

A STUDY ON IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR

Project Report

Submitted by

MEGHNA M T

(Reg.No.AM21COM015)

Under the guidance of

Ms. NEENA GEORGE

*In partial fulfilment of requirements for award of the
postgraduate degree of Master of Commerce and Management*



**ST.TERESA'S COLLEGE (AUTONOMOUS),
ERNAKULAM**

COLLEGE WITH POTENTIAL FOR EXCELLENCE
Nationally Re-Accredited at "A++" Level (Fourth Cycle)

Affiliated to

MAHATMAGANDHI UNIVERSITY

Kottayam-686560

March2023

A STUDY ON IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR

Project Report

Submitted by

MEGHNA M T

(Reg.No.AM21COM015)

Under the guidance of

NEENA GEORGE

*In partial fulfilment of requirements for award of the
postgraduate degree of Master of Commerce and Management*



**ST.TERESA'S COLLEGE (AUTONOMOUS),
ERNAKULAM**

COLLEGE WITH POTENTIAL FOR EXCELLENCE
Nationally Re-Accredited at "A++" Level (Fourth Cycle)

Affiliated to
MAHATMAGANDHI UNIVERSITY

Kottayam-686560

March 2023

**ST.TERESA'S COLLEGE (AUTONOMOUS),
ERNAKULAM**

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at "A++" Level (fourth cycle)



CERTIFICATE

This is to certify that the project report titled "**A STUDY ON IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOUR**" submitted by **MEGHNA M T** towards partial fulfilment of the requirements for the award of postgraduate degree of **Master of Commerce and Management** is a record of bonafide work carried out during the academic year 2022-23.

Supervising Guid

Head of the Department

Ms. Neena George

Ms. Ann Thomas Kiriyanthan

Assistant Professor

Assistant professor

Dept. Of Commerce

Dept. Of Commerce

Place: Ernakulam

Date: 31-03-2023

DECLARATION

I, **MEGHNA M T** hereby declare that this dissertation titled, “**A STUDY ON IMPACT OF BRADING ON CONSUMER BUYING BEHAVIOUR**” has been prepared by me under the guidance of **Ms. NEENA GEORGE** , Assistant Professor, Department of Commerce, St Teresa’s College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: ERNAKULAM

MEGHNA M T

Date: 31.03.2023

ACKNOWLEDGEMENT

I wish to acknowledge all those who helped us to complete this study. I thank God almighty for helping me and guiding me in the right path and who made all things possible.

I take this opportunity to express our profound gratitude and deep regards to my guide **Ms. Neena George** ,Assistant professor, St. Teresa's college, Ernakulam for her exemplary guidance ,monitoring and constant encouragement throughout the course of this study. The blessings, help and guidance given by her time to time shall carry us a long way in the journey of life on which we are about to embark. She has taken pain to go through the project and make necessary corrections as and when needed.

We express our sincere thanks to the Director, **Rev. Sr. Emeline CSST**, Provincial Superior and Manager, **Rev. Dr. Sr. Vinitha CSST** , Principal **Dr. Alphonsa Vijaya Joseph** and **Ms. Ann Thomas Kiriyanthan**, Head of the Department of Commerce ,to all other faculties of the department of commerce, St. Teresa's College, for their support and valuable suggestions. I would like to express my thanks to all respondents and colleagues in developing the project.

I also extent heartfelt thanks to my family for their constant encouragement without which this project would not be possible.

MEGHNA MT

CONTENTS

Sl. No:	Particulars	Page No:
1	List of tables	
2	List of figures	
3	Chapter1- Introduction	1
4	Chapter 2 - Review of Literature	8
5	Chapter 3- Theoretical Framework	13
6	Chapter 4- Data Analysis and Interpretation	23
7	Chapter 5- Summary, Findings, Recommendations and conclusion	49
8	Bibliography	52
9	Appendix- Questionnaire	53

LIST OF TABLES

Table No.	Title	Page No.
4.1	Age	23
4.2	Gender	24
4.3	Monthly income	25
4.4	How often do you buy branded products	26
4.5	How likely will you go for unbranded products	27
4.6	Level of understanding of branded products	28
4.7	Level of understanding of branded products in respect of age	29
4.8	Difference between consumers understanding about branded products with respect to age	31
4.9	Perception about the quality of branded products	32
4.10	Factors that influence the purchase of branded products	33
4.11	Perception of respondents towards branded products	34
4.12	Perception of respondents towards branded products with the respect to age	35
4.13	Difference between consumers perception on brand with the respect to age	37
4.14	Relationship between consumer perception of brand and brand purchase	39
4.15	Switching behavior of respondents	40
4.16	Reason behind switching brand	41
4.17	Switching habits of consumers	42
4.18	Switching habits of consumers with respect to age	42

4.19	Difference between consumers Switching habits of brand with respect to age	44
4.20	Brand preference of respondents with respect to income	45
4.21	To know the brand preferences according to the income of the people	46
4.22	Difference between consumer brand preference with respect to their income	46
4.23	Factors affecting brand awareness	47

LIST OF FIGURES

Table No.	Title	Page No.
4.1	Age	23
4.2	Gender	24
4.3	Monthly income	25
4.4	How often do you buy branded products	26
4.5	How likely will you go for unbranded products	27
4.6	Perception about the quality of branded products	32
4.7	Switching behaviour of respondents	40

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

The marketing environment in today's competitive globe is ever-evolving, and brand management is one of the key components of integrated marketing in this dynamic environment. In today's business world, every company manages their brands to satisfy their clients' needs. They must continually pay attention to their customers if they want to build a brand that is competitive. The variety of brands and products in the contemporary retail marketing climate is confusing to consumers. Consumers are essentially impacted by their unique attitudes and values as well as by the environment in which they live.

Modern marketing tools and techniques have replaced the traditional ones. The manufacturer makes an effort to differentiate their product from those of other manufacturers as time goes on. By allowing branding to flourish, these factors give rise to a new marketing period and dimension.

In the past, brands simply served as a logo, sign, or number to distinguish their products. The brand then develops several features that help the buyer see the value in the product. A good example of this is advertising, which serves as branding and makes a distinct association and memory link in the minds of customers. On the other hand, it increases demand for your products and services by drawing in customers, raising awareness of your business, and instructing them on how to use the products and services.

Due to intense market competition, the market has now become overly competitive. The only method to create a strong brand image under these circumstances is to compete. Brand image refers to a company's ability to stick in consumers' minds.

Brand image is the primary factor in determining brand equity. By making a brand that people can recall easily, production quality went up, which raised sales and profit margins, which grew goodwill and market share, which built brand equity. This is the path that will help you increase your market share while maintaining a strong competitive position

1.2 SIGNIFICANCE OF THE STUDY

Branding has a significant role in a person's life. The study was conducted to understand how much branding had influenced people and their lives. It also helped in understanding how branding became a competitive tool for business. Overall response of the respondents were drawn to a final conclusion of people's basic understanding and perspective about branding

1.3 SCOPE OF THE STUDY

The study is all about the impact of branding in consumer buying behaviour. It further tries to make a study on buying behaviour of consumers, their difference of opinion about brands, understanding and perception of brands, switching habits, influence of brands according to their income etc .The outcome of the study will help to identify the Factors that influence branding in every possible way and how much it affects daily routine of people's lives. The area of study is restricted to Ernakulam district.

1.4 PROBLE MSTATEMENT

Despite having superior products, many businesses occasionally find it difficult to compete in the market because of subpar branding efforts. Therefore, powerful brands have the ability to attract repeat business from devoted customers, which would potentially result in higher sales in the future.

The research will highlight a critical assessment of branding and its function or influence in the buying decision-making process of customers as a consequence of the difficulties in managing brands and their advantages.

1.5 OBJECTIVES OFTHESTUDY

The overall objective is to study on impact of branding on consumer buying behaviour

Specific objectives of this research are:

- To discover significant factors which persuade a consumer to choose any brand from available brands.
- To determine whether there is a correlation between consumer's perception of a brand and purchase.
- To study the brand switching behaviour of consumers.
- To know the brand preferences according to the income of the people.
- To know the factors affecting brand awareness among consumers.

1.6 HYPOTHESIS OF STUDY

Hypothesis 1

H 0 - There is no significant difference between consumers understanding about branded products with respect to age.

H1 – There is a significant difference between consumers understanding about branded products with respect to age

Hypothesis 2

H 0 – There is no significant difference between consumers perception on brand preference with respect to age.

H 1 – There is a significant difference between consumers perception on brand preference with respect to age.

Hypothesis 3

H0 – There is no relationship between consumer's perception on brand and brand purchase.

H1 – There is a relationship between consumer's perception on brand and brand purchase.

Hypothesis 4

H0 – There is no significant difference between consumers switching habit of brand with respect to age.

H1 – There is a significant difference between consumers switching habit of brand with respect to age.

Hypothesis 5

H0 – There is no significant difference between consumers brand preference with respect to income.

H1 – There is a significant difference between consumers brand preference with respect to income.

1.7 RESERCH METHODOLOGY

1.7. 1 Research Design

The following research is a conclusive research design to solve problem statement which is followed by descriptive and analytical method.

