

**A STUDY ON THE INFLUENCE OF BRANDING ON CONSUMER BUYING  
BEHAVIOUR WITH SEPICAL REFERENCE TO COCHIN CITY.**

**Project Report**

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**Under the guidance of**

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**BACHELOR OF COMMERCE**



**ST. TERESA'S COLLEGE ESTD 1925**

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

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited with A++ Grade**

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

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**Nationally Re-Accredited with A++ Grade**



**CERTIFICATE**

This is to certify that the project titled "**A STUDY ON THE INFLUENCE OF BRANDING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO COCHIN CITY**" submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor of Commerce is a record of the original work done by **Ms. Venessa Meria Joji, Ms. Keren Thomas George, Ms. Bhagya Joy**, under my supervision and guidance during the academic year 2023-24.

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## **DECLARATION**

We, Ms. Venessa Meria Joji, Ms. Keren Thomas George, Ms. Bhagya Joy, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled "A STUDY ON THE INFLUENCE OF BRANDING ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO COCHIN CITY" submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Smt. Liya Xavier, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

**PLACE: ERNAKULAM**

**DATE:**

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**VENESSA MERIA JOJI**

**KEREN THOMAS GEORGE**

**BHAGYA JOY**

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**CHAPTER – 1**  
**INTRODUCTION**

## **1.1 INTRODUCTION:**

In today's highly competitive marketplace, branding plays a pivotal role in shaping customer purchasing behavior. The power of a brand cannot be underestimated, as it has the ability to influence consumer perceptions, preferences, and ultimately, their buying decisions. From the moment a consumer is exposed to a brand, whether through advertising, word-of-mouth, or personal experience, they begin to form opinions and associations that can greatly impact their purchasing behavior. It encompasses the entire identity and image of a company. It represents the values, personality, and promise of a product or service. The products introduced are for customers and these customers test the products and determine if the product would create a success in the industry. Understanding customer behavior towards a particular brand is very important.

A strong brand creates a sense of trust, credibility, and familiarity, which are crucial factors in influencing consumer behavior. Consumers are more likely to choose a brand they recognize and trust over an unknown or generic alternative. Brands should create trust such a way that consumers will remain brand loyal. Building brand image by means of taking survey, conducting tests and proving to consumers how the brand could bring an impact in their lives etc. should be focused while advertising.

One of the key ways in which branding influences customer purchasing behavior is through brand positioning. A well-positioned brand effectively communicates its unique value proposition and differentiates itself from competitors. By clearly defining its target audience and understanding their needs and desires, a brand can tailor its messaging and offerings to appeal to specific customer segments. This targeted approach not only attracts customers but also creates a sense of belonging and loyalty.

Furthermore, branding has the power to evoke emotions and create a strong emotional connection with customers. Brands that are able to tap into the emotional aspect of consumer behavior can create a lasting impact. For example, a luxury brand may evoke feelings of exclusivity and prestige, while a sustainable brand may appeal to consumers' desire to make a positive impact on the environment. These emotional connections can significantly influence purchasing decisions, as consumers are more likely to choose brands that align with their values and aspirations.

In addition to emotions, branding also leverages bias, for instance, leads consumers to choose brands they are familiar with, even if there are other alternatives available. The mere exposure effect suggests that repeated exposure to a brand can increase positive feelings and preference towards it. By consistently delivering a positive brand experience, companies can create a strong association in consumers' minds, making them more likely to choose their brand over others. A strong brand has the power to shape consumer perceptions, preferences, and ultimately, their buying decisions. Through effective brand positioning, emotional connections, companies can create a lasting impact on consumers, driving loyalty and repeat purchases. In this project we will research on how branding influences customer purchasing behavior in various ways because, investing in branding strategies that resonate with customers is crucial for success.

## **1.2 STATEMENT OF THE PROBLEM**

To analyze how branding is influencing customer purchasing decisions. Does branding create loyalty and trust upon the customers? What characteristics lead the customers to trust on a brand? Various International studies regarding this topic were found through many articles and journals, but specifically Cochin city was not found. That is why this project focuses on influence of brand in consumer purchasing behavior within Cochin city.

## **1.3 SIGNIFICANCE OF THE STUDY**

Branding plays a crucial role in building trust and loyalty among customers. By this study upon consumers based in Cochin city, we can understand how to create a strong brand image that resonates with their target audience, leading to increased trust and loyalty. Having a strong brand identity is essential as it allows our brand to stand out from the crowd. This study helps to gain insights of consumers from Cochin as into what aspects of brand are most appealing to customers and how they can differentiate themselves from competitors. From this study we could understand that a well-established brand can influence customers' preferences, perceptions and choices. We can understand by this study the psychological and emotional factors that drive customer decision making.

## 1.4 OBJECTIVES OF THE STUDY

1. To find out whether brand knowledge affects consumer buying behavior.
2. To identify the influence of reference groups in buying branded products.
3. To know whether the age affects the brand loyalty of customers towards specific brands.
4. To study whether personal and cultural values affect the consumer buying behavior.

## 1.5 RESEARCH METHODOLOGY

### 1.5.1 Research design

Research design refers to the overall plan and structure that guides the collection and analysis of data in a research study. It involves making decisions about the research question, selecting appropriate methods and tools, and determining the sampling strategy. A well-designed research study ensures that the data collected is reliable, valid, and relevant to the research objectives. It also helps researchers to minimize bias, control variables, and draw accurate conclusions. Ultimately, a strong research design is crucial for producing high quality and impactful research findings.

**Research instruments:** Questionnaire is the method we have used. It is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from the respondents.

**1.5.2 Collection of data:** both primary and secondary data were used for the collection of data.

- *Primary data*

Primary data refers to the original data that is collected first-hand by researchers for a specific research study. Primary data is collected through various methods such as surveys, interviews, observations, experiments, or questionnaires. This data is considered to be more reliable and accurate because it is collected specifically for the research study and is not influenced by any other sources or interpretations. Primary data is often used to answer research questions, test hypotheses, and provide new

insights into a particular topic. In this study we have used structured questionnaire for gathering primary data.

- *Secondary data*

Secondary data refers to information that has been collected by someone else for a purpose other than your current research or analysis. It includes existing data sets, literature, or any information that you didn't gather first-hand. It could be collected from newspapers, magazines, reports etc. Such information has been used in this study.

### **1.5.3 Sample design:**

Sample design involves the process of selecting a subset of elements from a larger population for research or study. It includes decisions about the sampling method, size, and technique, aiming to ensure that the chosen sample is representative of the entire population and provides reliable insights. Random sampling method was used to select the samples from the population.

