

# Branding effect on consumer behaviour

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## Abstract

*This research paper aims to explore the effects of branding on consumer behavior. In today's highly competitive marketplace, branding has become a crucial factor for businesses seeking to attract and retain customers. The study delves into the significance of branding strategies in influencing consumer perceptions, attitudes, and purchase decisions. By examining various aspects such as brand awareness, brand image, brand loyalty, and brand equity, this paper seeks to shed light on the powerful relationship between branding and consumer behavior. Through a comprehensive literature review, this research elucidates the mechanisms through which branding exerts its influence and provides insights into effective branding practices for businesses. The findings underscore the importance of strategic branding in driving consumer behavior and ultimately improving business outcomes.*

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## Introduction:

### 1. Background and Rationale:

In today's highly saturated and competitive marketplace, companies face the challenge of standing out among numerous offerings. Branding has emerged as a strategic tool that enables businesses to differentiate themselves and connect with consumers on a deeper level. Successful branding goes beyond merely creating a recognizable logo or tagline; it encompasses the entire customer experience and the emotional associations consumers develop with a brand.

Consumers' behaviors are heavily influenced by the brands they encounter in their daily lives. The choices they make, their perceptions, and their attitudes towards products or services are significantly shaped by branding efforts. Understanding the effects of branding on consumer behavior is therefore crucial for businesses to develop effective marketing strategies and maintain a competitive edge.

### 2. Research Objectives:

The primary objective of this research is to examine the effects of branding on consumer behavior. Specifically, the study aims to:

- a) Investigate the relationship between branding and consumer perceptions, attitudes, and purchase decisions.
- b) Explore the role of brand awareness, brand image, brand loyalty, and brand equity in shaping consumer behavior.
- c) Identify the mechanisms through which branding influences consumer decision-making processes.
- d) Provide practical insights and recommendations for businesses to enhance their branding strategies and improve consumer engagement and loyalty.

### 3. Scope and Limitations:

This research focuses on the effects of branding on consumer behavior and does not delve into broader marketing concepts. The study primarily draws on existing literature, empirical studies, and case examples to analyze the relationship between branding and consumer behavior. However, it is important to acknowledge that consumer behavior is influenced by a multitude of factors beyond branding, such as personal preferences,

cultural influences, and economic considerations. While efforts have been made to include a wide range of perspectives, this research paper is not exhaustive and is subject to limitations inherent in the available literature.

By exploring the effects of branding on consumer behavior, this research paper contributes to the existing body of knowledge on marketing and consumer psychology. It provides valuable insights for businesses seeking to develop effective branding strategies that resonate with consumers and drive positive consumer behaviors.

## Review of literature

The scholar, **Cristela Maia Bairrada Et.al** 2018 established a study on the impact of brand personality on consumer behaviour: the role of brand love. The purpose of this paper was to analyse the influences of brand personality on consumer behaviour, with a special emphasis on the brand love construct. The aim is to expand upon existing literature in the field of branding, investigating the relationship between brand love and brand personality through experiential approaches to consumer behaviour. She used conceptual model and the analysis of related hypotheses based on a sample of 478 Portuguese clothing brand consumers. The data were collected using an online survey and the data analysis was done using the structural equations modelling. She found out the results show that brand personality has a positive and significant impact on brand love, resistance to negative information and self-disclosure and brand love has a positive and significant impact on brand loyalty, word-of-mouth, resistance to negative information, willingness to pay more, self-disclosure and active engagement.

The scholar, **Chovanova Et.al** 2015 established a study on Impact of Brand on Consumer Behaviour. The goal of the paper 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 selected group of 1,250 respondents. statistical method was used chi-square test. As a result, they found that found that purchasing of branded products and preference of brand origin depends on the age of consumers.

The scholar, **Karam Et.al** 2015 established a study on Improving Brand Awareness and Its Impact on Consumer Behaviour Via Media in North Cyprus. The aim of the paper is to propose methods through which awareness can be created through media for brands in the market. He used inductive, deductive and adductive methods. As a result, they found that the most efficient variable on brand awareness is customer Image because it maximizes awareness during involvement and interaction processes. Integrating Marketing Communications Model for building brand equity, and also the study displays the relationship between media and awareness.