17.2 Collection of data:

Both primary and secondary data was used for the study. Primary data was acquired directly from sources. Surveys and questionnaires were used to directly collect this data from respondents. Secondary Data was collected from many sources, including newspapers, journals, magazines, and browsers.

1.7.3 Sampling technique:

Convenient Sampling Method.

1.7.4 Population:

The study is conducted among the consumers in Ernakulam district.

1.7.5 Sample size:

The sample size of the study is 100 respondents.

1.7.6 Research type:

Academic research based on primary and secondary data.

1.7.7 Area of study:

The area of study is restricted to Ernakulam district

1.7.8 Tools of analysis

The data collected from respondents has been classified, analyzed and interpreted keeping in view the objectives of the study. Data collected are properly presented through tables, bar diagrams, and pie charts, thereby making it easy to draw inferences. The statistical tool used for study is Kruskalwallis test, Correlation, Mean and standard deviation.

1.8 LIMITATIONS

In spite of all the sincere efforts, the study is not fool proof in nature. It suffers from various limitations due to the following reasons:

- The area of study was limited to Ernakulam district

- Lack of accuracy in primary and secondary data.
- The selected sample might not give a true representation of population.

1.9 KEYWORDS

- **Branding** : Importance of branding, Significance of branding, Brand Awareness, Brand communication, Brand identity, Brand image, Brand relevance
- **Consumer behaviour** : Effect of branding on consumer buying behaviour, factors affecting consumer behaviour,

1.10 CHAPTERISATION

Chapter 1 – Introduction: This is an introduction chapter that includes introduction, significance, problem statement, objectives, methodology, scope, limitation, keywords and Chapterisation.

Chapter 2 – Review of Literature: This chapter deals with literature review which is a collection of many published works.

Chapter 3 – Theoretical framework: This chapter includes the theoretical works relating with the study.

Chapter 4 – Data Analysis and Interpretation: This chapter is an analysis of the primary data collected for the purpose of study. It includes tables, graphical representations, their analysis and interpretations.

Chapter 5–Summary, finding, recommendations and conclusion: This is the conclusion chapter which contains summary of the study, findings of the study.

CHAPTER 2
REVIEW OF LITERATURE

2. REVIEW OF LITERATURE

1. Aaker (1991)

Aaker offers a clear and well-defined structure of the relationship between a brand and its symbol and slogan , as well as each of the five underlying assets, in a fascinating and insightful examination of the phenomenon of brand equity .This structure will help managers understand precisely how brand equity does contribute value. He states in his research that the conceptual framework developed is helpful for examining the contribution of brand association, brand awareness, perceived value, and brand loyalty to brand equity. (Aaker, 1991)

2. Thomas semon (1993)

This synopsis gives the reader a quick overview of the research on the “impact of branding on consumer buying behaviour” of ford Automobiles among Indian residents of the bider district. Additionally it provides an overview of suggested marketing plans that might be created to attract young Indian consumers who could be interested in purchasing name- brand automobiles. This analysis seeks to learn more about how brands affect customer purchasing decision. When deciding how much to spend on brand, consumers take into account the price ,the brand and other consideration. In his research, he makes the case for including brand loyalty and response manner in customer happiness. According to the author, communications rather than personal experience maybe the basis for many brand switch triggers. (Semon, 1993)

3. Kent and Allen (1994)

This study emphasised the impact of brand familiarity in boosting ad memorability and reducing competition interference. Their finding simply that well-known brands have significant advertising advantages, consumers would be more likely to remember ad material, and their memory should be less influenced by exposure to rival brands. (Allen, 1994)

4. kohli and thakor (1997)

According to Kohli and Thakor, a brand's name entails the construction of a brand identity or image, which is an expensive and time-consuming process, but is crucial for luring customers to make purchases and influencing repeat behaviour. (thakor, 1997)

5. Chaudhri and Holbrook (2001)

The study's objectives are to analyze the aspects of customer-based brand equity by fusing information from a variety of sources, including empirical research and literature. To provide brand equity a more comprehensive conceptualization, a conceptual framework for measuring customer-based brand equity is created. (Holbrook, 2001)

6. Ayanwale (2005)

He explained that when there are many competitors and consumers have switched brands, producers want to comprehend the aspects that might benefit the attraction of customers. Promotion for brands has a similar impact on men and women's decision-making. (Ayanwale, 2005)

7. Tam (2007)

He claimed that brands are used as both a valuable asset and an alluring marketing ploy to draw customers to particular products. On the basis of brand awareness ,relationships, and loyalty ,customer behaviour can be examined. (Tam, 2007)

8. Ghodeswar (2008)

Based on a survey of the literature and case studies of popular brands in India, identify key components of brand construction. According to the report, communication is a fundamental component for maintaining a brand. Prospective clients can comprehend and identify with a specific brand more easily when effective communication strategies are used. Clear communication about a brand's mission eliminates all ambiguity and makes spreading brand awareness simple. The study listed four steps, including brand positioning, mass brand communication, delivering brand performance, and finally utilising brand equity. (Ghodeswar, 2008)

9. Khasawneh and Hasouneh (2010)

He said that consumers use a brand's reputation when making purchasing decisions and that demographic characteristics of consumers have little bearing on their awareness of a particular brand. (Hasouneh, 2010)

10. Denmark (2010)

The idea of a corporate brand is crucial because it helps an organisation achieve its strategic goals by bringing together its human, fixed, physical, and intangible resources. In this regard, preserving and controlling the brands' reputation becomes crucial to becoming the market leader after attaining success through corporate branding. (Denmark, 2010)

11. Nepalia (2011)

To put it simply, building a brand involves using marketing strategies for certain products. Product value and brand loyalty will increase in customers' minds if brands are managed successfully. (Nepalia, 2011)

12. Y.L Fayrene Chieng, Lee Chai Goi (2011)

In his research, the customer-based brand equity is measuring how consumers react to brand names. Consumer-based brand equity is a resource with four aspects, including brand awareness. Brand loyalty is the consumer's opinion of a product's overall superiority over competing brands. (Y.L Fayrene Chieng, 2011)

13. Shobha et al (2011)

The topic of brand extension and consumers' acceptance of it were examined in their study. The study's findings support the effectiveness of extension by showing that attitudes towards the parent brand are the most important factor in determining how well extensions are received. (al, 2011)

14. Khraim (2011)

In order to persuade consumers to become brand-loyal customers, according to Khraim, a product's quality is a key factor. Customers' chosen brand name,

product quality, pricing, promotions, retail environment, and service quality are all linked variables that affect brand loyalty. All of these variables, with the exception of design, exhibited strong associations with brand loyalty. (Khraim, 2011)

15. Akhlagh and abadi (2012)

He claimed that a company's brand is a crucial tool for gaining a competitive edge. Brand strength has a multifaceted structure that includes customer opinion. A gradual and direct link exists between brand assets that distinguish dairy goods' quality and rating and consumer purchase behaviour. (abadi, 2012)

16. Doostar(2012)

According to him, brand equity has a favourable effect on consumers' purchasing decisions. Customers tend to purchase products after experiencing the heights of brand equity for the first time. They also utilise products from brands that they are only vaguely familiar with and convey the value that this familiarity has brought them. (Doostar, 2012)

17. Fatima Sarwar,(2013)

Branding has been shown to be crucial in today's market for influencing consumer behaviour. Local items are being replaced by branded goods by consumers. They enjoy displaying their status, dominance, and riches by using branded things. The selection of branded products involves reference groups significantly. Because of their dedication to the brand, people often grow more devoted to particular brands. (Sarwar, 2013)

18. Malik (2013)

He stated that brand image has a strong, progressive influence over consumer purchasing behaviour since it is an implied strategy that can change people's purchasing habits for the better, and Gujranwala youth are becoming more aware of brand-name products to display their personality sign. (Malik, 2013)

19. Zhang YI (2015)

He asserted that brand equity, which is the general opinion and sentiment that consumers have towards a product or service and which affects consumer behaviour, is relevant here. The majority of research evaluates brand equity from either the company's or the consumer's standpoint. (i, 2015)

20. Mohammed Seid (2015)

He carried out a study on "the effect of branding on consumer choice behaviour for local leather footwear products." The study's goal was to help producers and sellers of regional footwear items comprehend how branding affects consumer choices for regional leather footwear. Methods for descriptive and inferential statistics were employed in the study. The study came to the conclusion that the brand name and logo had a substantial influence on customer purchasing behaviour. (Seid, 2015)

CHAPTER 3

THEORETICAL FRAMEWORK

3.1 Understanding branding

It is necessary to define a brand from an academic stand point in order to comprehend the subject at hand clearly.

In terms of people, organizations, or businesses, brands are valued as significant assets since they represent the complete image that consumers have in their minds and souls.

"A brand is an abbreviation, signal, mark, or blueprint or a mix of these that identifies the producer or provider of a good or service." In 2009, Kotler and Armstrong”

"A brand is a name, symbol, or any other element that distinguishes a seller's good or service from those offered by other sellers." According to the American Marketing Association (2014),

Companies produce goods, but consumers choose brands over products. As a result, marketers use branding to set their offerings apart from those of their rivals, who offer identical goods and services. Additionally, it gives customers the inherent certainty that a purchase's quality will be comparable to past purchases of the same brand.