**Population:** The entire consumers of Cochin city was the population.

**Sample size:** A sample size of 100 consumers was selected for the survey.

### **1.5.4 Tools for analysis:**

The collected data was used with the help of percentages. tabular and graphical representation was used for presentation of data. Graphical representation involves histogram pie chart etc.

## **1.6 SCOPE OF THE STUDY**

The area of study taken was consumers within Cochin city and it aims to understand how branding generates sales and revenue through various branding strategies. To understand how Cochin companies can build a strong reputation which can lead to increased customer trust, positive word-of- mouth, and ultimately, more customers. Effective branding creates meaningful connections with customers which would create brand loyalty and trust.

## 1.7 LIMITATIONS

1. **Individual differences-** Not every individual is same. Different people have different tastes which could therefore result in biased opinion from respondents. Therefore brands should consider individual differences when developing their branding strategies.
2. **Time constraints** – Only a limited time was allotted for study regarding the topic.
3. **Sample size was small** – Just 100 of the consumers from cochin city had taken part in the survey which means the sample size is small, if the study was conducted on more people, then we could have gotten more to study upon, but due to time constraints and various other reasons the sample size had to be limited.
4. **Changing consumer trends-** Just as trends keep evolving, businesses need to adapt to changes of trends quickly by evaluation and updating of strategies.

**CHAPTER – 2**  
**REVIEW OF LITERATURE**



**Malhotra, Kapil, Kavita (2022)**

In this article titled untangling the influence of advertisements on consumers buying behaviour and brand loyalty through brand awareness, in order to get the most out of the market, consumer purchasing behaviour is a crucial component of every marketing plan. By taking into account a mediator between brand awareness and the moderating effect of perceived quality, this study seeks to ascertain how advertisements influence consumer purchasing behaviour and brand loyalty. This study aims to address the growing cosmetics market for this reason. This study employed an online survey method via Google Doc to gather data from 300 respondents using the purposive sampling strategy. To confirm the correlations between the hypotheses, partial least squares structural equation modelling, or PLS-SEM, was utilized. The results have verified that brand awareness, brand loyalty, and consumer purchasing behaviour are significantly predicted by commercials. Moreover, the relationship between advertisements and consumer purchasing behaviour and brand loyalty was partially mediated by brand awareness. Additionally, there is a considerable moderating effect of perceived quality on the relationship between brand awareness, brand loyalty, and consumer purchasing behaviour. Based on these results, the study has added to the body of knowledge and offered fresh perspectives on the survey's practical ramifications as well as its future direction.

**A Gupta, A Garg, F Farhan, M Chandna, R Jain, S Kumar (2021)**

This article titled effect of brand image on consumer buying behaviour presents a collection of marketing and communication strategies known as branding can help distinguish a company or its products apart from those of rivals and leave a lasting impression on customers. By building their own brand, a company in a cutthroat industry can have a big influence on corporate environments. The purpose of this study is to assess how brand image affects customer purchasing decisions. A key concept in marketing that has been studied and explored over time is branding. With the use of this research, we are better able to understand brand image and the steps a buyer must take before making a purchase. This study analysed several studies regarding the influence of brand image on customer purchasing behaviour, based on theories related to brand image. It also lists the study's limitations. The study's findings demonstrate the strong and favourable correlations between customer purchasing behaviour and brand image.

**A Dhaliwal, DP Singh, J Paul (2020)**

In this article titled the consumer behaviour on luxury goods the study summarizes research and provides a comprehensive analysis of the several aspects that influence how consumers behave while purchasing luxury products. To combine the findings, searches were done in reputable databases. After being found, two hundred and two studies were categorized according to the type of study, themes, and specifics of the analysis. The findings offer a synopsis of the viewpoints from which behaviour related to luxury products has been previously researched. The antecedents of luxury purchasing behaviour are discussed in this paper, which summarizes them into four main categories: individual variables, psychological factors, cultural and social factors, and elements pertaining to luxury items. Additionally, a new model is created to explain how these antecedents and luxury consumer behaviour relate to one another. A research agenda is then created for upcoming studies.

**Fuad Bulle (2020)**

In this paper titled the effect of brand name on consumer buying behaviour, as a closed tool that has the power to influence consumer behaviour, branding is essential to improving any commercial performance. Analysing consumer behaviour has become essential in the present marketing environment. Customers own the market. Without customers, a business firm cannot function. Five chapters total a literature review, research methodology, research results presentation, data analysis and discussion, summary, findings, and recommendations make up the study's presentation. The study's goals centre on analysing how a brand affects consumer purchasing decisions. Specifically, the investigation looks at how factors like branded goods' exceptional prices, perceived quality, marital status, and brand names associated with brand consumption influence the purchasing decisions of Somali students studying in Istanbul, which serves as the study's working population because the majority of Turkish students attend Istanbul universities. The information was gathered using a questionnaire. A total of 110 surveys were utilized, yielding 110 answers over the course of a month. The findings indicate that there is a significant positive correlation between customer purchasing behaviour and the brand name.

**S Fernandes, R Panda (2019)**

In this article titled influence of social reference groups on consumer buying behaviour, the purpose of this paper is to evaluate the literature on the various ways

that reference groups affect consumer behaviour and how they are used. It offers information on these effects on different customer segments and product categories. The review draws on a collection of studies that address the informative, utilitarian, and value-expressive types of reference group influences. The study looks at the consumer sectors that are susceptible to group influences: housewives, young people, women, and students. It is discovered that the degrees of conspicuousness of different product categories vary, with public luxury items being more vulnerable to reference group impact than private necessities.

**Chakraborty, Utpal (2017)**

The impact of brand personality on consumer purchasing behaviour is the subject of the study paper titled impact of brand personality on consumer buying behaviour. A consumer will be more drawn to a brand if he is more knowledgeable about it and is aware of its pricing, quality, and other attributes. It has been demonstrated that brand personality is important for fostering positive brand perceptions, guaranteeing brand loyalty, and building brand equity. With age comes an increase in loyalty. The most powerful reference group is family. Therefore, the purpose of this study is to close the vacuum in the literature by shedding light on the elements that influence customers' purchasing decisions and shape their opinion of a brand's personality.

