0
Strongly Disagree	1	1
Neutral	0	0

Figure 11.2



As per table 11.2 and figure 11.2:

149 respondents strongly agree to the statement that Quality affects their purchase decision, out of which 40% are male and 60% are female. 50 respondents agree to the statement that Quality affects their purchase decision, out of which 48% are male and 52% are female. 1 respondent who is male strongly disagree to the statement that Quality affects his purchase decision.

Interpretation

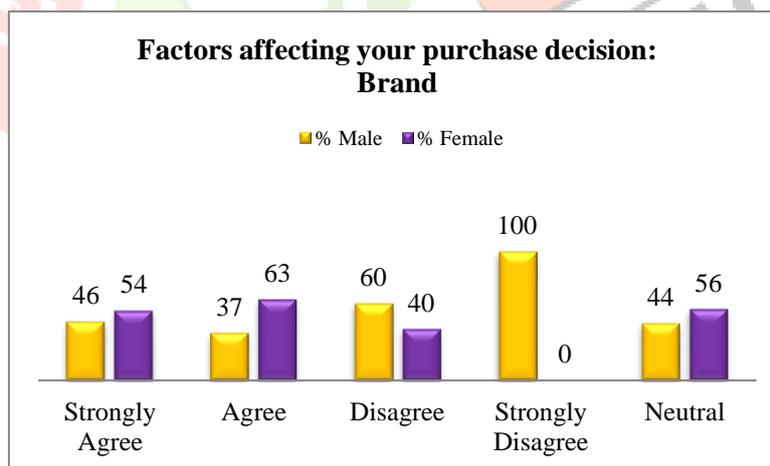
99% out of total respondents believe that Quality of a product affects their purchase decision the most.

(iii) Brand

Table 11.3

Options	Total	%
Strongly Agree	72	36
Agree	108	54
Disagree	10	5
Strongly Disagree	1	0.5
Neutral	9	4.5

Figure 11.3



As per table 11.3 and figure 11.3:

72 respondents strongly agree to the statement that Brand affects their purchase decision, out of which 46% are male and 54% are female. 108 respondents agree to the statement that Brand affects their purchase decision, out of which 37% are male and 63% are female. 10 respondents disagree to the statement that Brand affects their purchase decision, out of which 60% are male and 40% are female. 1 respondent who is male strongly disagree to the statement that Brand affects his purchase decision. 9 respondents are neutral to the statement that Brand affects their purchase decision, out of which 44% are male and 56% are female.

Interpretation

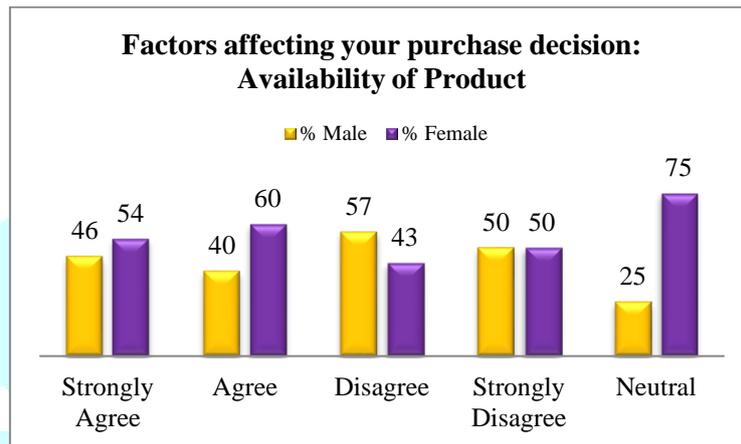
90% of the total respondents are of the opinion that brands do affect their purchase decision.

(iv) Availability of Product

Table 11.4

Options	Total	%
Strongly Agree	61	30.5
Agree	126	63
Disagree	7	3.5
Strongly Disagree	2	1
Neutral	4	2