"Branding is a method, a device, a plan, and an attitude. to create enduring relationships with the clients. When a product cannot be immediately identified by tangible attributes, a differentiation approach is used. an intentional approach focused on client pleasure.

According to Kotler (1999), who elaborates on the idea of identity, a brand is capable of communicating up to six different levels of meaning to a targeted audience. This is known as “Six Dimensions of the Brand”.

Attributes: A brand will communicate specific attributes, such as prestige.

Benefits: A brand strengthens a product's attributes by communicating a set of benefits that make it more attractive.

Values: A brand represents a company's core values and belief system.

Culture: A brand is representative of or targets a target audience's socio cultural characteristics.

Personality: A brand can project the behavioural personality patterns of targeted consumers.

User: The brand, in some cases, can emulate the end user.

The study will be based on the concept that a brand's soft skills, specifically its brand image and prices, are the most significant elements affecting a customer's purchasing choice.

According to O'Cass, as a result of globalisation, there is more rivalry, and innovation is constantly required to build a brand's reputation and uphold its standing. Brand identity and recognition are crucial components for every brand to succeed. The brand is now seen by consumers as a symbol of their success, accomplishments, and prestige. The preferred celebrity of a consumer, according to another hand palm, is why consumers become emotionally engaged to certain brands. Because he wants to look like his favourite celebrity, he will purchase that item.

Therefore, celebrity branding essentially causes an arousal of emotion, and we can say that branding influences the behaviour of consumers. Consumers respond in accordance with different dimensions of consumer behaviour, which influence their choice of a branded product and the impact of brands on consumer behaviour. The connection between branding and customer purchasing behaviour will be made obvious in our effort.

In order to outperform their rivals in terms of income and growth, businesses make purchases with that goal in mind. As a result, they build long-lasting relationships with consumers in the form of brands that will propel the business forward. Higher profit margins also produce a strong market position. People view brands differently depending on their preferences, and it's possible that it depends on prior experiences. These view points maybe directly or indirectly tied to the decisions that people make. Consumers' attitudes towards branded goods are claimed to be based on their age, gender, and personality traits, and

people receive social services based on their personality traits .According to the study, people respond differently depending on their gender to the same brand

Brands are typically used by wealthy women to demonstrate their money and high social position. Due to the growing number of brands and trends in India, it has become common knowledge that if you are wealthy, you cannot purchase unbranded goods. Therefore, it is further contended that status consumption and ostentatious consumption are connected, with status consumption serving as the catalyst for showy consumption.

3.2 Understanding consumer behaviour

Consumer behaviour refers to the thought and feeling processes as well as the outward actions of consumers throughout the selection, acquisition, and use of goods and services. Studying how, what, when, and why individuals buy is part of this process. It combines aspects of anthropology, psychology, sociology, and socio psychology. The impact of social groupings like family, friends, reference groups, and society at large on the consumer is also attempted to be evaluated.

Several factors, which can be broadly categorized as follows, influence consumer purchasing behaviour.

Social factors: are influences that other people apply that have an impact on how customers behave when making purchases. These social aspects include subcultures and cultures, roles and families, socioeconomic classes and peer groups, and roles and identities.

Psychological Factors: Internal influences that an individual experiences that affect her or his purchasing behaviour The main factors are intentions, perception, knowledge, attitude, and personality.

Personal factors: are characteristics that are particular to an individual and affect how they behave when making purchases. These variables include situational, lifestyle, and demographic ones.

3.2.1 Effect of branding on consumer buying behaviour

Depending on how their learning and assessment process went, a consumer's behaviour could either be favourable or negative. Conducting marketing research now includes valuating consumer sentiments towards brands. A company's financial health can improve as a result of developing good attitudes towards brands, in addition to helping it maintain its competitive advantage. The development of favourable attitudes towards products, particularly those involving modest degrees of consumer interaction, has been demonstrated to be significantly influenced by branding. However, it has been recognized that some elements may work against the effects of developing positive attitudes.

One of them is that if a customer doesn't buy the goods within a specific timeframe, the effects of their positive sentiments may fade. Another element that could counteract the impacts of positive attitudes is an obviously high pricing policy, which might have a negative impact on consumers' positive perceptions of the brand and lead to non-sale.

3.2.2 Factors affecting consumer behaviour

- **Culture**

Culture is the collective values, tastes, preferences, and beliefs of a people at a certain moment. It turns out to be the behaviour that is most influential and long-lasting. Some people's cultural surroundings influence how they behave when making shopping decisions. As an illustration, in the Western world, when Every member of the family is taken into account when making various purchases. However, it is not extremely typical among African societies. Once more, there are civilizations that forbid the use of particular products or their

purchase. For instance, beef hamburgers are served at American locations of Mc Donald's, one of the most well-known restaurants in the world. When they decided to open up shop in India, they started selling lamb burgers rather than beef. This is due to the fact that eating beef is not allowed due to cultural restrictions in that region because it is a revered food. Sub-cultures, productivity, tastes, and prestige are examples of additional cultural factors. Because they have a direct influence on the behaviour of the target market, marketers need to keep an eye on the cultural aspects of the market in which they operate.

- **Perception**

The act of perceiving is the process by which a consumer converts external stimuli (such as a good or service) into an accurate and comprehensive understanding of the outside environment. According to some definitions, it refers to "how the world is seen." Despite the fact that two people may be exposed to the same items and environments, how each person recognises, chooses, and interprets these stimuli depends heavily on their unique perspective on the stimulus.

- **Motivation**

To understand consumer behaviour, one must first understand motivation. The mental state that motivates us to meet a need, according to The Marketing Teacher.com, is what it is. An individual's behaviour is driven by their motivation. An identified need causes a condition of tension, which the consumer must release by addressing the need. For instance, if a person is overweight and wants to lose weight, this may inspire them to regularly exercise, follow certain diets, visit the gym, and even take certain dietary supplements. Another option is to think of Abraham Maslow's well-known theory of requirements, which holds that once one's basic wants are satisfied, they progress to higher ones, which alters one's outlook on life and behaviours.

- **Social groupings or Reference groups**

Reference groups are a crucial element that influences how a consumer behaves in relation to his buying decision. Every person, in some manner, belongs to a certain group, and this has an immediate effect on how each individual behaves inside the group. A buyer would often wish to make purchases that reflect the beliefs and values of the organisation.

According to Boone and Kurtz (2005, 261), the level of influence over a member might change depending on the situation. The item must be distinctive, that is, it must stand out as unusual and be a brand that not everyone has, in addition to meeting two requirements: first, it must be a product that others can see and recognize.

- **Social classes**

Social classes are typically divided into three groups: upper class, middle class, and lower class. W. Lloyd Warner, a sociologist, identified six classes in the United States: upper-upper class, lower-upper class, upper middle class, lower middle class, working class, and bottom class. Income, career, education, family, and place of residence are all taken into account while determining the rankings.

Whatever class a consumer finds themselves in, they make a particular kind of purchase decision.

That is, people in the higher class might have, for example, chosen a very expensive product, whereas a customer in a different class might have chosen an alternative at a modest price.

3.3 Characteristics of a brand

Since all brands share some traits, some consumers are willing to pay a premium to own them. The qualities listed below are some of a brand's attributes.

A brand is a resource or a blueprint (a logo, a shape, or a colour) that the business or organisation vigorously and pro-actively protects through legal

channels .Derick and Brad (2008) the legislation safeguards every well-known brand worldwide. The organisation uses that as its trademark when conducting business.

A brand targets a specific group of customers, which brings us to our second point. Examples include a deodorant and spray made especially for young people by Axe and children's products with the angry birds logo.

In addition to being a tradeable asset, the brand can be used as security for debts. For instance, the Glaziers family from the United States purchased the Manchester United brand and has since greatly profited from it. The same may be said about Roman Abramovich, a Russian multimillionaire who bought Chelsea.

Brands also stand for the values that the company upholds. For instance, a fast food marketer is immediately visualized when you see the McD's brand. The same may be said of technological behemoths like Apple, Dell, Compaq, and other such companies.

3.4 Significance of a brand

A brand offers a variety of benefits to both the business and the customer. It consists of the following:

The ability to separate markets is aided by branding for the seller. A very good example is Toyota Motor Company, which offers major brands like Lexus, Toyota, and Scion, each with a number of sub-brands like Prius, Camry, Yaris, Matrix, Tundra, Land Cruiser, and others (Kotler and Armstrong, 2009). Apple also offers a large selection of iPhones at a variety of price points.

Secondly, branding contributes to the value of a good or service. Consumers do form relationships with brands and give them significance. For instance, most people would consider a bottle of Voltic water to be of a high grade, whereas the same water in an unmarked bottle would be considered to be of a lower standard.

Consumers can find products or services that may be very beneficial to them by using brands. The quality of a product or its products can also be inferred from its brand. Customers that stick to a particular brand are aware that every time they buy, they will receive the same features and quality of the goods

3.5 Importance of branding

Consumer side:	Manufacturer side:
Identification of mater of the Product.	Valuable asset
Risk reducer	Signal of satisfied customers and quality
Search cost reducer	Premium process
Symbol of	Sustainable sales and profit.
Symbolic devices that allow Customers to represent their values and images.	Financial returns.