**HH Chovanova, Al Korshunov, D Babcanova (2015)**

This paper titled impact of brand on consumer behaviour presents the findings from a primary research study that looked at how brands affect customers' decisions to buy products. The report aims to emphasize that customers' decision-making processes are influenced by brands. A quantitative questionnaire method was used to acquire original primary data for the primary research. A sample of 1,250 responders was included in the quantitative study. Some findings from the intricate study carried out between 2009 and 2014 are relevant to the paper's topic. In Slovakia, primary research was carried out nonstop for six months in 2014. Before being employed, a pre-existing questionnaire underwent revisions and a pilot test. The chi-square test was employed as the statistical technique. Based on the research topic mentioned above, two hypotheses have been developed that address the relationship between respondents' age and preference for a certain brand as well as their age and the purchase of branded goods. We've discovered that consumers' inclination for the brand's origin and their purchase of branded goods are influenced by their age.

**Hafiza Ayesha Riaz (2015)**

In this article titled impact of brand image on consumer buying behaviour, customers value brands highly and associate various brands with varied levels of status. If a brand continues to meet the needs of its customers over time, those consumers will grow devoted to it and develop lasting relationships with it. This study's main goal is to determine how brand perception affects customer purchasing decisions in the apparel industry. The study focuses on drawing comparisons between the two cities, Lahore and Multan. Understanding the independent variables (Brand image and Consumer Awareness), one mediating variable for this study, is the primary goal of this investigation. Males and females in the target audience filled out the 155 sample size questionnaires for this study. Empirical evidence supports the acceptance of the alternative hypothesis. As a result, the data indicates that men are more brand aware than women.

**Kansra, Pooja (2014)**

In this article titled determinants of the buying behaviour of young consumers of branded clothes, young people have strong preferences for branded goods, and as such, they are frequently the main target audience for various product marketing initiatives. Brands increase sales and foster consumer loyalty more than unbranded goods. As a result, an attempt has been made to investigate the factors influencing young consumers' purchase of branded clothing in the current study. The findings show that the primary elements driving a young customer to purchase branded clothing are product design, dependability and trust, social influence and discounts, brand name and fashion, status symbol and originality. Age, marital status, employment, income, and education are all associated with the purchase of branded clothing; however, there is no correlation found between gender and education and the purchase of branded clothing.

**Le Wang, Benjamin Addei-Duah, Wanliang Dai, Xiaoshu WangIn (2014)**

This article titled brand equity and consumer buying behaviour, an overview of the concept of a brand, its key functions, traits of successful brands, consumer purchasing patterns, and lastly, models of consumer behaviour are presented in this literature study. Brands are considered the equity of a company because of their significance. Four factors make up brand equity: perceived quality, brand loyalty, brand associations, and brand awareness. The examination of customer purchasing

behaviour is crucial in many ways. First off, the state of a country's economy can be impacted by consumer behaviour. Second, by knowing why customers buy the products and what drives their purchasing behaviour, businesses can utilize this knowledge to develop marketing strategies that are tailored to the demands of the customers. It is only through comprehending the buying habits of consumers that items or brands can be built correctly.

**Bijal Zaveri Amin, Prahant Amin (2013)**

This article titled a conceptual framework to understanding online consumer buying behaviour, a growing number of people are choosing to buy a range of goods and services online. Online shoppers can now search and control information in an interactive hypertext environment. This is a change from the traditional mass media environment, where message senders largely control what is seen and heard. It also shifts control in favour of the recipient, allowing for quick comparative analysis between competing products and services and customization of information. The researcher has attempted to incorporate the conceptual framework of online customer purchasing behaviour by incorporating several elements of the literature review, such as motivation, outlook, and attitude toward internet purchasing. This paper aims to present the results and findings of a critical review of previous research studies on the trends, growth, developments, and future potentials of e-commerce as well as the evolving behavioural patterns of online shopping activities, taking into account the issues of gender, security, and other related concerns and their potential impact on e-marketplaces, businesses, and society in the near future. Ultimately, this research found that consumer internet purchasing behaviour and There are also significant management consequences and suggestions made.

**A Nasar, SK Hussani, E Karim, MQ Siddiqui (2012)**

In this article titled analysis of influential factors on consumer buying behaviour of youngster towards branded products, the purpose of this study is to identify the variables that affected consumers' purchasing decisions about branded goods. The specific goal is to ascertain how consumer purchasing behaviour relates to the distinctive qualities, comfort level, and features of branded goods. Consumer intent to buy acts as a stimulant to build brand equity in a difficult and cutthroat industry. Many companies invest significant resources in developing their brand image and pay attention to developing marketing strategies and tactics. The primary source of

data was consumers who interacted with many branded products. Secondary data for this study has also been gathered from various sources. This study shows that the distinctive qualities, comfort level, and purchasing behaviour of consumers are significantly correlated with each other. It is advised that the business concentrate on the distinctive qualities, comfort level, and quality standards of branded products in order to keep clients longer.

**Wayne D. Hoyer & Nicola E. Stokburger-Sauer (2012)**

In this article titled the role of aesthetic taste in consumer behaviour shows the growing interest in hedonic aspects of consumer behaviour makes it evident that judgment and decision-making are heavily influenced by consumer taste, especially when it comes to hedonic goods and services. However, our knowledge of consumer aesthetic taste and how it specifically influences consumer behaviour is currently lacking. In order to formulate a conceptual definition of consumer aesthetic taste, we examine the literature in a number of disciplines, including sociology, psychology, philosophy, and consumer behaviour, in this article. After that, we investigate a number of taste-related topics and create a conceptual framework for the relative importance of expertise and taste in customer decision-making. Lastly, we offer a research plan for this significant area in the future.

**Batra, Ahuvia and Bagozzi (2012)**

In this article titled Brand love the writers explore the causes and nature of brand love through a grounded theory method. They undertake two qualitative research projects to identify the many components (or "features") of the consumer prototype of brand love, based on their argument that study on the topic of brand love must be grounded in an understanding of how consumers actually experience these phenomena. Subsequently, they investigate how these elements might be described as both first-order and higher-order structural models using structural equation modelling on survey data. Seven fundamental components emerge from a higher-order model: attitudes of assurance and confidence (strength), long-term relationships, positive emotional connections, passion-driven activities, self-brand integration, and anticipated separation anguish. Along with these seven fundamental components of brand love, the prototype also incorporates word-of-mouth, resistance to bad information, and quality beliefs as antecedents and outcomes of brand loyalty. Compared to an overall summary measure of brand love, the first-order and higher-order brand love models both provide a better

understanding and predict resistance, loyalty, and word-of-mouth. The writers offer theoretical and managerial implications in their conclusion.