The scholar, **Safeer Et.al** established a study on Impact of perceived brand authenticity on consumer behaviour: evidence from generation Y in Asian perspective. This study investigated the impacts of perceived brand authenticity dimensions (i.e., quality commitment, heritage, sincerity) on brand love to predict Generation Y's behaviour from the Asian context. Research methodology used were new empirical research that tested the proposed hypotheses through PLS-SEM, as PLS is the most robust technique for predicting consumer behaviour. Importantly, consumers (of Generation Y) from five Asian countries contributed to this study, and data collected from 427 Asian millennials on global brands. They found out that perceived brand authenticity dimensions significantly impacted brand love, which positively affected Asian millennials' behavioural outcomes (i.e., continuous purchase intention and price premium).

## Methodology

1. Research design
2. Data collection methods
3. Sample selection
4. Data analysis techniques

## Objectives.

1. To understand how branding influences consumers' perceptions: This objective aims to explore how branding strategies shape consumers' thoughts and impressions of a brand.
2. To examine how branding impacts consumers' attitudes: This objective focuses on understanding how branding efforts influence consumers' feelings and opinions about a brand.
3. To analyze the effects of branding on consumers' purchase decisions: This objective aims to explore how branding influences consumers' choices and decisions when making a purchase.
4. To explore the importance of brand awareness in consumer behavior: This objective focuses on understanding the role of brand awareness in shaping consumers' behaviors and choices.

## DATA ANALYSIS AND FINDINGS

### Demographic profile

Particulars	Demographic profile	Frequency	Percentage
Gender	Male	8	53.34%
	Female	7	46.66%
Age	Under 18 years old	2	13.34%
	18-30 years old	6	40.00%
	30-40 years old	1	6.66%
	40-50years old	3	20.00%
	Above 50 years old	3	20.00%
Marital status	Single	8	53.34%
	Married	7	46.66%
Occupation	University or college students	6	40.00%
	Government sector	1	6.66%
	Private sector	5	33.34%
	House wife	2	13.34%
	Others	1	6.66%
Current house hold scheme	Less than 1500 INR	6	40.00%
	INR 15000- INR 30000	4	26.66%
	INR 30000- INR 45000	3	20.00%
	INR 45000- above	2	13.34%

As shown in table, majority of respondents in this study were male with a 53.34% (N=8) compared to the female respondents with 46.66% (N=7). 18-30 years was the age group who responded the most at 40% (N=15). Out of 15 respondents, 7 of them were married (46.66%) and 8 of them were single (53.34%). Most of the respondents were university or college students (N=6). Most of the respondents were having an income less than 15000INR

Table showing factor that plays significant role in building brand loyalty among consumers

	Below 18	18-30	30-40	40-50	Above 50
Competitive pricing		4	1		1
Unique packaging	2			1	
Consistent brand messaging					1
Frequent product updates		2		2	1

The above table interpreted that respondents below 18 believe that unique branding will build brand loyalty among customers. At the same time respondents between the age group 18-30 think competitive pricing and frequent product updates are necessary to build brand loyalty among customers. Majority of the respondents voted for competitive price for a factor playing a significant role in building brand loyalty among customers and the least was consistent brand messaging.

Table showing How does a strong brand image impact consumer decision-making

	Below 18	18-30	30-40	40-50	Above 50
It reduces the importance of brand reputation	1	1			
It decreases brand recall among consumers				1	1
It simplifies the decision-making process for consumers		5	1	2	2
It eliminates the need for marketing efforts	1				

From the table given above, we can see that 10 out of 15 respondent thinks that strong brand simplifies the decision-making process for customers. At the same time age group below 18 didn't feel the same.

### Conclusion:

This research is conducted with the sample size of 15 respondents in a wider area of Bengaluru city. Further the data collection can be done. This will help in future study about "Comparative study on branding effect on consumer behaviour used by different age groups" in a better understanding way. Branding has a significant impact on consumer behavior. It influences brand perception, loyalty, and purchasing decisions. Strong branding can foster trust, create brand loyalty, and differentiate a brand in the market. Consistent messaging, unique packaging, and competitive pricing play important roles in building brand loyalty. Social media platforms and brand ambassadors also contribute to brand awareness and endorsement. Emotions play a crucial role in consumer behavior towards brands, with positive emotions fostering loyalty and advocacy. Overall, branding is a powerful tool that businesses can utilize to shape consumer behavior and establish a strong market presence.

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