

# A Study on Effect of Branding on Consumer Buying Behaviour

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**Abstract** - The study deals with the results of the primary research which purpose was to examine the effect of branding on consumer buying behaviour. The goal of the study is to stress the fact that the brand has an impact on customer decision making process. Original primary data within the primary research were collected by using a quantitative method of questionnaire. Into the quantitative research was involved 100 respondents. The study used two statistical methods for analysis. They are simple percentage method and Chi-square test. Based on above stated subject area of research have been formulated three hypothesis focused on relationship between the gender of respondents and influence of brand in buying decision, between Factor influence to buy branded products and care about using brands and between brand preference and brand loyalty. I have found that brand influence in buying decision.

**Index Terms** - Branding-Consumer buying behaviour- Advertisement-Brand Loyalty-Buying decision-Branded products.

## INTRODUCTION

Brands are like human beings. They are born, fed, nurtured, made strong and responsible so that they can be faithful friends of the people (customers), form mutually beneficial and satisfying relationships with them and become their companies for life. Such brands make their parents (organization or corporate) proud of them. The best brands are the ones who help in forming and sustaining strong long term “Parent-Brand-People” relationships. These brands form the potential for the growth and future expansion. They help the organization conquer peaks at the time of booms and stay afloat and swim at times of depression. We come cross a number of brands in our daily lives. Our morning starts with using a toothpaste (Colgate,

Pepsodent), using a bathing soap (lux, cinthol), wearing clothes (Allen Solly, levis) etc.

## OBJECTIVES OF THE STUDY

- To study the effect of brands on consumer buying behaviour.
- To analyze the importance of branding in advertising.
- To study consumer’s perception towards branding.
- To study the brand loyalty.

## NEED FOR THE STUDY

- To get better knowledge about brand and consumer behaviour.
- To analyze why people choosing branded products.
- To analyze how brand involves in advertisement.
- To analyze the influence of brand in buying decision.
- To study the influence of advertisement in consumer buying behaviour.

## SCOPE FOR THE STUDY

- The scope of the study entitled “Effect of branding on consumer buying behaviour”.
- The study attempts to understand the influence of branding in consumer buying behaviour.
- The study concentrates in depth on area like
  1. Branding
  2. Consumer buying behaviour
  3. Advertisement

### LIMITATIONS OF THE STUDY

- Due to time constraint this study did not cover the effect of branding on a very large scale, only a small population was studied.
- The sample respondents of the study were restricted to 100.
- The respondents were reluctant to answer the question and the response may be biased.
- The study is based on the present, the preference and choice of the respondents may be changed according to time and situations.
- Questionnaire were collected through google forms, so it was difficult for illiterate people to answer the questions.

### REVIEW OF LITERATURE

A consumer's attitude and purchase intention towards a brand is not only a product of their cognitive evaluations of that individual brand but are also determined by their perception of other competing brands within the consideration set. (Ronnie, Anne, and Karinna, 2006).

Branding influences the decision of consumers in the selection of products made by different organisations or businesses. In a study done on the purchase decisions of about 20,000 consumers in five different industries, the results showed that consumers used four stages in their decision-making before choosing a product Branding finds an effect here with most consumers choosing brands deemed as appropriate. In buying, consumers can be convinced by the brand with those brands deemed familiar being preferred.

Gallup says consumers must identify with a brand, a concept it calls "brand alignment." It helps explain how branding can influence customers' perception of an organization: "Consumers want to walk into a store, go online or contact a customer care center and have the experience they were promised. They want companies to back up their taglines and follow through on their guarantees. When companies do this, consumers will align themselves with those brands -- and ultimately, will trust them. Trust can pay huge dividends for a business.

Another research done on the effects of branding on consumer decision-making evaluated the relationship between customers and a specific brand. The

researcher compared the customer's brand relationship by the use of metaphors such as "arranged marriages, marriage of convenience, best friends, compartmentalized friendship, casual friends, kinship, courtship, enmities, childhood friendships, flings, and secret affairs" (Fournier, 1998).

Aaker et al (2004, p.23) did a study on the relationship between consumers and their preferred brand. He concluded that the choice made by consumers on the purchase of a product is dependent on the branding.

### RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. The methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analysed?

### DATA ANALYSIS AND INTERPRETATION

#### GENDER

Particulars	No. of respondents	Percentage
Male	46	46%
Female	54	54%
Total	100	100%

#### INFERENCE

The above table shows that 46% of the respondents were male and remaining 54% of the respondents were female.

#### FACTOR INFLUENCE FOR BUYING BRANDED PRODUCT

Particulars	No. Of respondents	Percentage
Price	7	7%
Quality	88	88 %
Packing	2	2%
Advertisement/ Promotion	3	3%
Total	100	100%

#### INFERENCE

The above table explains that 7% of the respondents were influenced by Price, 88% of the respondents were influenced by Quality, 3% of the respondents were influenced by Packing and 2% of the respondents were influenced by advertisement / Promotion.

#### FINDINGS

- 54% of the respondents were female and remaining 46% of the respondents were male.
  - 75% of the respondents buying branded products only sometimes.
  - 70% of the respondents were agreed that brand influence in their buying decision.
  - 38% of the respondents were slightly care about using brands, 36% of the respondents were strongly care about using brands and 26% of the respondents were not much care about using brands.
  - 58% of the respondents were prefer brands only for quality products, 26% of the respondents were keep experimenting new products and only 16% of the respondents stick to the same product (brand loyal customers).
  - Majority (53%) of the respondents prefers brand for buying clothes.
  - Majority (58%) of the respondents said that there is strong influence of advertisement on purchase decision.
  - Majority (54.5%) of the respondents sometimes influenced to buy branded products for social status.
  - Majority (86.6%) of the respondents agreed that effective advertisement help to build a stronger brand.
- Customers are loyal only to quality products from the brand, if there is no quality, they prefer another product in the market. So, brand loyalty built a stronger brand image.
  - The seller should not increase the price often, this may lead the customer to buy another product. There should be certain limit in price increase.
  - Only 10% of the respondents prefer brand for food products, this shows unawareness of brand in buying food products. So in this sector they should increase advertisements.
  - There is strong influence of advertisements in purchase decision, so this is an Effective tool for promoting their products.
  - Advertisement for branded products in newspaper, magazines and radio should increase and even more better.
  - Both male and female influenced by brand in buying decision and they buy branded products for social status so the price should be reasonable.
  - The seller should make easy availability of their products in all areas.
  - Packaging of branded products should be more attractive.
  - In Rural areas people are unaware of brands and it is not easily available to buy. So the sellers should concentrate in marketing of rural areas.

#### SUGGESTIONS

- Marketers should bring awareness of brand to the age group below 15.
- Buying behaviour changes from one person to another. The seller should attract the customer in the way of advertisement and other promotional tools.
- There is strong influence of brand in buying decision because of the quality, so the manufacturer should always produce standard quality of goods.

#### CONCLUSION

This study concludes that there is effect of branding on consumer buying behaviour. Brand knowledge is a very important factor. As the consumer is more aware of the brand and he has all the knowledge about the price, quality etc. the more he will be attracted towards the brand. Quality is the key factor to buy branded products. The standard quality of the product makes them to buy repeatedly, and they become loyal customers of the brand. Brand preference and Brand loyalty have related each other. Advertisement plays a major role in buying decision. It influences the customer to buy the product. There is strong influence of advertisement in branding, effective advertisement builds a stronger brand. In the end, it is concluded that the branding impacts the consumer behaviour and it depends upon the person(consumer) and its varied from one person to another.

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