**L Vatjanasaregagul and HC Wang (2007)**

The article titled impact of service quality and consumer decision factors on brand equity, the study aims to investigate how customer decision criteria, brand equity, and service quality relate to each other in the hotel business. The 17 brand-name "Five star" and "four star" hotels in Thailand make up the research's population. Hotel customers have completed a study on brand equity, consumer decision considerations, and service excellence. The 370 hotel guests served as the study's samples. To examine the differences and similarities in the mean answer between customers' perceived service quality and their expectations for it, the Paired Samples T-Statistical Test method was employed. To assess the hypotheses, the study employed ANOVA, correlation analysis, and descriptive statistics. The findings show that, across all five categories, there was no discernible difference in the expectations and perceptions of the service quality of Thai hotels. Additionally, the findings show that there is no connection between brand equity and service quality. Nonetheless, the findings suggest that customer decision factors and quality perception are related. Additionally, a connection between brand equity and quality perception in the hotels was discovered. Furthermore, the study discovered a connection between brand equity and customer decision determinants. Furthermore, the study discovered a connection between brand equity, consumer decision factor, and service quality.

**Keller and Lehmann (2006)**

In the article titled brands and branding, over the past ten years, branding has been a top management concern as companies have come to understand that brands are among their most important intangible assets. In recent years, a plethora of papers, articles, study reports, and books have been produced by academic scholars that have investigated various brand-related problems, partly due to the intense interest from the industry. This essay highlights the academic knowledge on significant subjects like brand positioning, brand integration, brand-equity measurement, brand growth, and brand management by identifying some of the significant work in the field of branding. Along with outlining certain study gaps in branding and brand equity, the report also develops a number of pertinent research questions. The

notion of branding and its implications for choice modelling are examined, along with the difficulties in adding the primary and interaction effects of branding and the influence of competition.

#### **Erdem and Swait (2004)**

In the article brand credibility, brand consideration and choice the authors examine influence of brand credibility, or reliability and knowledge, on the selection and evaluation of brands in a variety of product categories that differ in terms of possible ambiguity about features, related information acquisition expenses, and perceived consumption hazards. It has been observed that the likelihood of a brand being included in the consideration set and that brand choice is conditional on consideration both rise with brand credibility. Furthermore, we discover that while credibility influences brand selection and consideration set formation more and across a wider range of dimensions in highly uncertain circumstances and among those most sensitive to such uncertainty, credibility effects exist across all categories. Lastly, our findings suggest that consumers' decisions and consideration of brands are more influenced by trustworthiness than by competence.

#### **S Fournier (1998)**

In this article titled consumers and their brands, remarkably little empirical research has been done on relational phenomena in the consumer products arena, especially at the level of the brand, despite the relationship metaphor being the dominant concept in modern marketing philosophy and practice. The author of this article does three things: (1) argues that the relationship proposition is valid in the context of the consumer-brand; (2) offers a framework for characterizing and better understanding the types of relationships consumers form with brands; and (3) inducts the concept of brand relationship quality—a diagnostic tool for conceptualizing and evaluating relationship strength—from the data. The debate centres on the legitimacy of the brand as an active relationship partner and provides empirical support for the phenomenological significance of consumer-brand bonds. This agenda is based on three comprehensive case studies, the interpretation of which is informed by an integrated study of the literature on interpersonal interactions. In conclusion, insights gained from applying introduced principles to two pertinent research domains—brand loyalty and brand personality—are advanced. With confidence in the validity of the relationship assumption at the level of consumers' lived experiences with their brands, the exercise aims to encourage



other researchers to improve, test, and expand upon the working hypotheses proposed here.

**Alexander L. Biel (1997)**

There hasn't been any comparable research on the impact of brand personality on consumer behaviour, despite a significant body of work in personality psychology having been done to define human personality, pinpoint the "Big Five" characteristics, and investigate the meaning of each component in this article titled dimensions of brand personality. As a result, there is a lack of knowledge in the literature on consumer behaviour on the symbolic use of brands. In this study, the author establishes the number and kind of brand personality aspects (sincerity, excitement, competence, sophistication, and ruggedness) in order to build a theoretical foundation for the concept of brand personality. Measurement of the five brand personality qualities is done using a valid, consistent, and broadly applicable measurement scale. Lastly, the topic of theoretical and practical ramifications for the symbolic application of trademarks is covered.

**Hans Baumgartner and Jan Benedict E.M. Steenkamp (1996)**

This article titled exploratory consumer buying behaviour, in order to distinguish between exploratory information seeking and exploratory product purchasing, this study presents a two-factor framework of exploratory consumer buying behaviour. Based on this conception, a scale is designed to measure individual differences in consumers' propensity to engage in exploratory buying behaviour. The instrument is associated with multiple additional notions and real-world exploratory activities. The scale has good psychometric qualities, and the findings of six research involving people from two different nations demonstrate that its associations with other variables and real exploratory behaviours match theoretical assumptions.

**CJ Simon, MW Sullivan (1993)**

The method for calculating a company's brand equity based on its financial market value is presented in this paper titled measurement and determinants of brand equity. The additional cash flows that branded products generate over unbranded products is known as brand equity. By using an estimating technique, the brand equity value is extracted from the other assets of the company. There are two uses for this method. Initially, the macro method gives a company's brands an objective value and connects this value to factors that determine brand equity. Second, by

gauging how brand equity reacts to significant marketing choices, the micro method isolates shift in brand equity at the level of individual brands.

**Kevin Lane Keller (1993)**

In this paper titled conceptualizing, measuring and managing customer-based brand equity a conceptual model of brand equity is presented by the author from the viewpoint of the individual consumer. The differential effect of brand knowledge on consumer response to brand marketing is known as customer-based brand equity. When consumers respond more (less) favourably to a marketing mix element for a brand than they do to the same element when it is attributed to a fictionalized or unnamed version of the product or service, the brand is said to have positive (negative) customer-based brand equity. An associative network memory model conceptualizes brand knowledge in terms of two elements: brand awareness and brand image (i.e., a collection of brand associations). Consumers who are familiar with the brand and have positive, distinctive, and powerful brand associations in their memory are said to possess customer-based brand equity. The development, assessment, and management of customer-based brand equity are examined, along with potential directions for further investigation.

**Deborah J. MacInnis and Bernad J. Jaworski (1989)**

In this article titled information processing from advertisements, in order to capture and expand on the state of the art regarding information processing from advertisements, the authors offer a framework and a list of research proposals. Antecedent levels of ability, motivation, and opportunity (AMO), brand information processing, cognitive and emotional reactions, brand attitude creation processes, and brand attitude are all included in the integrative attitude formation model. The framework incorporates a new typology of emotional and cognitive responses that are explicitly linked to the levels of brand processing. It also discusses how alternative attitude formation models correspond to each level of brand processing. Of particular note are (1) a more thorough and integrative discussion of needs and motivation, (2) a more precise specification of processing mechanisms than are currently proposed in two-routes-to-persuasion models, (3) a description of how alternative attitude formation models correspond to each level

of brand processing; (4) the introduction of a new typology of emotional and cognitive reactions that are directly linked to the levels of brand processing. The authors evaluate the framework's relative benefit by contrasting it with earlier integrative models and talking about how it affects adjacent study areas.