Figure 11.4

**As per table 11.4 and figure 11.4:**

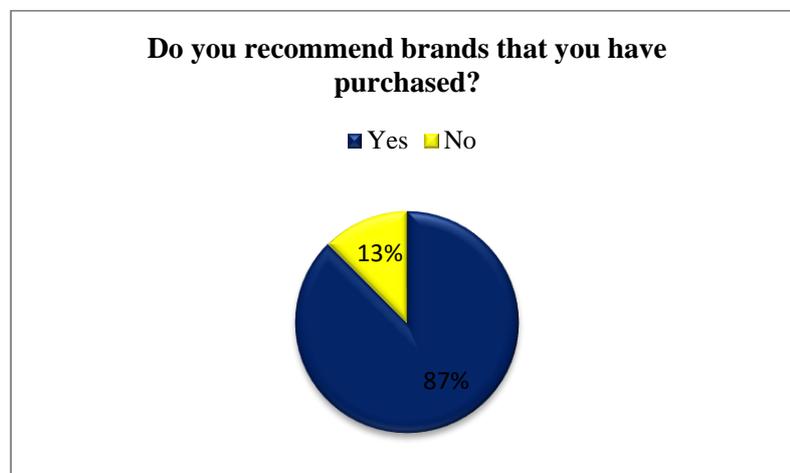
61 respondents strongly agree to the statement that Availability of the product affects their purchase decision, out of which 46% are male and 54% are female. 126 respondents agree that Availability of the product affects their purchase decision, out of which 40% are male and 60% are female. 7 respondents disagree to the statement that Availability of the product affects their purchase decision, out of which 57% are male and 43% are female. 2 respondents strongly disagree to the statement that Availability of the product affects their purchase decision, out of which 50% are male and 50% are female and 4 respondents are neutral to the statement that Availability of the product affects their purchase decision, out of which 25% are male and 75% are female.

Interpretation

93.5% out of total respondents are of the opinion that availability of product does affect their purchase decision.

(Q12) Do you recommend brands that you have purchased?

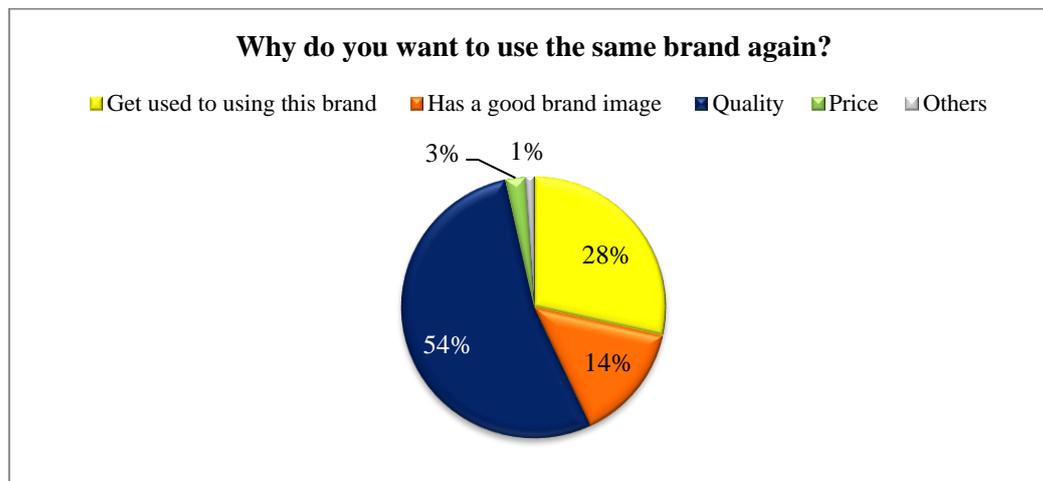
Figure 12

**As per figure 12:**

87% respondent says they do recommend the brand they have purchased and 13% respondent do not recommend the brand they have purchased.

If yes, which brand? (Open ended question)

Almost 80% of the respondent says they recommend Amul brand. And rest on them recommends, Gokul and Nestle brands.

(Q13) Why do you want to use the same brand again?**Figure 13:****As per figure 13:**

28% of the respondent says they purchase the same brand again because they have got use to using that brand. 14% of the respondent says they purchase the same brand again because it has a good brand image. 54% of the respondent says they purchase the same brand again because of the quality and 3% of the respondent says they purchase the same brand again because of the price.

Interpretation

It is observed that the quality of the brand affects the most to the consumers for rebuying the same brand again.

(Q14) In the following table a few statement are presented about the buying behavior of dairy products. Please mark your position by putting a mark on the scale in accordance to the statement.

