The Study On Consumer Perception Towards Branded mobiles

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Abstract- **The concept of "brand image" has drawn significant attention from academics and practitioners since it was put forward, because it leads an important role in marketing activities. Although brand image was recognized and approved as the driving force of brand asset and brand performance, few studies have elaborated on the relationship between brand image and brand equity. Based on the brand image theories, this study reviewed over all extant studies about the impact of brand image on consumer from perception of customer equity. It is also explained the shortcomings of current research and pointed out the trends for future study.**

Index Terms- **Brand Image, Customer Equity, Consumer Behavior and consumer perception**

I. INTRODUCTION

Brand image is that the key driver of brand name equity, that refers to client's general perception Associate in feeling a couple of whole and has an influence on consumer behavior. For marketers, no matter their companies' promoting ways square measure, the most purpose of their promoting activities is to influence consumers' perception and angle toward a whole, establish the whole image in consumers' mind, and stimulate consumers' actual getting behavior of the whole, so increasing sales, maximizing the market share and developing whole equity.

Brand equity is that the focus of each lecturers and practitioners; but, there's no paradigm among the whole equity studies by currently. Most studies live whole equity from perspective of client or from the corporate itself. On one hand, some researchers believe that consumers' subjective perception (e.g., attitude, assessment, satisfaction, etc.) of the whole is that the key to whole equity. Though the consumption call is going to be influenced by whole options and attributes, it's determined by consumers' perception regarding the whole image in an exceedingly deeper sense.

Despite the amendment of consumers' life vogue and therefore the means of knowledge process, whole image remains the dominant impact issue of consumption choices. On the opposite hand, some researchers believe that whole equity ought to be evaluated in terms of market share, market price and income.

Also, living studies take monetary performance and non-financial performance because the manifestation of brand name equity. Monetary performances are often delineating as whole premium and market share; non-financial performance refers to the whole awareness, whole name, whole loyalty and whole association. Following the whole equity analysis within the perspective of client and perspective of non-financial performance, this study analyzes the link between whole image and whole equity by examining consumers' angle and get intention.

II. THE LITERATURE REVIEW ABOUT BRAND IMAGE

According to Park *et al.* (1986), the construction and maintenance of the complete image is requirement to the complete management. On paper, all product and services can be incontestable by useful, symbolic or experimental parts, through that complete image is established. Up to now, students haven't return to Associate in nursing agreement on the definition of brand name image. Throughout previous literature, researchers outline complete image in the main from four perspectives: blanket definitions, meanings and messages, personification, psychological feature or psychological parts.

Attitude is an important concept in research on marketing and information systems. Fishbein defined an attitude as "a learned predisposition of human beings" [14]. Based on this predisposition, "an individual would respond to an object (or an idea) or a number of things (or opinions)." Kotler stated that "an attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea" [21]. Since researchers have been studying the subject for a very long time, there is a large body of literature dealing with consumer attitudes toward advertising in general and toward advertising on the Internet.

Aaker and Keller have mentioned brand awareness into two parts: brand recall and brand recognition. Thebrand awareness is a component of knowledge about the brand as well as the concept of Keller (Kohli&Leuthesser, 2001). In general, the consumers began from an unknown the brand until sales-representatives communicate to consumers about the product/service which result in knowing and when they often hear the brand name. Thus, consumer began to recognize and remember the first brand name. On the other hand, (Baldauf,2003&Yoo&Donthu, 2001) describedbrand awareness concept of Aaker that is the buyer's ability to recognize and recall the brand of the product. The main goal of the brand management strategy is to develop and maintain brand awareness because it influences the decisions of consumers and affect the value of the whole company. Thus, by using this approach, consumers will be able to recognize the brand and the brand is considering the purchase. The selection of brand consists on the remembering and recognizing the brand name. Moreover, brand awareness is linked to the brand strength in the minds of consumers, which provide firm's with a brand value that can be used in future to attract and promote products or services (Kim & Kim, 2005). Based on previous research, we extract top of mind, unaided brand recall and brand recognition variables because they mean awareness from a consumer perspective. These measures predict the behavioral aspect of the consumer based on brand recall and brand recognition.

Eric and Bright (2008) conducted a study on factors that determine the choice of brands of mobile phone in Ghana specifically Kumasi Metropolis. Accordingly, the results of the study showed that the first most important factor is reliable quality of the mobile phone brand and the other factor is user-friendliness of the brand of the mobile phone. Likewise, Das (2012) conducted an empirical research based on survey method on factors influencing buying behavior of youth consumers towards mobile handsets in coastal districts of Odisha located in India. According to the study, a handset of reputed brand, smart appearance, and with advanced value added features, pleasurability and usability; is the choice of young consumers; females in gender-group, post-graduates in level of education-group, students in occupational group, urban residents in geographical area group plays most prominent role in buying decision of a mobile handset.

III. BRAND IMAGE AND CONSUMER BEHAVIOR

Brand image has been studied extensively since the twentieth century as a result of its importance in building whole equity. Within the progressively competitive world marketplace, firms have to be compelled to have a deeper insight into shopper behavior and educate customers concerning the whole so as to develop effective promoting methods. Within the following paragraph, we'll discuss the connection between shoppers' psychological feature of brand name image and consumer behavior.

3.1. Impact of Brand Image on Customer's Attitude toward the Brand

Keller came up with the concept "customer-based brand equity (CBBE)" in 1993, which refers to the assorted reactions to the stigmatization campaign from customers who have information of the whole in varied degrees. In different words, whole image and whole awareness square measure the premise and sources of brand name equity. According to Keller (1993), positive brand image could be established by connecting the unique and strong brand association with consumers' memories about the brand through marketing campaigns.