**CHAPTER – 3**  
**THEORITICAL FRAMEWORK**

## **BRAND**

A brand is a distinctive name, design, symbol, or combination of these elements that identifies and represents a product, service, or company. It goes beyond just a logo and encompasses the overall perception and reputation of a business. Effective branding aims to create a positive and memorable association in the minds of consumers, fostering loyalty and trust. Elements like messaging, visual identity, and customer experience contribute to shaping a brand's identity. Successful branding often involves consistent communication, building emotional connections, and delivering on promises to create a strong brand image.

A brand is not just a visual identity; it also includes the values, personality, and the emotional connection it forms with its audience. Branding extends to the entire customer experience, from the initial interaction to ongoing engagement. Consistency across various touchpoints, such as advertising, packaging, and customer service, is crucial for a cohesive brand identity. Additionally, a strong brand can differentiate a product or service in a competitive market, influencing consumer choices. Brands evolve and adapt to market trends, consumer feedback, and cultural shifts to stay relevant and maintain their impact over time.

## **BRANDING**

Branding is the process of creating a distinctive and memorable identity for a product, service, or company. It involves crafting a unique name, logo, design, and messaging to establish a positive perception in the minds of consumers. Strong branding helps differentiate a business from competitors and builds trust and recognition.

Branding goes beyond visual elements; it encompasses the overall experience and emotions associated with a brand. This includes factors like brand values, personality, and the way it communicates with its audience. Consistency is crucial in maintaining a strong brand image across various platforms, fostering customer loyalty and influencing purchasing decisions. Successful branding creates a connection between a brand and its target audience, fostering longterm relationships.

## IMPORTANCE OF BRANDING

Branding is crucial as it helps businesses establish a distinct identity, build trust with consumers, and differentiate themselves from competitors. Strong branding fosters customer loyalty, enhances recognition, and contributes to long-term success by creating a positive and memorable impression in the minds of customers.

1. **Identity and Recognition:** Branding gives your business a unique identity. A well-designed brand, including a logo and consistent visual elements, helps customers easily recognize and remember your company.
2. **Trust and Credibility:** A strong brand instills confidence in consumers. It signals professionalism, reliability, and quality, fostering trust. Customers are more likely to choose a brand they recognize and perceive as trustworthy.
3. **Differentiation:** In competitive markets, branding sets your business apart. It highlights what makes you unique and communicates your value proposition. This differentiation helps attract your target audience by addressing their specific needs and preferences.
4. **Customer Loyalty:** A well-established brand cultivates customer loyalty. When consumers have positive experiences with a brand, they are more likely to remain loyal and become repeat customers. Loyalty often extends to recommending the brand to others.
5. **Emotional Connection:** Successful branding taps into emotions. It creates a connection between the brand and the consumer, fostering a sense of belonging or resonance. Emotional connections can lead to increased customer loyalty and positive word-of-mouth.
6. **Market Positioning:** Branding contributes to how your business is perceived within the market. A strong brand can position your company as a leader, an innovator, or a provider of specific solutions, influencing customer perceptions and purchasing decisions.
7. **Consistency and Coherence:** Consistency in branding across various channels builds a cohesive image. This uniformity reinforces your brand message and helps consumers understand what to expect from your products or services.
8. **Premium Pricing:** Well-established brands often have the ability to command premium prices. Consumers are willing to pay more for products or services

associated with a trusted and reputable brand, contributing to increased profitability.

9. **Ease of Marketing and Advertising:** A recognizable brand makes marketing and advertising efforts more effective. Consumers are more likely to engage with and remember branded content, making it easier to communicate messages and promotions.
10. **Adaptability and Growth:** As your business evolves, a strong brand provides a foundation for growth and adaptability. It allows you to expand into new markets or offer new products or services under a trusted brand umbrella.

## COMPETITIVE ADVANTAGE OF BRAND LOYALTY

Brand loyalty provides a competitive advantage by fostering repeat business, reducing marketing costs, and enhancing customer lifetime value, contributing to sustained profitability. Brand loyalty offers several competitive advantages:

1. **Repeat Business:** Loyal customers are more likely to make repeat purchases, leading to a consistent revenue stream without the need for extensive marketing efforts to acquire new customers.
2. **Cost Efficiency:** Acquiring new customers can be expensive. Brand loyalty reduces the need for continuous aggressive marketing, saving resources and allowing companies to allocate funds strategically.
3. **Word of Mouth Marketing:** Loyal customers are more likely to recommend a brand to others, acting as brand ambassadors. Positive word of mouth is a powerful, cost-effective marketing tool that can attract new customers.
4. **Premium Pricing:** Brands with strong loyalty can often charge premium prices for their products or services. Customers who are loyal may be willing to pay more for the perceived added value associated with the brand.
5. **Resistance to Competitive Pressure:** Brands with loyal customer bases are more resilient to competitive pressures. Even when faced with lower-priced alternatives, loyal customers may stick with the brand due to trust, familiarity, and positive experiences.

6. **Reduced Sensitivity to Price Changes:** Loyal customers are often less sensitive to price changes compared to non-loyal customers. This allows companies to implement price adjustments with less risk of losing their core customer base.
7. **Feedback and Innovation:** Loyal customers are more likely to provide valuable feedback. This input can be crucial for product improvements and innovation, helping the brand stay relevant and competitive in the market.
8. **Emotional Connection:** Strong brand loyalty often involves an emotional connection between the brand and the customer. This emotional bond can create a barrier for customers to switch to competitors, as emotions play a significant role in decision-making.
9. **Customer Retention:** Brand loyalty increases customer retention rates. As retaining existing customers is generally more cost-effective than acquiring new ones, this contributes to a stable and profitable customer base.
10. **Cross-Selling and Upselling Opportunities:** Loyal customers are more open to trying new products or services from a brand they trust. This presents opportunities for cross-selling related items or upselling premium offerings, boosting overall sales.
11. **Stability During Economic Downturns:** During economic challenges, consumers may become more price-conscious. However, brand loyalty often provides a buffer, as loyal customers may remain committed to a brand despite external economic pressures.
12. **Data Insights for Personalization:** Loyal customers generate valuable data through their interactions. Brands can leverage this data to personalize marketing efforts, enhancing the customer experience and fostering deeper connections.
13. **Competitive Differentiation:** In crowded markets, strong brand loyalty sets a company apart from competitors. Unique brand attributes, positive customer experiences, and a loyal following create a distinct competitive position.
14. **Faster New Product Adoption:** Loyal customers are typically more receptive to new product launches from a brand they trust. This accelerates the adoption of innovations, giving the brand an edge in introducing and popularizing new offerings.
15. **Employee Engagement:** Brand loyalty isn't limited to customers; it extends to employees. Companies with strong brand loyalty often have more engaged and



motivated employees, contributing to better service and overall customer satisfaction.

