

Impact of Branding on Consumer Behaviour

Ayushi Chechani

(Research scholar, Pacific university, Udaipur, Rajsthan, India)

Abstract: The study of this research is about “Impact of branding on the consumer behavior”. Branding plays an important role for expansion of any business. Brand changes the customer decision making process and Consumers are crowned head of the market. Origin of the brand depends upon demographic factors (nature, age, gender, and income level of the consumer). Knowledge of the brand is an important factor in market. With the increase in knowledge of the brand, customer has all knowledge regarding price and quality. Brand increases transparency about the product and influence the customer to purchasing decision mainly at first time. Brand provides value and it also creates loyalty. Brand allows the company to survive in a market at secured level through satisfaction of the consumer. Social networks (e.g. face book, Instagram, twitter, whatsapp etc.) and group of the consumer affects decision making process.

I. INTRODUCTION

In the present era, competition in market is influenced by its significance on brand building. Companies are mainly depends upon strategy of branding. An overall knowledge and understanding about the existence of the company to be formulated so the respective brand is to be identified and provides comparison among others. Great number of researcher recognizes brand equity as the key asset of the company (Farquhar, 1989; Aaker, 1991; Kapferer, 1997; Keller, 1998). Issue that has become apparent, brand equity is one of the most critical area of marketing management (Cobb-Walgren, Ruble, & Donthu, 1995). Component of brand equity have also been deliberate in relation to consumer’s purchase behavior. (Aaker , Stayman, & Hagerty, 1986); Anantachart (1998); Grewal, Kavanoor, Fern, Costley, & Barnes (1997);Li, Daughter & Biocca, (2002) Lin (2001); O’Cass & Lim (2002).

Due to arrive in new concept of brand equity traditional marketing have been changed. As per new concept of brands in organizations which already had registered or in existence, results to new significance of brands.

Companies developing strong brands, it leads long term relationship with customers to survive in competitive market. Company invests heavy advertisement expenditure on expansion & promotion of brands. As per continuous changing in market conditions an organizations manage their brand with flexibility to fulfill customer’s satisfaction. Consumer chooses a product for status, symbol, and image instead of fulfill their basic needs. Therefore, consumer chooses a “brand” which is parallelism with their personality. The brand defines identity of a product. The brand is much more than a name.

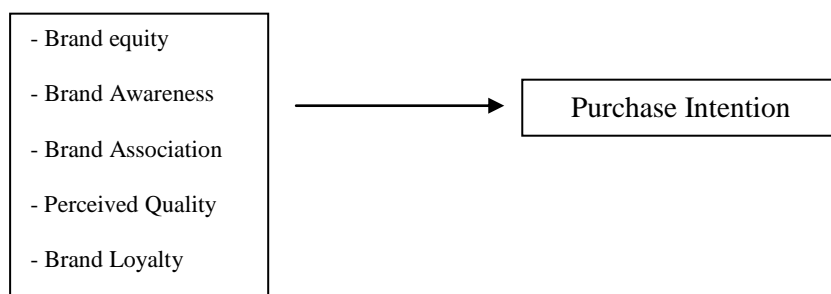
Brand influence behavior of consumers and that influence results positive or negative impact towards brand, which leads to purchase of a product. Intention of purchase shows behavior of consumer. Demographic factor (e.g. nature, age, gender etc.) of the consumer creates purchase decision among the customers.

Conceptual Framework

As per conceptual framework (figure 1) research based on Aaker’s (1991) brand equity concept. Besides predecessor and outcome of the brand equity model (Cobb- Walgren et al., 1995) were also used to support the framework for this study.

In this framework brand equity includes brand awareness, brand association, perceived quality & brand loyalty. Purchase intention is dependent variable.

Figure 1: Conceptual framework



Brand awareness

Brand name awareness acts significant part in consumer decision making process. If customer already well known with the brand name then feel much pleasant with the purchase. Generally no one prefer to buy non-branded product, mainly if it is expensive like vehicles, machines etc. so strong brand tracks customer.

Brand association

Brand association is a linkage which a buyer forms in one's mind with the brand. Brand association does not mean a benefit but these are more intangible in nature. Customer form association on perception they have about the product or services.