Table 14

Options	% Strongly Agree	% Agree	% Disagree	% Strongly Disagree	% Neutral
Features of the brand attract me more to buy	19	63	10	1	7
I like to choose the brand I can easily recognize in the store	22	53	18	1	6
When I do not find my preferred brand I generally switch to another	8	48	30	5	9
I change the brand in the store when the other brand is offered at a competitive price	6	38	43	6	7
In store advertising like posters, stickers and sales promotion like discounts, free samples influence change predetermined brand	10	38	38	6	8

As per Table 14:**i. Features of the brand attract me more to buy**

19 % of the respondents strongly agree, 63 % of them agree. 10 % of the respondents disagree, 1 % of them strongly disagree and 7 % of the respondents are neutral to it.

ii. I like to choose the brand I can easily recognize in the store

22% of the respondents strongly agree, 53% of the respondents agree to it. 18% of the respondents disagree to it whereas 1% of the respondent strongly disagrees and 6% of the respondents are neutral to it.

iii. When I do not find my preferred brand I generally switch to another

8% of the respondents strongly agree, 48% of the respondents agree to it. 30% of the respondents disagree to it, 5% of the respondents strongly disagree to it and 9 % of the respondents are neutral to it.

iv. I change the brand in the store when the other brand is offered at a competitive price

6% of the respondents strongly agree to it, 38% of the respondents agree to it. 43% of the respondents disagree to it. 6% of the respondents strongly disagree to it and 7 % of the respondents are neutral to it.

v. In store advertising like posters, stickers and sales promotion like discounts, free samples influence change predetermined brand

10% of the respondents strongly agree to it. 38% of the respondents agree to it. 38% of the respondents disagree to it. 6% of the respondents strongly disagree to it and 8 % of the respondents are neutral to it.

Interpretation

From the above mentioned data it can be observed that features of the brand do attract consumers to buy more. Consumers prefer to buy those brands which are easily recognizable in the store. 56% of the respondents switch the brand when they do not find their preferred one whereas 35% still stick to the same brand. 44% of the respondents change the brand when the other brand is offered at a competitive price whereas 49% remains brand loyal, In spite the other brand offering at competitive price. 48% of the respondents are influenced by in store posters, stickers, sales promotion and change their decision of buying predetermined brand.

(Q15) Please rank the following dairy product brands in terms of their brand image.**Table 15**

Rank	1	2	3	4	5	6
Amul	155	20	17	4	3	1
Dudhsagar	1	5	30	31	42	91
Gowardhan	5	44	33	73	35	10
Kwality ltd.	5	23	20	43	76	33
Mother Dairy	9	30	55	35	24	47
Nestle	25	78	45	14	20	18

As per table 15:

Amul ranks number 1 dairy products brand having good brand image. Nestle is at number 2. Mother Dairy ranks at number 3. Gowardhan is at number 4. Kwality Ltd. ranks at number 5. And Dudhsagar is at number 6.

Interpretation

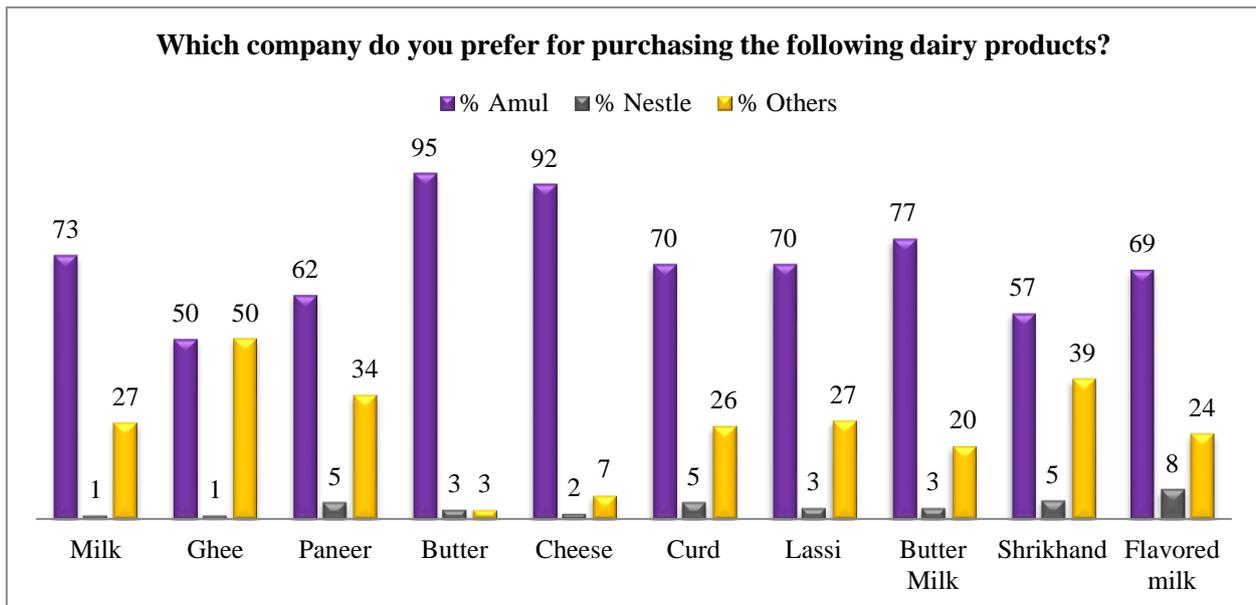
Majority of the respondents are of the opinion that Amul has a good brand image as compared to any other brands.