In this regard, the brand knowledge should be built and understood before the consumers could respond positively to the branding campaign. If consumers have knowledge of a brand, the company could spend less on brand extension while achieve higher sales.

Following Keller (1993), Lassar *et al.* (1995) held the opinion that complete equity came

from the customers' confidence in an exceedingly complete. The larger the arrogance they place within the complete, the a lot of doubtless they're willing to pay a high value for it. Specifically, this confidence stems from 5 necessary considerations: 1st, the complete performs its functions as designed; second, the social image is related to buying or owning the brand; third, consumers' recognition and mawkish attachment with brand; fourth, the balance between the brand's worth and its functionalities; fifth, customers trust within the complete. Netemeyer *et al.* (2004) also approved the dominant impact of brand name equity on client response toward the stigmatization campaign.

With the proliferation of brands within the market, shoppers create their purchase choices mostly

betting on the whole image instead of the merchandise itself. Moreover, once the whole image is according to the consumers' self-concept, the shoppers would provide a preference thereto. Per the self-concept theory, one's self-concept could be a assortment of perception concerning him that features components like capabilities, characteristics, shortcomings, look and temperament. For marketers, examining the consistency between the whole image and consumers' self-concept is incredibly vital, as a result of shoppers may show numerous self-concepts in several social context. However regardless of the context is, shoppers would suppose higher of the whole as long because the whole image is in line with their self-concept.

Perspective	Sources	Definition of brand image
Blanket definitions	1. Herzog (1963) 2. Newman(1985) 3. Dichter (1985)	1. Consumers' general perception and impression of a brand 2. Consumers' perception of a product's total attributes 3. Consumers' general impression of the product or service
Meanings and Messages	1. Noth (1988) 2. Sommers (1964) 3. Levy (1973)	1. The symbolic meaning embedded in the product or service 2. Consumers 'perception and recognition of a product's symbolic attribute 3. The symbolic meaning of purchasing the product or service
Personification	1. Martineau (1957) 2. Bettinger (1979) 3. Sirgy (1985)	1. Brand image reflects consumers' characteristics, and they purchase the brand to express themselves 2. The personification of a product, which can be manifested as "adult" and "children" 3. Image of the brand resembles human personality

3.2. Impact of Brand Image on Consumer's Behavioral Intention

Looking through existing researches, the foremost wide used predictors of consumer's behavioral intention square measure client satisfaction and client loyalty. Client satisfaction refers to customers' general analysis of the searching expertise of some specific product or service. In step with Oliver (1980), clients' performance-specific expectation and expectation disconfirmation square measure the key indicators of customer satisfaction. Specifically, once the merchandise performance exceeds expectation, client satisfaction increases; once expectation exceeds the merchandise performance, client satisfaction decreases. Since product performance is a very important element of brand name image, corporations might infer the potential influence complete image on client satisfaction by characteristic the sensory activity distinction toward a brand between the present customers and non-users of the brand.

Brand image encompasses an important impact on client satisfaction particularly across the E-banking, landline, transportable, bank and market industries. Chang et al. (2005) known as store infrastructure, convenience, store service and sales activities because the four elements of store image, and that they all impact client satisfaction directly. Chitty et al. (2007) additionally through empirical observation verified the dominant role of brand name image in predicting client satisfaction within the welcome trade. Moreover, the congruousness between the whole image and clients' self-image would enhance customer satisfaction and customers' preference for the whole.

Customer loyalty may be recognized because the extension of client satisfaction. Earlier studies outline client loyalty as perennial getting behaviors in an exceedingly slim sense. Generally, client loyalty stems from customers' approval of a whole that ends up in their unceasingly getting behavior of the whole and so generates profits for the corporate. Within the whole image literature, whole image is perceived as a very important drive of client loyalty. For the market trade, favorable store image is incredibly useful to foster client loyalty. Even within the virtual context, the impact of brand name image on client loyalty remains important, and Merrilees

& Fry (2002) verified their relationship through surveys at e-commerce corporations.

IV. SUGGESTIONS FOR FUTURE STUDY

4.1. Enrich the Connotation of Brand Image

In the last decade, emotional disapproval has become an awfully potent manner of brand name management. As urged by Roberts (2004), whole feeling is that the cultural implication embodied in an exceedingly whole, and emotional disapproval could be an extremely effective thanks to cause client reaction, sentiments and moods, ultimately forming association and loyalty with the whole. Even the normal whole management pattern supported client perception currently has incorporated emotional disapproval into it. Within the unprecedentedly competitive marketplace, whole feeling is that the bond between the whole and also the client, and also the key to increasing the market. Future studies might explore the link between whole image and shopper behavior from a latest perspective whole feeling.

4.2. Brand Image, Customer Satisfaction and Customer Loyalty

The relationship between whole image and client satisfaction has been studied extensively. However, a majority of those researches were conducted in commission business, like edifice, market and bank, etc. whether or not the results generated from the industry are often applicable to different contexts (e.g., producing business, finance business, realty business, etc.) remains to be examined.

V. CONCLUSION

Although the positive impact of name image on client satisfaction and client loyalty has been testified, there still exist minor disagreements between completely different researches. Specifically, some studies prove that whole image not solely influences client loyalty directly, however conjointly impacts thereon through different mediating factors. However, some analysis results demonstrate that whole image exerts no direct influence on client loyalty; however it will impact on client loyalty via client satisfaction. Future studies ought to more discuss the interrelationships among whole image, client satisfaction and client loyalty,

and establish a additional comprehensive indicator for shopper behavior.

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