Perceived quality

Perceived quality is an important nature of each brand which provides foundational ground to buy. Brand integration and exclusion impacts perceived quality. It provides strong brand and successful possibility.

Brand loyalty

Brand loyalty is a tendency of some consumer to continue buying the same product of particular brand rather than competing brands. It is a feeling towards brand and dedication to purchase. Brand experience occurs when consumers shop or search for, and consume product. Consumer willing to pay higher prices for certain brand and go out of their way for brand, or think highly of it.

Purchase intention

Purchase intention is a willingness of a customer to buy a certain product or a certain service. It is a dependent variable that depends on several external and internal factors.

II. REVIEW OF LITERATURE

Brand creates awareness about position in many buyers which conduct awareness identification and using new products as per trend of fashion. Individual feel delight when they identified in a society, family and friends in relation of particular brand. Now every individual like to use brands in food, cloths, decoration at homes. Brands are used to show resemblance of comfort, ability and prosperity.

Companies are mainly focus on two factors of customer's behaviour which are satisfaction and experience, Chen et al. (2008) brand provides consciousness among consumer so because of this they prefer to buy crave goods.

Fazalur Rehman, tariq Nawaz, aminullah Khan and Shabir Hyder in journal 'brand influence buying behavior of consumer. Most of population is consciousness about brand of a product and consciousness is emotionally attachment to influence customers'.

Buying behavior of consumer expresses that experience with purchasing creates ordinariness and familiarity with brand. After frequency of purchasing, consumer are habitual to use particular product and get emotionally attached with that. (Abdul Brosekha & Dr. C. Muthu Velayutham)

Powerful confirmation for the factual supremacy of the brand attributes interaction model, and the Kamakura and Russel (1993) model stating next best in comparison. (Ferjani et al. 2009)

This study inspects separate study of brand experience and their consequences instead of examination and empirical testing (Brakus al., 2009; Yoo et al., 2000). The outcome of this study creates an good time for branded marketers to upgrade and evaluate their brand satisfaction to amplify their brand equity. The study presents that harmonize movement of market conduct advantageous result (Naik and Raman; 2003)

Muniz and O'Guinn (2000) defined "brand communities" as a specialized, non-geographically bound communities based on a structured set of social relationship among users of a brand.

Many researcher has enhance effects on brand evaluation. (e.g., Laczniak et al. 2001, Smith and vogt 1995). Morre et al. (2002) defined how combinational effects intra family transfer of brand equity in some product categories.

III. RESEARCH METHODOLOGY

The research includes study which is descriptive in nature. Sampling and survey method was used to collect data from customers. Research includes primary research as well as secondary research. In primary research surveys, naturalistic observation conducted, and in secondary books, journals, magazines, are used.

Research Hypotheses

The hypotheses were tested in the study.

H1: There is a relationship between brand equity and purchase intention

H2: There is a relationship between brand awareness and purchase intention

H3: There is a relationship between brand association and purchase intention

H4: There is a relationship between perceived quality and purchase intention

H5: There is a relationship between brand loyalty and purchase intention

IV. ANALYSIS

In the analysis data are classified on the basis of demographic and as per variable to be studied. After classification, data are summarized and presented in meaningful fashion. For this analysis percentage method, mean method, were tested.

- a. **Profile of respondents-** the answerer (customers/consumers) are – with age group, 33% of the answerers are less than 25 years, mostly 40% of answerer are of age group of between 25 to 45 years and 27% of answerer are more than age of 45. Opinion of 65% received from male and 35% received from female. Total men answer are 41% from age group of 25-45 years followed by 32% of age group less than 25 years, and female maximum answerer were 42% of less than 25 years, followed by 36% are age group of 25-45 years. In total answerer , 16% of answerer are income group of 50,000, whereas 35% of answerer are income group of 50,000-1,00,000 and same in income group of 1,00,000-1,50,000 and 13% only to the income group of more than 1,50,000. In qualification, 50% students are graduate, 30% are under graduate and rest 20% are post graduate. In employment 80% are employed out of it 6% are female, whereas 20% are unemployed.
- b. **Branding strategy adopted by FMCG firms-** after brand analysis – product matrix and brand hierarchy of FMCG companies in India associated with residential and individual care products, strategy of the companies are-