3.6 Benefits of branding

- **Customer recognition**

When a consumer recognises a brand's colour, theme, logo, etc., they are more likely to prefer that product over all others in the world of advertising. This is due to the fact that they are already aware of your brand and what it stands for. A good brand will always stand out in a sea of competitors, whether it is simple and minimalistic or crazy and eye-catching.

- **Customer**

A company's branding efforts will keep customers coming back for more after they start to recognise and purchase a certain good or service. Customers respond favourably to a solid business with excellent items and strong

branding. Long-term, this will boost client retention. Apple, which has one of the most successful branding histories in history, is a prime example of a devoted consumer base. It was able to gain a devoted following by creating an emotional connection with its clients. One of the main factors influencing Apple's enormous commercial success is brand loyalty.

- **Consistency**

A strong brand lays the groundwork for a company. All other initiatives can be based on a company's branding, which includes its corporate philosophy, colours, font, and other elements. This foundation can be the base for all subsequent marketing initiatives. Customers can relate to a brand better because of the consistency this develops inside it. Imagine a business where the logo is changed every two months. The majority of consumers would become perplexed and would even decide against purchasing goods and services from inconsistent brands.

- **Credibility**

When attempting a new product or service, every customer struggles with concerns of trust. However, a strong brand can help you stand out as a reputable company with core principles that clients can identify with. Innovative marketing, along with first-rate goods and services, outstanding client care, and eye-catching aesthetics, will undoubtedly aid even a little firm in establishing itself as a genuine professional enterprise.

- **Improve Company Values**

People find it simpler to relate to your company's ideals and goals if your brand has a personality. People are more inclined to desire to work with you when they can identify with your company's ideals. Consider the footwear from Toms. Despite being one of the most well-known shoe companies in the world, the company is mostly recognised for its charitable contributions. In collaboration with charitable causes, they donate a pair of shoes for every pair of shoes you purchase. One of the key elements in branding is the development of a shared emotional connection between the business and the client.

- **Stay Ahead of Competitors**

It could be difficult to outperform them if you're just starting out and there are so many rivals in the market. However, a customised and distinctive brand might assist you in drawing in the ideal clients. Additionally, you can charge more for high-end goods with effective branding.

- **Brand Equity**

One of the most important benefits of branding is the promotion of new products and services. When customers are loyal to a brand, they feel driven to utilise all of the brand's benefits. When Apple originally introduced Air Pods in 2018, it quickly became the market leader for wireless earphones, outperforming titans of the sector like Samsung and Xiaomi on a global scale.

A Strategy Analytics investigation determined that Air Pods have a market share of more than 50% worldwide.

- **Attracts Talent**

People find it difficult to ignore a company with strong branding. This draws concept builders, content producers, social media marketers, and influencers. These individuals improve their creative capacity when a firm attracts them. Collaborations with the appropriate individuals can greatly enhance your brand's digital presence and help you promote it. Because consumers believe the advice of their favourite influencers and content creators, this lets you reach an even larger audience.

CHAPTER 4
DATA ANALYSIS AND
INTERPRETATION

Analysis of data focuses on studying the tabulated material in order to find out inherent facts and meaning. Interpretation points out the inferences from the collected facts after analytical study. The tables used for analysis, charts and interpretations are given below.

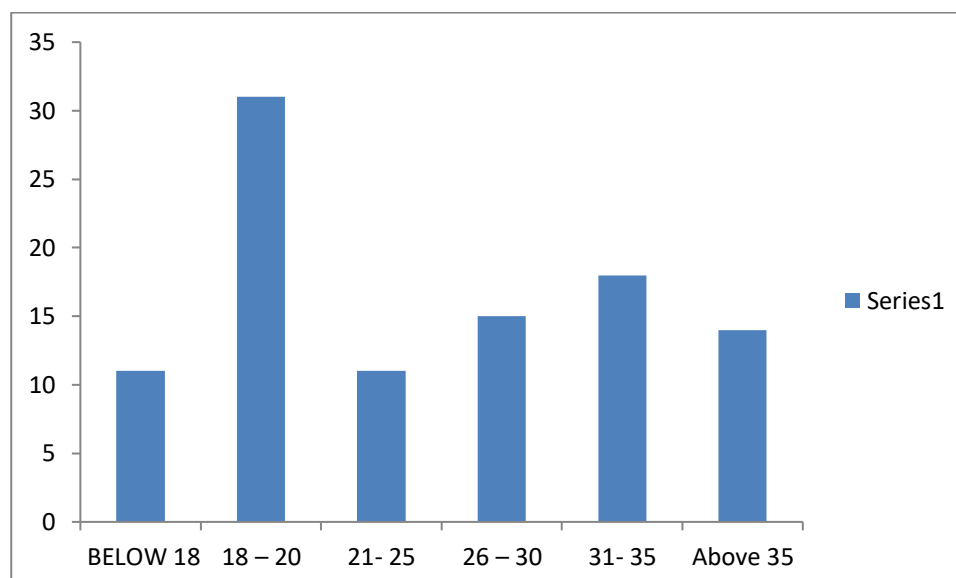
AGE OF THE RESPONDENTS

Table 4.1 Age of the respondents

Age	Frequency	Percent
Below 20	11	11.0
18 – 20	31	31.0
21- 25	11	11.0
26 – 30	15	15.0
31- 35	18	18.0
Above 35	14	14.0
Total	100	100.0

Source: Primary data

Figure 4.1 Age of the respondents



INTERPRETATION

From the figure and table, it can be inferred that highest age category belong to the group of 18 -20 which comprises of 31percent and the lowest age category belong to the group of Below 18 age category which consists of 11 percent.

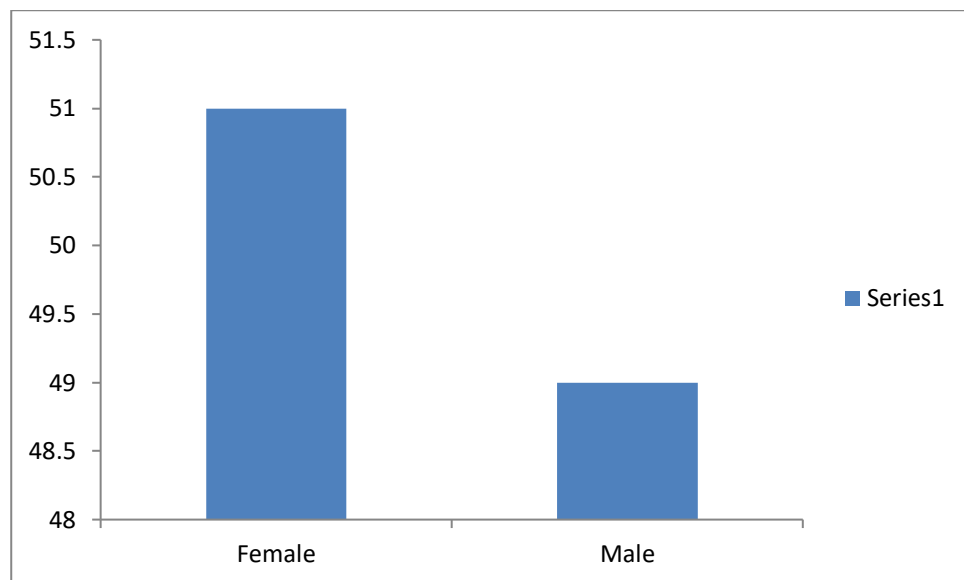
GENDER

Table 4.2 Gender of the respondents

Gender	Frequency	Percent
Female	51	51.0
Male	49	49.0
Total	100	100.0

Source Primary Data

Figure 4.2 Gender of the respondents



INTERPRETATION

Gender wise distribution of the data shows that female participation in this study is two percentages is more than male participation. The 51% of the respondents are female and 49% of the respondents are male.

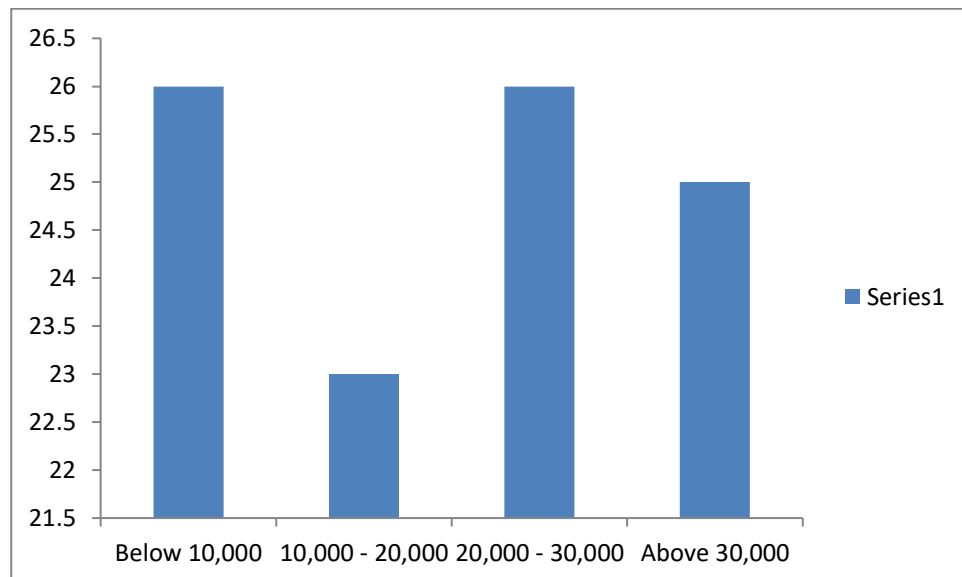
MONTHLY INCOME

Table 4.3 Income of the respondents

Monthly income	Frequency	Percent
Below 10,000	26	26.0
10,000 - 20,000	23	23.0
20,000 - 30,000	26	26.0
Above 30,000	25	25.0
Total	100	100.0

Source Primary Data

Figure 4.3 Income of the respondents



INTERPRETATION

From the figure and table, it is clear that the majority of the respondents (26.0 percent) belong to the monthly income category of below Rs 1,0000 and 20000-30000 and 23 percent of the respondents have their monthly income in the range of Rs 10000 and Rs 20000.