(Q16) How long have you been using the present brand of milk/dairy products? (Open ended question)

There are respondents, who have been buying the brand since childhood, whereas majorly people have been purchasing the same brand from 16-20 years, followed by 6-10 and 11-15 years, and then some of them have been buying for more than 40 years.

(Q17) Which company do you prefer for purchasing the following dairy products?

Figure 17:



As per figure 17:

Amul is preferred the most for all the dairy products, Followed by other dairy product brands. And Nestle is preferred the least by the respondents for purchasing the above mentioned dairy products.

4.2 Results

- It is observed that brand image do influence respondents to buy a product. 45% and 52% respondents are influenced by brand image always and sometimes, respectively. Which means that brand image do influence consumers to buy a product (Figure 4)
- 85% of the respondents in total are aware of the different dairy products brands available in the market place. (Figure 6)
- And when asked which brand they are aware of they named these brands: Amul, Nestle, Mother Dairy, Gowardhan, Gokul, Britannia, Mahananda, Chitale, Kwality and Danone.
- 79% out of the total respondents are aware of the brands through advertisements, (Figure 8) thus advertisement plays a vital role in brand awareness.
- It can be clearly observed that 90% of the respondents prefer Amul as a brand for dairy products over any other brands. (Figure 9)
- 90% of the respondents prefer Amul brand over any other brand because they have been buying it since ages, it is old and established brand, provides best quality, is a trusted brand, brand loyalty, has a good brand image, is an Indian brand, reliable brand and is easily available.
- As per table 11.3, 90% of the total respondents are of the opinion that brands do affect their purchase decision.
- 87% respondent says they do recommend the brand they have purchased. (Figure 12) And majority of them recommends Amul brand.
- As per figure 13 it can be inferred that the quality of the brand affects the most to the consumers for rebuying the same brand again.
- From table 14, it has been observed that features of the brand do attract consumers to buy more. Consumers prefer to buy those brands which are easily recognizable in the store. 56% of the respondents switch the brand when they do not find their preferred one whereas 35% still stick to the same brand. 44% of the respondents change the brand when the other brand is offered at a competitive price whereas 49% remains brand loyal, In spite the other brand offering at competitive price. 48% of the respondents are influenced by in store posters, stickers, and sales promotion and change their decision of buying predetermined brand because of it.
- Majority of the respondents ranks Amul first in having good brand image as compared to other brands. (Table 15)
- As per figure 17, it can be inferred that Amul is preferred the most to purchase all the dairy products in the market.

From all the above results, it can be measured that brand and brand image do affect consumers buying behavior and since respondents are of the opinion that Amul has a good brand image, they prefer to buy Amul dairy products over any other brands. And so my alternative hypothesis is accepted that there is an effect of Brand image on Consumer buying behavior.

V. CONCLUSIONS

5.1 Discussion & Conclusion

Brand is name or logo that plays the role in the mind of the customer. Brands do not compete in the product area but compete for the mind space of the customer. A brand once established in the mind of the customer becomes unforgettable when customer identifies itself with that particular Brand. Moreover, consumers are very much conscious about brand and there are many factors of brands that affect the buying decision of consumers.

As per the theory consumer-based brand equity, before developing a good brand image it is necessary that consumers should be aware of your brand, and thus respondents are aware of dairy product brands through advertisements. Also majority of the respondents are of the opinion that brand image do influence them to buy a product. (Figure 4)

And Amul has developed a good brand image in the mind of consumers as reliable brand, trustworthy brands, provides quality products because of which people have been buying it since ages. Brand also includes factors like price, quality and availability of the products that influences consumers buying behavior. (Figure 11.1, 11.2 and 11.4)

It was also observed that features of the brand attracts consumers more to purchase a product but at the same time if consumers are given hefty discounts, free coupons then they tend to switch the brand and purchases the competitive brand.

So it is very much necessary for the organization to stay aware of the competitive strategies and act accordingly in the market. But one thing organization should keep in mind is to provide best quality of the brand as 99% of the respondents accept that quality of the brand affects consumer the most in buying a particular product. (Figure11.2)

Based on research purposes and the results of analysis suggested that brand image have positive and significant influence to consumer buying behavior, thus rejecting the null hypothesis.