S.No.	Name of Company	Manifest Branding Strategy
01	Hindustan Uni-lever Ltd	Individual brands
02	Proctor and Gamble	Individual brands
03	Colgate and Palmolive	Individual brands
04	Reckitt and Bencksier	Individual brands
05	Henkel	Individual brands
06	Godrej Consumer Products Ltd.	Mixed brand
07	Nirma	Mixed brand
08	Emami	Mixed brand
09	Wipro Consumer Care	Mixed brand
10	Marico	Individual brands
11	Cavin Kare	Individual brands
12	Dabur	Mixed brand

- c. **Brand extension launched by FMCG firms-** after study the above secondary data , number of brands which have been line extended and brand extended by FMCG firms dealing with residential and individual care products.

S.No.	Name of Company	Number of Brands	
		Line Extended	Brand Extended
01	Hindustan Uni-lever Ltd	16	5
02	Proctor and Gamble	5	0
03	Colgate and Palmolive	1	1
04	Reckitt and Bencksier	1	1
05	Henkel	4	2
06	Godrej Consumer Products Ltd.	2	2
07	Nirma	2	1
08	Emami	2	2
09	Wipro Consumer Care	2	1
10	Marico	2	1
11	Cavin Kare	5	3
12	Dabur	2	1

V. CONCLUSION

The key discovery from this research indicates the main consequence of branding has on consumer recognition and retention. The well founded cover from this research is the influence of copycat branding and packaging. The new brand policy creates company's muscularity and shape into comprehensible brand position. The consequences of the study of this research are not shocking, since consumers are likely to use branded products, such as brand differentiation, brand image and brand personality.

The closure from this study focuses the requirement for future research that construct an understanding of human decision making processes.

The closure congregate this study will now be regard and policy context. The study plays an significant role in protection and evidence the pivotal role that branding plays in guiding consumer behavior.

VI. REFERENCES

- [1] Barwise, P., & Farley, J.U. (2005). *The state of interactive marketing in seven countries: interactive marketing comes of age.* *Journal of Interactive Marketing*, 19(3), 67-80. doi:10.1002/dir.20044, <http://dx.doi.org/10.1002/dir.20044>
- [2] AMA Dictionary. 2015. Consumer definition. [online]. Available on:
- [3] <https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=C> Aggarwal, P., 2004. *The Effects of Brand Relationship Norms on Consumer Attitudes and Behaviour.* *Journal of Consumer Research*. Vol.
- [4] 31. 2004. 87 – 101 p.[online]. Available on: <http://www.chilleesys.com/scp/assets/aggarwal.pdf>
- [5] Aaker,D.A.(1991). *Managing brand equity.* New York: The free press
- [6] Dodds, W.B., Monroe, K.B., & Grewal,D., (1991). *Effects of price, brand, store information on buyer's product evaluation.* *Journal of marketing evaluation*
- [7] Mowen, J.C. (1993). *Consumer behavior.* New York: Mc Millan
- [8] Thomson M., McInnis D.J., and Park C.W. (2005). *The Thies that bind: measuring the strength of consumer's emotional attachments to brands.* *Journal of Consumer Psychology*, 15(1), 77-91.
- [9] Walsh, M.F. (2005). *Consumer Response to Logo Shape Redesign: The Influence of Brand*
- [10] *Commitment.* [Online] Available: [http://etd.library.pitt.edu/ETD/available/etd-](http://etd.library.pitt.edu/ETD/available/etd-11212005135926/unrestricted/mfwalsh_dissertation.pdf)
- [11] [11212005135926/unrestricted/mfwalsh_dissertation.pdf](http://etd.library.pitt.edu/ETD/available/etd-11212005135926/unrestricted/mfwalsh_dissertation.pdf)
- [12] Zainuddin, N., Russell-Bennett, R., and Hartel, Charmine E.J. (2007). *Why Are Businesses Brand*
- [13] *Loyal? A Functional Approach to Three Dimensions of B2B Brand Loyalty.* In *Proceedings 2007 Australia And New Zealand Marketing Academy Conference (ANZMAC)*, 1872-1879, Dunedin, New Zealand.