- 16. Long-Term Relationships:** Building brand loyalty fosters long-term relationships with customers. These enduring connections contribute to a brand's sustained success, creating a foundation for growth and adaptability in changing market conditions.
- 17. Global Expansion Facilitation:** Brands with strong loyalty often find it easier to expand globally. The established trust and positive reputation can facilitate entry into new markets, overcoming challenges associated with entering unfamiliar territories.
- 18. Legal Protection:** Well-established brands with loyal customer bases often benefit from legal protection against imitators. Trademarks and brand recognition can deter competitors from copying key brand elements, securing the brand's uniqueness.

## CHARACTERISTICS OF A BRAND

- 1. Identity:** A brand should have a distinct and recognizable identity that sets it apart from others.
- 2. Consistency:** Consistency is important in maintaining a cohesive brand image across all touchpoints, including visuals, messaging, and customer experience.
- 3. Authenticity:** Brands that are authentic and genuine tend to resonate more with customers. Being true to your values and delivering on promises is crucial.
- 4. Differentiation:** A brand should have unique qualities or offerings that make it stand out from competitors. It's all about finding that special something that makes you memorable.
- 5. Emotional Connection:** Building an emotional connection with customers can create loyalty and advocacy. Brands that evoke positive emotions tend to have a stronger impact.
- 6. Value Proposition:** A clear value proposition tells customers why they should choose your brand over others. It's about communicating the benefits and value you provide.

7. **Trustworthiness:** Building trust with your audience is crucial. Brands that are reliable, transparent, and deliver on their promises tend to earn the trust of their customers.
8. **Innovation:** Brands that embrace innovation and stay ahead of the curve often have a competitive edge. Being open to new ideas and adapting to changing market trends can help a brand stay relevant.
9. **Storytelling:** A compelling brand story can captivate customers and create an emotional connection. Sharing your brand's journey, values, and purpose can help customers relate to and resonate with your brand.
10. **Customer-Centricity:** Putting the customer at the center of everything you do is key. Brands that prioritize customer satisfaction, listen to feedback, and provide exceptional customer service often create loyal brand advocates.
11. **Flexibility:** Brands that are adaptable and flexible in their approach can navigate challenges and changing market dynamics effectively. Being open to evolving and embracing new opportunities is important.
12. **Memorable Experience:** Creating a memorable experience for customers, whether it's through exceptional service, unique packaging, or personalized interactions, can leave a lasting impression and foster brand loyalty.

## **ADVANTAGES OF A BRAND**

1. **Trust and credibility:** A well-established brand can build trust and credibility with customers, making them more likely to choose your products or services over competitors.
2. **Customer loyalty:** A strong brand can foster customer loyalty, leading to repeat purchases and positive word-of-mouth recommendations.
3. **Price premium:** A reputable brand can command higher prices for its products or services, as customers are often willing to pay more for quality and trust.
4. **Competitive advantage:** A strong brand can differentiate itself from competitors, helping to attract and retain customers in a crowded market.
5. **Brand extensions:** A successful brand can expand its offerings through brand extensions, leveraging its reputation and customer trust to enter new markets.

## DISADVANTAGES OF A BRAND

1. **Reputation risk:** A brand's reputation can be easily damaged by negative experiences or controversies, which can impact customer trust and loyalty.
2. **High expectations:** Customers may have high expectations of a well-known brand, and failure to meet those expectations can result in disappointment and loss of trust.
3. **Rigidity:** Established brands may face challenges in adapting to changing market trends and customer preferences, as they may be perceived as less agile or innovative.
4. **Brand dilution:** Expanding a brand too quickly or into unrelated markets can dilute its core identity and confuse customers.
5. **Cost of brand building:** Building and maintaining a strong brand requires significant investments in marketing, advertising, and customer experience.

## INFLUENCE OF A BRAND ON ITS CUSTOMERS

1. **Brand Awareness:** A well-known brand can capture customers' attention and stay top-of-mind when they are considering a purchase. This awareness can lead to increased consideration and preference for the brand.
2. **Perceived Quality:** A reputable brand often conveys a sense of quality and reliability. Customers may associate the brand with positive experiences or reviews, leading them to trust the brand's products or services more than lesser-known alternatives.
3. **Emotional Connection:** Brands can evoke emotions and create a sense of connection with customers. Whether it's through storytelling, values alignment, or memorable experiences, brands that establish an emotional bond can foster loyalty and advocacy.
4. **Brand Image and Identity:** A brand's image, values, and personality can resonate with customers and align with their own self-identity. Customers may choose a brand that they feel reflects their own values or aspirations.
5. **Social Proof:** Positive brand experiences shared by others can influence customers' perceptions and decisions. Testimonials, reviews, and social media endorsements can create a sense of trust and credibility, encouraging others to try the brand.

**6. Brand Loyalty:** A strong brand can cultivate loyal customers who repeatedly choose the brand over competitors. This loyalty can lead to long-term customer relationships, repeat purchases, and positive word-of-mouth referrals.

## **MEANING OF CONSUMER**

A consumer is an individual who engages in the process of buying and using goods or services. In simpler terms, it's a person who purchases things for their personal needs or wants. Consumers can be anyone, including you, me, our friends, family, or anyone else who participates in the economy by buying products or services.

Consumers play a crucial role in the economy because their spending habits and choices directly impact businesses and industries. Companies rely on consumers to buy their products or use their services, which in turn generates revenue and helps drive economic growth.

Consumers have different preferences, needs, and budgets, which influence their purchasing decisions. Some consumers might prioritize quality and brand reputation, while others might be more price-sensitive or focused on convenience. Factors like personal taste, lifestyle, income, and cultural influences can also shape consumer behavior.

Understanding consumer behavior is important for businesses as it helps them tailor their products, marketing strategies, and customer experiences to meet consumer demands and preferences. Companies conduct market research, analyze consumer trends, and develop targeted advertising campaigns to attract and retain consumers.