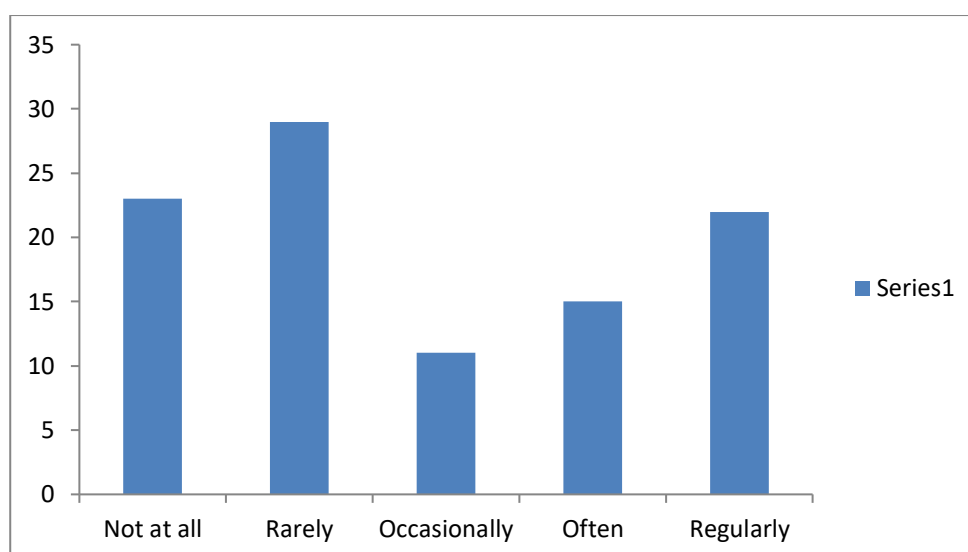
HOW OFTEN DO YOU BUY BRANDED PRODUCTS

Table 4.4 how often do you buy branded products

How often do you buy branded products	Frequency	Percent
Not at all	23	23.0
Rarely	29	29.0
Occasionally	11	11.0
Often	15	15.0
Regularly	22	22.0
Total	100	100.0

Source – Primary Data

Figure 4.4 how often do you buy branded products



INTERPRATATION

From the above figure and table, Majority of the 29 percent, respondents are rarely buy branded products

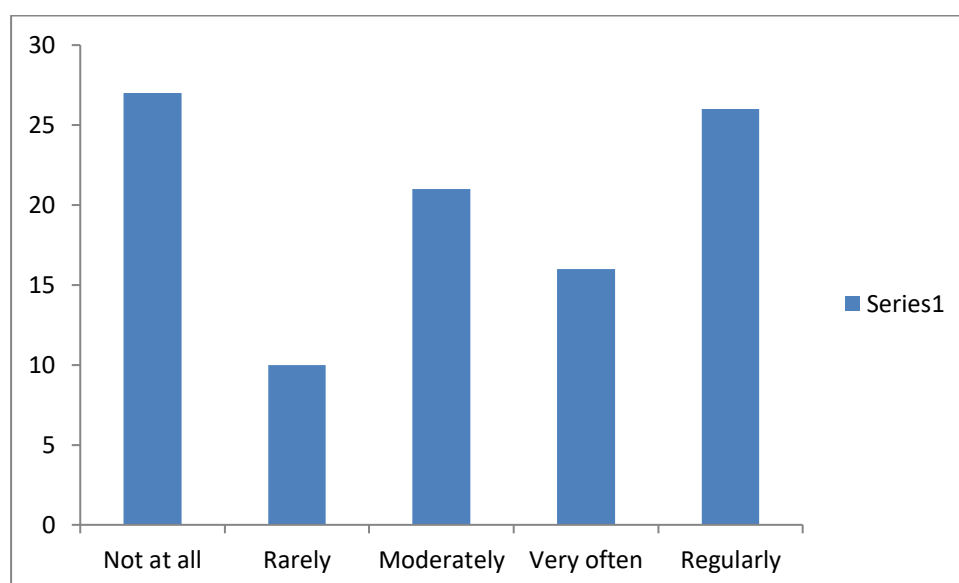
HOW LIKELY WILL YOU GO FOR UNBRANDED PRODUCTS

Table 4.5 how likely will you go for unbranded products

How likely will you go for unbranded products	Frequency	Percent
Not at all	27	27.0
Rarely	10	10.0
Moderately	21	21.0
Very often	16	16.0
Regularly	26	26.0
Total	100	100.0

Source - Primary Data

Figure 4. 5 how likely will you go for unbranded products



INTERPRETATION

From the above figure and table, it is evident that 27 percent of the respondents are not buy unbranded products.

UNDERSTANDING OF BRANDED PRODUCTS

Table 4.6 showing level of understanding of branded products

Understanding of Branded Products	Mean	Std. Deviation
Quality	2.960	1.477
Price	2.670	1.378
Good value-added service	2.440	1.486
Free trails and discounts	3.070	1.572
Status	3.310	1.516

Source - Primary Data

INTERPRATATION

The above table shows the level of understanding of branded products among respondents. It shows that branded products influence day to day life of people. Ranges of mean values are closely related around 4. The highest mean value is position or rank in relation to others is status (3.310). The lowest mean value is for good Value-added service (2.440)

HYPOTHESIS 1

H 0 - There is no significant difference between consumers understanding about branded products with respect to age.

H1 – There is a significant difference between consumers understanding about branded products with respect to age.

UNDERSTANDING OF BRANDED PRODUCTS IN RELATIONS TO AGE

Table 4. 7 showing level of understanding of branded products in relation to age.

Age		Quality	Price	Good value-added service	Free trails and discounts	Status
Below 20	Mean	2.909	3.545	2.091	2.636	1.000
	N	11	11	11	11	11
	Std. Deviation	1.514	0.934	1.868	1.433	0.000
18 – 20	Mean	3.161	2.871	2.742	3.290	3.516
	N	31	31	31	31	31
	Std. Deviation	1.463	1.432	1.548	1.553	1.458
21- 25	Mean	2.545	2.000	2.273	2.455	3.000
	N	11	11	11	11	11
	Std. Deviation	1.440	1.183	1.421	1.440	0.000
26 – 30	Mean	2.600	2.333	2.200	3.267	3.333
	N	15	15	15	15	15
	Std. Deviation	1.454	1.543	1.568	1.668	1.234
31- 35	Mean	3.167	2.722	2.556	3.667	5.000

	N	18	18	18	18	18
	Std. Deviation	1.689	1.364	1.199	1.455	0.000
Above 35	Mean	3.000	2.357	2.286	2.429	2.714
	N	14	14	14	14	14
	Std. Deviation	1.359	1.277	1.437	1.651	1.383
Total	Mean	2.960	2.670	2.440	3.070	3.310
	N	100	100	100	100	100
	Std. Deviation	1.477	1.378	1.486	1.572	1.516

Source – Primary Data

INTERPRETATION

The study that was done to determine how well customers understood branded goods in relation to age is shown in the table above.: In case of quality, the mean value of respondents in the age group 31 - 35 is 3.167 is the highest. The lowest mean value comes under the age group 21-25 which is 2.545. Under price, the highest mean value 3.545 comes under age group below 18 years. The lowest mean value 2.000 is the age group 21-25 years. In good value - added service highest mean value under age group 18-20 which is 2.742. The lowest mean value is 2.091 which is under age group below 18 years. In case of free trials and discounts of branded products the highest mean value is 3.667 which is under age group 31-35 and the lowest comes under age group above 35 with the value 2.429. Among status the highest. Mean value comes under age group 31-35 of value 5.000. The lowest value is of age group below 18 which is 1.000. Thus it can be concluded that there's significant difference between consumers understanding about branded products in respect of their age.