5.2 Limitation of the research

- This study is limited only to consumers living in Mumbai.
- The sample size was limited only to 200.
- Due to lack of time all factors of a brand were not considered that affect the consumer buying behavior.
- Have considered only Amul & Nestle brand in this comparative study.

5.3 Delimitation of the research

- This study specifically studies the population age of 16years to 57 years and above.
- It also studies the factors that affect the buying behavior of the consumers like price, quality and promotions along with brand image
- The analysis includes only those respondents who are aware of the concept Brand Image and have experienced it.

5.4 Further Research

This study can be more accurate in future, by increasing the sample size. Also the research can be carried out in other cities for further study. In this study we examined the relationship between brand image and consumer buying behavior whereas there are other aspect that can be observed such as the influence of other internal and external factors that influence consumer behavior. Also researcher may want to use qualitative method to get in depth knowledge of consumer behavior and what other factors influence their buying behavior.

VI. ACKNOWLEDGMENT

The research would not have materialized without the kind support and help of many individuals. I wish to acknowledge my gratitude to Dr. SANGITA KOHLI for her committed involvement and for her different outlook of the subject and its proper direction. It is her illuminating comments and suggestions, which have enabled me to successfully complete my work.

Also I would like to thank all my colleagues for their constant support. Gratitude towards the respondents who participated in my survey. Last but not the least I would like to thank my family, Mayur Shah (Father), Pratha Shah (Sister), Ronak Doshi (Husband) and my friends for their unconditional support, motivation and good wishes.

REFERENCES

- [1] Achmad Yanu Alif Fianto, D. H. (2014). The Influence of Brand Image on Purchase Behaviour. *Business Management and Strategy*.
- [2] Ahuja, N. (2015). Effect of Branding on Consumer Buying Behavior: A Study in Relation to Fashion Industry . *International Journal of Research in Humanities & Social Sciences*.
- [3] Amul. (n.d.). *Amul*. Retrieved from Amul.com: <http://www.amul.com/m/organisation>
- [4] Blackwell, R. (2001). *Consumer Behavior*. Orlando: Harcourt.

- [5] Gokhan Tekin, S. Y. (2016). The Effect of Brand Image on Consumer Behavior: Case Study of Louis Vuitton-Moet Hennessy . *Internatonal Journal of Academic*.
- [6] Google. (n.d.). Retrieved from <http://www.aisfm.edu.in/blog/2014/the-story-of-an-utterly-butterly-delicious-national-icon/>
- [7] Hague, P. (n.d.). *The Power Of Industrial Brands* . B2B International.
- [8] Holt, D. B. (2005). How societies desire brands: using cultural theory to explain brand. In S. R. Mick, *Inside Consumption: Consumer Motives, Goals, Desires* (p. 277). London.
- [9] Kanuk, S. L. (2007). *Consumer Behavior*.
- [10] Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand. *Journal of Marketing*, 57 (1): 1-22.
- [11] Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 2.
- [12] Kotler, P. (1991). *Marketing management : analysis, planning, and control*. Engle wood, cliffs: Prentice Hall, Inc.
- [13] Malviya, S. (2012, April 26). *Et Bureau*. Retrieved from Economic Times: <https://economictimes.indiatimes.com/industry/cons-products/food/great-year-for-amul-as-gcmmfs-sales-surge-past-nestles-in-india/articleshow/12872986.cms>
- [14] Muhhamad Ehsan Malik, M. M. (2013). Impact of Brand Image and advertising on Consumer Buying Behavior . *World Applied Sciences Journal*.
- [15] Pal, S. (2016, October 17). *The Better India*. Retrieved from The Better India: <https://www.thebetterindia.com/71904/amul-girl-golden-jubilee/>
- [16] Petrauskaite, E. (2014). Effect Of Brand Image On Consumer Purchase Behaviour: International Footwear Market Comparison.
- [17] Riaz, H. A. (2015). Impact of Brand Image on Consumer Buying Behavior in Clothing Sector: A Comparative Study between Males and Females of Central Punjab (Lahore) and Southern Punjab (Multan). *Arabian Journal of Business and Management Review* .
- [18] Samantaray, A. (2015). The Effect of Brand Equity on Consumer Behavior: With Special Reference to Durable Products . *Business, Management and Economics Research*.
- [19] Sheth, J. &. (2004). *Customer Behavior: A Managerial Prospective*. Mason (USA).
- [20] Tilde Heding, C. M. (2009). *Brand Management: Research, Theory, Practice*. Milton Park: Routledge.
- [21] Wiki/Amul. (n.d.). Retrieved from wikipedia: <https://en.wikipedia.org/wiki/Amul>