## **CONSUMER BEHAVIOR**

Consumer behavior refers to the study of how individuals, like you and me, make decisions when it comes to buying and using products or services. It's all about understanding why consumers choose certain products, how they make purchasing decisions, and what factors influence their behavior.

Consumer behavior is influenced by various factors, such as personal preferences, needs, motivations, and attitudes. For example, someone might choose a particular

brand of shoes because they value quality and durability, while another person might prioritize style and fashion trends.

Psychological factors also play a role in consumer behavior. Our emotions, perceptions, and learning experiences can impact our purchasing decisions. For instance, positive experiences with a certain brand might create loyalty and repeat purchases.

Social factors, such as family, friends, and cultural influences, can also shape consumer behavior. We often seek approval and guidance from others when making decisions, and cultural norms and values can impact our choices as well.

Marketers and businesses study consumer behavior to better understand their target audience and develop effective marketing strategies. They use techniques like market research, surveys, and data analysis to gain insights into consumer preferences and trends. This information helps them create products, advertising campaigns, and customer experiences that align with consumer needs and desires.

## **FACTORS AFFECTING CONSUMER BEHAVIOR**

- 1. Personal factors:** These include things like age, gender, lifestyle, personality, and income level. For example, a teenager might be more interested in trendy fashion brands, while an older adult might prioritize comfort and durability.
- 2. Social factors:** Our friends, family, and social circles can have a big impact on our buying decisions. We often seek approval and validation from others, so their opinions and recommendations can sway us. Think of it as the power of word-of-mouth!
- 3. Psychological factors:** Our thoughts, feelings, and perceptions play a role in consumer behavior. For instance, our motivation to buy something might be driven by a need for status or self-expression. Emotions can also influence our choices, such as buying a comfort food when we're feeling down.
- 4. Cultural factors:** Our culture and upbringing shape our values, beliefs, and norms. These cultural influences can impact our preferences and purchasing decisions. For example, certain holidays or traditions may lead us to buy specific products or gifts.

5. **Situational factors:** The context in which we make buying decisions can also affect our behavior. Factors like time constraints, location, and the presence of others can influence what we choose to buy.
6. **Economic factors:** The state of the economy, such as inflation, unemployment rates, and income levels, can influence consumer behavior. When the economy is doing well, people may feel more confident and willing to spend, while during a downturn, they may be more cautious with their purchases.
7. **Marketing and advertising:** The way products and services are marketed and advertised can have a significant impact on consumer behavior. Clever advertisements, persuasive messaging, and effective branding can all sway our purchasing decisions.
8. **Product attributes:** The features, quality, and price of a product can greatly influence consumer behavior. People may be more likely to buy a product if it offers unique features, high quality, or a good value for the price.
9. **Online reviews and ratings:** In today's digital age, online reviews and ratings have a strong influence on consumer behavior. Many people rely on the experiences and opinions of others when making purchasing decisions, so positive reviews can boost sales, while negative reviews can deter potential buyers.
10. **Environmental factors:** Increasingly, consumers are considering the environmental impact of their purchases. Factors such as sustainability, ethical sourcing, and eco-friendly practices can play a role in consumer behavior, as people become more conscious of their environmental footprint.

## CONSUMER BUYING DECISION PROCESS

The consumer buying decision process is the series of steps that a consumer goes through when making a purchase. These steps can be broken down into several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

1. **Problem Recognition-** This is the first stage in the consumer buying decision process. It occurs when a consumer realizes that there is a gap between their current situation and their desired state. This recognition can be triggered by internal or

external stimuli. For example, a consumer may recognize a need for a new smartphone because their current one is outdated or has a malfunction.

- 2. Information Search-** Once the consumer has recognized a problem or need, they may engage in an information search. This search can involve both internal and external information sources. Internal sources could include recalling previous experiences or knowledge about products, while external sources could include seeking information from friends and family, reading reviews, or searching online. The extent of information search can vary based on the consumer's involvement and the perceived risk associated with the purchase.
- 3. Evaluation of Alternatives-** After gathering information, the consumer will likely evaluate the available alternatives. They may consider various brands, models, features, and prices. Consumers often use certain decision-making criteria to evaluate each alternative and make comparisons. For example, when considering buying a new car, a consumer might compare factors such as fuel efficiency, safety ratings, price, and brand reputation.
- 4. Purchase Decision-** Once the consumer has evaluated the alternatives, they make the purchase decision. This involves choosing the specific product or service to meet their needs and proceeding with the actual purchase. The consumer may also decide on the specific seller or retailer from whom to make the purchase.
- 5. Post-Purchase Evaluation-** After making a purchase, the consumer evaluates their decision and the product's performance. Their satisfaction or dissatisfaction with the purchase will influence their future buying behavior and their likelihood of recommending the product or brand to others. If the experience meets or exceeds their expectations, the consumer may become loyal and make future purchases from the same brand or store.

It's important to note that the consumer buying decision process is not always a linear, rational process. It can be influenced by emotional factors, social influences, and various external stimuli. Additionally, in certain situations, consumers may skip or spend less time in one stage of the process, depending on the product, their level of involvement, and their previous experiences.

In today's digital age, the consumer buying decision process has been significantly impacted by online research, social media, and the availability of online reviews. Consumers now have access to a vast amount of information before making a

purchase decision, and their interactions with brands and other consumers can shape their perceptions and choices. Understanding the consumer buying decision process is crucial for marketers and businesses. It allows them to tailor their marketing strategies, product offerings, and customer experiences to meet the needs and preferences of their target consumers at each stage of the process. By understanding the factors that influence each stage of the process, businesses can better position themselves to engage consumers, provide relevant information, and ultimately drive sales.

Moreover, businesses can use the understanding of the post-purchase evaluation stage to improve customer satisfaction, gather feedback, and address any issues that may arise. This can lead to positive word-of-mouth, repeat purchases, and ultimately, customer loyalty. In conclusion, the consumer buying decision process is a complex and multi-dimensional journey that consumers go through when making purchasing decisions. It involves recognizing needs or problems, gathering information, evaluating alternatives, making the purchase, and evaluating the post-purchase experience. Businesses that understand and adapt to the dynamics of this process can effectively engage with consumers and drive success in the marketplace.

## **HISTORY OF BRANDING**

The history of branding dates back thousands of years and has evolved significantly over time. The concept of branding as we know it today has its roots in ancient civilizations and has continued to develop through various stages into the modern era. Here is a brief overview of the history of branding:

- 1. Ancient Roots:** The practice of branding can be traced back to ancient civilizations, where marks and symbols were used to distinguish ownership and indicate quality. For example, in ancient Egypt, artisans and craftsmen would inscribe their work with unique marks to identify their products. Similarly, in ancient Greece and Rome, markings on pottery, metalwork, and other goods were used as symbols of authenticity and quality.
- 2. Medieval Guilds and Trade Marks:** During the Middle Ages, guilds and trade associations emerged, and artisans and merchants used symbols and marks to identify their products and signify adherence to certain standards. This period



marked the early stages of product differentiation and the emergence of what we now recognize as trademarks.