UNDERSTANDING OF BRANDED PRODUCTS

Table 4.8 indicates difference between consumers understanding about branded products with respect to age

Kruskal-Wallis on understanding of brand with respect to age	Quality	Price	Good value- added service	Free trails and discou nts	Status
Kruskal-Wallis H	32.978	39.908	41.500	37.054	52.060
Df	5	5	5	5	5
Asymp. Sig	0.003	0.008	0.010	0.001	0.000

Source – Primary Data

INTERPRETATION

The above table shows the p value (asymp.sig) of all statements. It indicates difference between consumers understanding about branded products with respect to age. Five different variables are present in the table. In case of insights provided, if the p- values are greater than 0.5, it means that understanding of products are independent to age. If the p- values are lesser than 0.5, the understanding of products are dependent to age. Hence it can be concluded that there is significant difference between consumers understanding about branded products with respect to age.

Conclusion:

There is a significant difference between consumers understanding about branded products with respect to age.

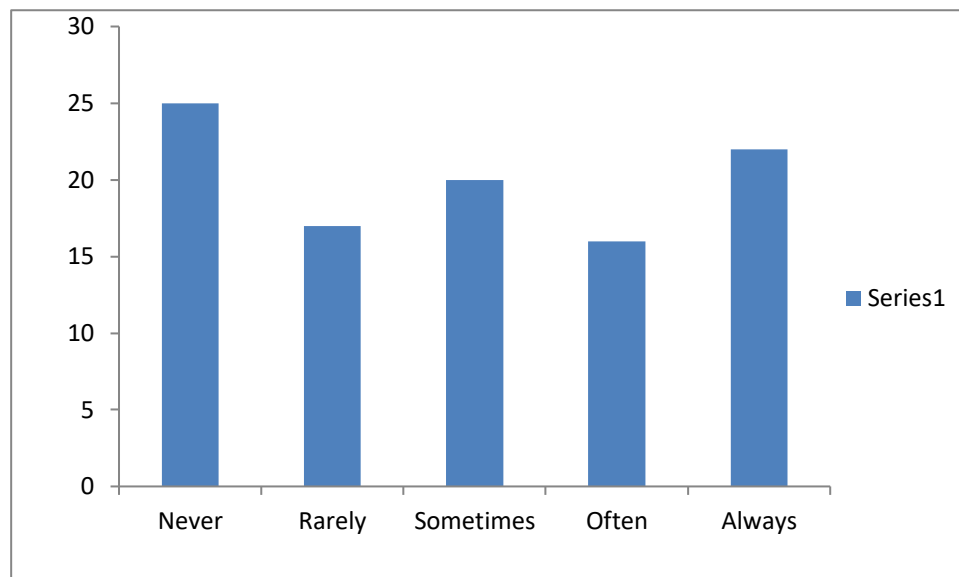
PREFERENCES ABOUT THE QUALITY OF BRANDED GOODS

Table 4.9 Showing preferences about the quality of branded goods

Does the quality of branded product influence you?	Frequency	Percent
Never	25	25.0
Rarely	17	17.0
Sometimes	20	20.0
Often	16	16.0
Always	22	22.0
Total	100	100.0

Source – Primary Data

Figure 4. 6 showing preferences about the quality of branded goods



INTERPRETATION

The above table show that 25 percent of respondents opined that quality of the branded products never influences them.

FACTORS THAT INFLUENCE THE PURCHASE OF BRANDED PRODUCTS

Table 4.10 Showing factors that influence the purchase of branded products

Factors	Mean	Std. Deviation	Coefficient of Variation
Brand name	2.840	1.496	52.661
Brand logo	3.040	1.550	50.986
Tag line	3.040	1.470	48.345
Package	2.670	1.378	51.627

Source – Primary Data

INTERPRETATION

The above table reveals the factors that influence the consumers to purchase branded products. Most of the respondents agrees that tagline influences them the most while selecting branded products since it has the highest mean value of 3.040. The respondents mean value of the brand logo associated with products is 3.040. It reveals that brand logo also influences them a lot while selecting the products. Co efficient of variation is a measure of relative variability and the least value shows that it is more consistent. In this table 48.345 is the least value, so the tagline is the most consistent variable in this factor. Therefore tagline is the most important variable that influences the consumers to purchase branded products.

HYPOTHESIS 2

H0 – There is no significant difference between consumers perception on brand preference with respect to age.

H1 – There is a significant difference between consumers perception on brand preference with respect to age.

PERCEPTION OF RESPONDENT'S TOWARDS BRANDED PRODUCTS

Table 4.11 Perception of respondent's towards branded products.

Perception	Mean	Std. Deviation
Brand image enhance your self esteem	2.440	1.486
Family preference	2.200	1.333
I purchase that brand which has attractive packaging	2.700	1.494
I take purchase decision considering the brand	2.600	1.504
I purchase a particular brand due to my impulsive behaviour	3.140	1.511
I purchase a brand which is associated with high prestige	3.050	1.459
I purchase the product of a particular brand which gives some offers	3.280	1.296
Personal involvement with the brand leads to repurchase of some brand	3.290	1.365

Source – Primary Data

INTERPRETATION

The above table 4.11 reveals the perception of respondent's towards purchasing of branded products. The mean value reveal that most of the respondents are involved personally which eventually leads them to repurchase some of the brand products. Because the range of mean is closely related to 4 and all the mean values are around 3. It means that all the respondents have responded positively to the above questions.

Table 4.12 Perception of respondent's towards branded products with the respect of age

Age		Brand image enhance your self esteem	Family preference	I purchase that brand which has attractive packaging	I take purchase decision considering the brand	I purchase a particular brand due to my impulsive behaviour	I purchase a brand which is associated with high prestige	I purchase the product of a particular brand which gives some offers	Personal involvement with the brand leads to purchase of some brand
Below 20	Mean	2.091	3.000	3.909	3.727	3.909	3.364	3.727	3.364
	N	11	11	11	11	11	11	11	11
	Std. Deviation	1.868	1.612	1.221	1.421	0.944	1.286	1.009	1.206
18 – 20	Mean	2.742	2.387	2.935	2.806	3.645	3.323	3.323	3.677
	N	31	31	31	31	31	31	31	31
	Std. Deviation	1.548	1.334	1.504	1.537	1.427	1.447	1.351	1.400

21-25	Mean	2.273	1.545	1.727	1.727	2.545	2.455	3.000	2.364
	N	11	11	11	11	11	11	11	11
	Std. Deviation	1.421	0.688	1.191	1.191	1.809	1.293	1.414	1.286
26 – 30	Mean	2.200	2.067	2.333	2.200	2.533	3.267	3.533	3.600
	N	15	15	15	15	15	15	15	15
	Std. Deviation	1.568	1.335	1.496	1.474	1.356	1.534	1.457	1.454
31-35	Mean	2.556	1.889	2.500	2.444	2.500	2.833	2.611	3.278
	N	18	18	18	18	18	18	18	18
	Std. Deviation	1.199	1.278	1.295	1.294	1.295	1.654	1.335	1.320
Above 35	Mean	2.286	2.214	2.643	2.571	3.357	2.714	3.643	2.786
	N	14	14	14	14	14	14	14	14
	Std. Deviation	1.437	1.369	1.598	1.604	1.692	1.383	0.745	1.122
Total	Mean	2.440	2.200	2.700	2.600	3.140	3.050	3.280	3.290
	N	100	100	100	100	100	100	100	100
	Std. Deviation	1.486	1.333	1.494	1.504	1.511	1.459	1.296	1.365

Source – Primary Data

INTERPRETATION

The above table 4.12 reveals the perception of respondents towards consumer brand preferences on basis of their age. Above table reveals that respondents belonging to the age group of 18-20 years believe that brand image enhances the self esteem, because it has the highest mean value of 2.742. While looking to other statements, the mean value of age group below 18, agrees to family preferences. It has a mean value of 3.000. The age group below 18 agree to all of the above statements than all other age groups.

Table 4.13 shows the difference between consumers perception on brand with respect to age.

Kruskal-Wallis Perception with respect to age	Brand image enhance your self esteem	Fami ly pref erence	I purcha se that brand which has attracti ve packagi ng	I take purch ase decisi on consi derin g the brand	I purch ase a parti cula r bran d due to my imp ulsiv e beh avio ur	I purch ase a bran d whic h is asso ciate d with high pres tige	I purch ase the produ ct of a partic ular brand which gives some offers	Pers onal invol vem ent with the bran d lead s to repu rcha se of som e bran d
Kruskal-Wallis H	14.500	18.570	13.933	11.616	13.777	14.949	17.718	12.082
Df	5	5	5	5	5	5	5	5
Asymp. Sig	0.010	0.127	0.016	0.040	0.017	0.022	0.002	0.034

Source – Primary Data

INTERPRETATION

The table 4.13 shows that the p- value (asympt. sig.) of all statements are less than 0.05. It shows the difference between consumers perception on brand with respect to age. So, it can be concluded that there is a significant difference between consumers perception on brand preference with respect to age.

Conclusion:

There is a significant difference between consumers perception on brand preference with respect to age.

HYPOTHESIS 3

H0 – There is no relationship between consumer's perception on brand and brand purchase

H1 – There is a relationship between consumer's perception on brand and brand purchase.

RELATION SHIP BETWEEN CONSUMER PERCEPTION OF BRAND AND BRAND PURCHASE

Table 4.14 Showing the relationship between consumers perception of brand and brand purchase

		Consumers perception on brand	Brand Purchase
Consumers perception on brand	Pearson Correlation	1	.837**
	Sig. (2-tailed)		0.000
	N	100	100
Brand Purchase	Pearson Correlation	.837**	1
	Sig. (2-tailed)	0.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source – Primary Data

INTERPRETATION

The first is the value of Pearson's r – i.e., the correlation coefficient. That's the Pearson Correlation figure (inside the square red box, above), which in this case is .837. Pearson's r varies between +1 and -1, where +1 is a perfect positive correlation, and -1 is a perfect negative correlation. 0 means there is no linear correlation at all.

Our figure of .664 indicates a strong positive correlation.

Significance

We're also interested in the 2-tailed significance value – which in this case is

< .000. The standard alpha value is .05, which means that our correlation is highly significant. It means that there is relationship between variable and which is statistically significant.

Conclusion:

There is a relationship between consumers perception of brand and brand purchase

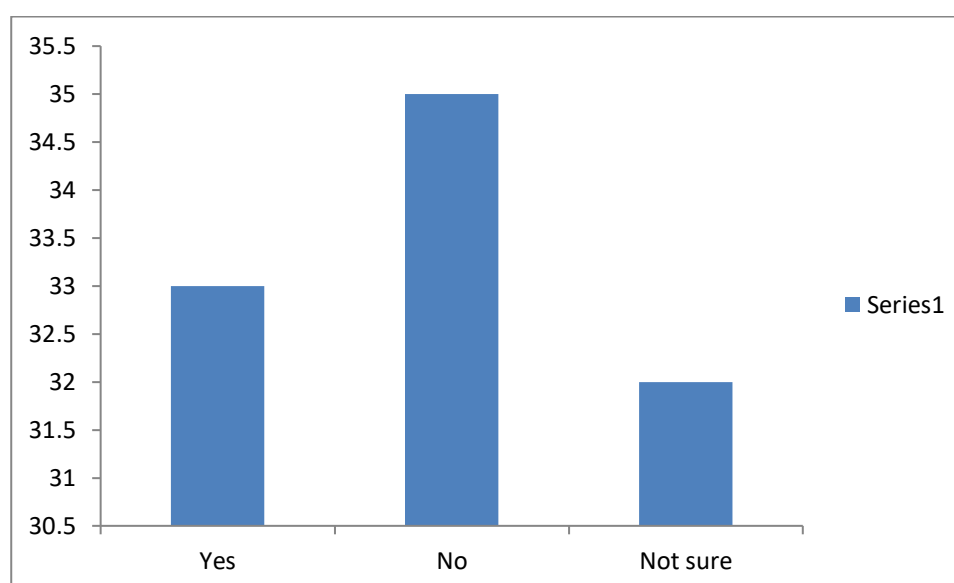
SWITCHING BEHAVIOUR

Table 4.15 Switching behaviour of respondents

Are you thinking of switching your brand	Frequency	Percent
Yes	33	33.0
No	35	35.0
Not sure	32	32.0
Total	100	100.0

Source – Primary Data

Figure 4.7 switching behavior of respondents



INTERPRETATION

35 percent of respondents are not planning to switch their respective brand and 33 percent of respondents are thinking to switch their brands

REASON BEHIND SWITCHING BRANDS

Table 4.16 Reason behind switching brands

Reason behind switching brands	Mean	Std. Deviation	Coefficient of Variation
Price	3.310	1.516	45.787
Service quality	2.930	1.492	50.936
Product features and applications	2.840	1.496	52.661
After sales services	3.040	1.550	50.986
Competitive offers	3.060	1.476	48.231
Brand image	2.670	1.378	51.627

Source – Primary Data

INTRERPRETATION

The above table reveals the reason behind respondents switching brands. Most of the respondents agree on the fact that, price is the main reason of them switching to another brands. It has the highest mean value of 3.310 . Co efficient of variation is a measure of relative variability and the least value shows that it is more consistent. In this table 45.787 is the least value, so the price is the most consistent variable in this factor. Therefore price is the most important factor for switching brands according to people's views.

HYPOTHESIS 3

H0 – There is no significant difference between consumers switching habit of brand with respect to age.

H1 – There is a significant difference between consumers switching habit of brand with respect to age.

Table 4.17 Switching habits of respondents

Switching Habit	Mean	Std. Deviation
You were willing and eager to try a new brand	2.440	1.486
You can't stick to a brand for long	2.200	1.333
Wanted to gather more information of alternative brands	2.700	1.494
Expecting more discounts and benefits from the new brand	2.600	1.504
Dissatisfied with earlier brand	2.930	1.451
You were recommended to change your brand	3.050	1.459

Source – Primary Data

INTERPRETATION

The above table 4.17 shows the switching habits of brands. The mean value 3.050, reveals that most of the respondents were influenced by recommendations to change their brands. Because the range of mean is closely related to 4 and all the mean values are around 3. It means that all the respondents have responded positively to the above questions.

Table 4.18 Switching habit of respondents in respect to age

Age		You were willing and eager to try a new brand	You can't stick to a brand for long	Wanted to gather more information of alternative brands	Expecting more discounts and benefits from the new brand	Dissatisfied with earlier brand	You were recommended to change your brand
Below 20	Mean	2.091	3.000	3.909	3.727	4.000	3.364
	N	11	11	11	11	11	11

	Std. Deviation	1.86 8	1.61 2	1.221	1.421	0.632	1.286
18 – 20	Mean	2.74 2	2.38 7	2.935	2.806	2.742	3.323
	N	31	31	31	31	31	31
	Std. Deviation	1.54 8	1.33 4	1.504	1.537	1.237	1.447
21- 25	Mean	2.27 3	1.54 5	1.727	1.727	2.727	2.455
	N	11	11	11	11	11	11
	Std. Deviation	1.42 1	0.68 8	1.191	1.191	1.849	1.293
26 – 30	Mean	2.20 0	2.06 7	2.333	2.200	3.600	3.267
	N	15	15	15	15	15	15
	Std. Deviation	1.56 8	1.33 5	1.496	1.474	1.765	1.534
31- 35	Mean	2.55 6	1.88 9	2.500	2.444	2.556	2.833
	N	18	18	18	18	18	18
	Std. Deviation	1.19 9	1.27 8	1.295	1.294	1.381	1.654
Above 35	Mean	2.28 6	2.21 4	2.643	2.571	2.429	2.714
	N	14	14	14	14	14	14
	Std. Deviation	1.43 7	1.36 9	1.598	1.604	1.284	1.383
Total	Mean	2.44 0	2.20 0	2.700	2.600	2.930	3.050
	N	100	100	100	100	100	100
	Std. Deviation	1.48 6	1.33 3	1.494	1.504	1.451	1.459

Source – primary Data

INTERPRETAION

The above table 4.18 reveals the perception of respondents switching habits of brand on basis of their age. Above table reveals that respondents belonging to the age group of 18-20 years believe that they are willing and eager to try a new brand, because it has the highest mean value of 2.742. While looking to other statements, the mean value of age group below 18, agrees that they can't stick to a brand for long. It has a mean value of 3.000. The age group below 18 agree to all of the above statements than all other age groups.

Table 4.19 significant difference between consumers switching habit of brand with respect to age

Kruskal-Wallis on switching habit with respect to age	You were willing and eager to try a new brand	You can't stick to a brand for long	Wanted to gather more information of alternative brands	Expecting more discounts and benefits from the new brand	Dissatisfied with earlier brand	You were recommended to change your brand
Kruskal-Wallis H	14.500	18.570	13.933	11.616	12.777	16.949
df	5	5	5	5	5	5
Asymp. Sig.	0.010	0.027	0.016	0.020	0.026	0.002

Source – Primary Data

INTERPRETATION

The table 4.19 shows that the p- value (asyp. sig.) of all statements are less than 0.05. It shows the consumer's switching habits of brands. It can be concluded that there is a significant difference between consumers switching

habit of brand with respect to age.

Conclusion:

There is a significant difference between consumers switching habit of brand with respect to age.

HYPOTHESIS 4

H0 – There is no significant difference between consumers brand preference with respect to income.

H1 – There is a significant difference between consumers brand preference with respect to income.

BRAND PREFERENCE

Table 4.20 Brand preference of respondents in respect of income

Brand Preference	Mean	Std. Deviation
My income affects my consumer behaviour on particular brand	2.700	1.605

Source –Primary Data

INTERPRETATION

The table 4.20 shows that the brand preferences of the consumer with respect to their income. The mean value (2.700) comes around 3, which means that the respondents have a reasonable positive attitude towards the statement that income affects their consumer behavior according to a particular brand

Table 4.21 To know the brand preferences according to the income of the people

Monthly income	Mean	N	Std. Deviation
Below 10,000	3.8077	26	0.98058
10,000 - 20,000	3.0870	23	1.75585
20,000 - 30,000	2.0385	26	1.28002
Above 30,000	1.8800	25	1.56312
Total	2.7000	100	1.60492

Source –Primary Data

INTERPRETATION

Table 4.21 shows perception of respondents according to their monthly income. The mean value reveals that a respondent whose monthly income comes below 10,000 is the highest with mean being 3.8077. The mean value reveals that all the respondents have a reasonably positive attitude towards purchasing of branded products in respect to their monthly income.(except one)

Table 4.22 significant difference between consumers brand preferences with respect to their income.

Kruskal-Wallis on Brand Preference with respect to Income	My income affects my consumer behaviour on particular brand
Kruskal-Wallis H	26.083
Df	3
Asymp. Sig.	0.000

Source – Primary Data

INTERPRETATION

The above H test in table 4.22 shows that the p- value (asympt. Sig.) is less than .5. It indicates that there's a significant difference between consumers

brand preferences with respect to their income. So this variable is dependent to income. This means that there is a significant difference between consumers brand preferences with respect to income.

Conclusion:

There is a significant difference between consumers brand preference with respect to income.

FACTORS AFFECTING BRAND AWARENESS

Table 4.23 Factors Affecting Brand Awareness

Factors Affecting Brand Awareness	Mean	Std. Deviation	Coefficient Variation
I buy a product which is endorsed by a celebrity	2.200	1.333	60.606
Advertisement of a brand helps purchase a product	3.280	1.349	41.128
Friends, family or colleagues (word of mouth)	3.210	1.365	42.538
Online advertisement	3.340	1.472	44.064
Printed media (newspaper/ Magazines)	3.080	1.502	48.768
TV/ Radio Program	3.310	1.339	40.441
Social media	3.590	1.443	40.200

Source – Primary Data

INTERPRETAION

The table 4.23 reveals the factors that affect branding awareness which influence the respondents. Most of the respondents agrees that social media is the most important factor that affecting brand awareness since it has the highest mean value of 3.590. The respondents mean value of online advertisement is 3.340. It reveals that online advertisement also influences a lot in branding awareness. Co efficient of variation is a measure of relative variability and the least value shows that it is more consistent. In this table 40.200 is the least value, so social media is the most consistent variable in this factor. Therefore, social media is the most important variable in factors affecting branding awareness.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

SUMMARY

The project was carried out to study the impact of branding on consumer buying behaviour. The questionnaires were distributed to study the changes and impact of the people's perception on branding. The study was focused to identify and analyse the factors affecting the consumer buying behaviour of brands. The study also focused on evaluating the consumer understanding of branding, consumer perception on brand and brand purchase, switching habits of consumers, relation between brand preferences and consumer income and factors influencing brand awareness.

FINDINGS

After analyzing the primary data collected by distributing questionnaires to the respondents, following findings were obtained:

- The majority of the respondents belong to the female category which comprises of 51 percent and male category is only 49 percent.
- Majority of the respondents belong to the group of 18-20 which comprises of 31 percent.
- The majority of the respondents, 26 percent belong to the monthly income categories of below Rs 10,000 and 20,000-30,000
- Majority of the respondents, 29 percent rarely buy branded products
- 27 percent of the respondents are not at all interested in buying unbranded products.
- Majority believes that choosing brand is motivated by status.
- Most of the respondents agrees that tagline influences them the most while selecting branded products since it has highest mean value of 3.040.

- Most of the respondents are agrees that personal involvement with brand leads to purchase of some brand.
- There is a significant difference between consumer perception on brand preference with respect to age.
- There is a relationship between consumer perception of brand and brand purchase.
- 35 percent of respondents are not planning on to switch their respective brand.
- Most of the respondents agree on the fact that price is the main reason of them switching to another brands which has the highest mean value 3.310
- The mean value of 3.050 reveals that most of the respondents were influenced by recommendation to change their brands.
- There is a significant difference between consumers switching habit of brand with respect to age.
- There is a significant difference between consumers brand preference with respect to income.
- Most of the respondents agrees that social media is the most important factor that affecting brand awareness since it has the highest mean value of 3.590.

SUGGESTION

- Follow with good branding image to get more profits.
- Try to concentrate on Brand, Price and Advertising to achieve Brand image.
- Always update your product with markets requirements i.e. meet consumer demand's.
- Give proper awareness of your brands to consumers through Advertisements.

- The advertisement of the products in more honest way can make the belief of the customers stronger.

CONCLUSION

The purpose of this thesis was to examine the influence that brands have on customers' decision-making processes regarding purchases as well as to shed some light on the ideas relating to brands and consumer behaviour.

The effectiveness and efficiency of a company's brand, particularly its innovative brand, play a significant role in its growth, development, and success since it influences consumers' purchasing decisions. However, a brand's efficacy and efficiency are also influenced by the calibre of the services provided by its patrons, depending on their level of fidelity, productivity, and innovation. This study was carried out in the Ernakulam area to find out how the brand influences people's purchasing habits.

A second goal is to determine whether there are any significant mean differences in the demographic characteristics of the participants, such as gender, age, and income. The data were analysed with SPSS 24, and a variety of tests were run, including independent T-tests to compare means, correlation to show that there is a relationship between consumers' perception of brands and consumer purchasing behaviour, and descriptive statistics to identify general factors affecting consumer purchasing.

In conclusion, it has been discovered that there is a relationship between customer behaviour as it relates to buying decisions and a brand. Customers are well-informed about the numerous brands available, and as a result, their opinion is essential when choosing a product, especially when making a first buy.

BIBLIOGRAPHY

Bibliography

(1997), k. a. (1997).

Aaker. (1991). *Managing brand equity*. .: .

abadi, A. a. (2012). . . : .

al, S. e. (2011). . . : .

Allen, K. a. (1994). *Competitive interference effects in consumer memory for advertising*. .: .

Ayanwale. (2005). . . : .

Denmark. (2010). . . : .

Doostar. (2012). . . : .

Ghodeswar. (2008). *building brand identity in competitive market*. .: .

Hasouneh, K. a. (2010). . . : .

Holbrook, C. a. (2001). . . : .

i, Z. Y. (2015). *the impact of brand image on consumer behaviour*. .: .

Khraim. (2011). *the influence of brand loyalty on cosmetics buying behaviour of UAE female consumers*. .: .

Malik. (2013). . . : .

Nepalia. (2011). *influence of brand name on consumer choice and decision*. .: .

Sarwar, F. (2013). *the impact of branding on consumer buying behaviour*. .: .

Seid, M. (2015). *the impact of branding on consumer buying decision behaviour of local leather footwear products*. .: .

Semon, T. (1993). *Impact of branding on consumer buying behaviour*. .: .

Tam. (2007). . . : .

thakor, k. a. (1997). *impact of brand identity on perceived brand image of the nelson mandela metropolitan university*. .: .

Y.L Fayrene Chieng, L. C. (2011). *customer-based brand equity*. .: .

APPENDIX

QUESTINNAIRE

Impact of branding on consumer buying behavior

1. Name.

2. Gender

- Female
- Male
- Other

3. Age

- Below 18
- 18 - 20
- 21- 25
- 26 –30
- 31- 35
- Above 35

4. Monthly Income

- Below 10,000
- 20,000 - 30,000
- 10,000 - 20,000
- Above 30,000

5. What is your opinion on whether branding influence the purchasing behavior of customers?

- Strongly Disagree
- Disagree
- Neutral
- Strongly Agree
- Agree

6. How often do you buy branded products

- Regularly
- Often
- Occasionally
- Rarely
- No tat all

7. How likely will you go for unbranded product?

- Regularly
- Very often
- Moderately
- Rarely
- No tat all

8. What do branded products mean to you?

	SA	A	N	SD	D
Quality.					
Price					
Good value added service					
Free trails and discounts					
Status.					

9. Does the quality of branded product influence you?

- Always
- Often
- Sometimes
- Rarely
- Never

10. What motivate you to buy branded products?

	SA	A	N	SD	D
Brand name					
Brand logo.					
Tagline					
Package					

11. Where have you seen or heard about brand recently?

	Alwa ys	Often	Sometime s	Rarely	Never
Friends, family or colleagues (word of mouth)					
Online advertisement					
Printed media (newspaper/Magazines)					
TV/Radio					
Social media					

Please select the level of agreement for the following statements

	SA	A	N	D	SD
12. Do you think the brand image enhance your self esteem					
13. I Purchase that product of a particular brand which is preferred by my family members					

14. I purchase that brand which has attractive packaging					
15. I take purchase Decision considering the brand					

16. I purchase product of a particular brand due to my Impulsive behavior					
17.I purchase a brand which is associated with High prestige					
18. I purchase the product of a particular brand which gives Some offers					
19. Personal involvement with the brand leads to repurchase of Same brand					
20. My income affects my consumer behavior on Particular brand					
21. I buy a product which is endorsed by a celebrity					
22.Advertisementofa brand helps purchase a product					

23

Reasons behind switching brands	SA	A	N	D	SD
Price					
Service quality					
Product features and applications					
After sales services					
Competitive offers					
Brand image					

24

You have switched because	SA	A	N	D	SD
“You were willing and eager to try a new brand”					
“You can’t stick to a service for long”					
“You wanted to gather more information of alternative brands”.					
“You were expecting more discounts and benefit from the new brand”					
“You were dissatisfied with your earlier service”					
“You were recommended to change your brand”					

25. Are you thinking of switching your brand (again)?

- Yes
- No
- Not sure