- 3. Industrial Revolution and Mass Production:** The rise of industrialization in the 18th and 19th centuries brought about significant changes in branding. Mass production and the expansion of markets created the need for businesses to differentiate their products from competitors. Brands started to become more recognizable and associated with quality, reliability, and consistency.
- 4. Brand Identity and Advertising:** The late 19th and early 20th centuries saw the emergence of advertising and the development of brand identity. Companies started to use distinctive logos, slogans, and marketing campaigns to establish a strong brand presence. This era also witnessed the birth of iconic brands such as Coca-Cola, Kellogg's, and Ford, which laid the foundation for modern branding strategies.
- 5. Brand Management and Consumer Culture:** In the mid-20th century, the focus on brand management and consumer perceptions became increasingly prominent. Brands began to be viewed as a strategic asset, and companies invested in building and maintaining brand equity. The post-World War II era also saw the rise of consumer culture, with brands playing a central role in people's lifestyles and aspirations.
- 6. Digital Age and Globalization:** The advent of the digital age and globalization has reshaped the landscape of branding. The internet, social media, and e-commerce have transformed how brands communicate with consumers and establish their presence in the global marketplace. Today, branding encompasses a wide range of touchpoints, including online interactions, social media engagement, and experiential marketing.
- 7. Brand Experience and Emotional Branding:** In recent years, there has been a shift towards emphasizing brand experience and emotional branding. Companies are focusing on creating meaningful connections with consumers, fostering loyalty, and aligning their brands with values and causes. This approach has led to the rise of storytelling, purpose-driven branding, and the emphasis on the holistic experience of the brand.

Throughout history, branding has evolved from simple marks of ownership to sophisticated strategic tools for differentiation, communication, and customer engagement. It has become a fundamental element of business strategy,

encompassing not only visual identity and messaging but also the overall perception and experiences associated with a brand.

As we look to the future, the history of branding will continue to unfold, driven by technological advancements, shifting consumer behaviors, and the ongoing quest for relevance and resonance in an increasingly competitive global market. Brands will need to adapt, innovate, and evolve to meet the changing needs and expectations of consumers in the dynamic and ever-changing world of branding.

## **BRANDING IN TODAY'S MARKET**

In today's market, branding plays a central role in shaping consumer perceptions, differentiating products and services, and building strong, enduring relationships between businesses and their target audiences. Branding in the contemporary landscape encompasses various elements, strategies, and considerations that reflect the dynamic nature of consumer behaviors, technological advancements, and the evolving business environment.

Here are some key aspects of branding in today's market:

- 1. Brand Identity and Visual Branding:** Establishing a distinctive brand identity is fundamental to standing out in a crowded marketplace. Visual branding, including logos, color schemes, typography, and design elements, is crucial for creating a strong and recognizable brand presence. In today's digital age, a compelling visual identity helps businesses make a memorable impression across various online and offline touchpoints.
- 2. Brand Storytelling and Emotional Connection:** Effective branding goes beyond transactional engagement; it focuses on building emotional connections with consumers. Storytelling has become a powerful tool for brands to convey their values, mission, and vision in a compelling and authentic manner. By crafting narratives that resonate with their target audience, brands can forge deeper connections and foster loyalty.
- 3. Consumer Experience and Engagement:** Modern branding emphasizes the holistic consumer experience, encompassing every interaction a consumer has with a brand. This includes online user experience, customer service, product quality, and

post-purchase support. Brands strive to deliver consistent and exceptional customer experiences to foster loyalty and advocacy.

- 4. Digital and Social Media Branding:** The proliferation of digital channels and social media platforms has transformed the way brands interact with consumers. Branding in today's market includes leveraging digital marketing strategies, engaging on social media, and creating shareable content to reach and connect with target audiences in meaningful ways.
- 5. Purpose-Driven Branding:** More than ever, consumers are placing importance on brands that align with their personal values and social causes. Purpose-driven branding involves integrating social responsibility, sustainability, and ethical practices into a brand's identity and communication. Brands that authentically champion meaningful causes can resonate deeply with socially conscious consumers.
- 6. Brand Consistency and Coherence:** Consistency across all brand touchpoints is crucial for establishing a unified brand identity and message. From advertising to customer service interactions, brands strive for coherence in their communication and presentation, ensuring that every interaction reinforces the brand's core values and attributes.
- 7. Personalized and Targeted Brand Communication:** With advancements in data analytics and customer relationship management, brands are increasingly tailoring their communication and marketing efforts to individual preferences and behaviors. Personalization allows brands to deliver relevant and timely messages, enhancing customer engagement and the overall brand experience.
- 8. Innovation and Adaptability:** In today's rapidly evolving market, successful brands are those that demonstrate innovation and adaptability. Brands must stay abreast of industry trends, consumer preferences, and emerging technologies to remain relevant and competitive. This often involves embracing digital innovations, exploring new market segments, and adapting to changing consumer expectations.
- 9. Brand Protection and Reputation Management:** In the digital era, brands face the challenge of managing their online reputation and protecting their brand from potential reputational risks. Proactive brand protection strategies, including monitoring social media conversations, addressing customer feedback, and

managing crisis communication, are integral to maintaining brand credibility and trust.

- 10. Global Branding and Cultural Sensitivity:** In a globalized marketplace, brands operating across borders must navigate cultural nuances and tailor their branding strategies to resonate with diverse audiences. Cultural sensitivity, language localization, and understanding regional consumer behaviors are vital for developing successful global branding initiatives. Overall, branding in today's market requires a well-crafted strategy that considers the multifaceted nature of consumer interactions, digital engagement, and brand representation. By understanding and leveraging these key aspects of contemporary branding, businesses can establish and nurture strong, enduring brands that resonate with their target audiences and drive long-term success in the competitive marketplace.

## **BRAND POSITIONING**

Brand positioning refers to the strategic process of establishing a distinctive space for a brand in the minds of consumers within the competitive landscape. It involves crafting a unique and compelling identity for a brand that sets it apart from its competitors and resonates with its target audience. Brand positioning aims to create a clear perception of the brand's value, benefits, and attributes in the minds of consumers. This perception becomes the basis for how the brand is perceived and differentiated in the market.

## **ELEMENTS OF POSITIONING**

Key elements of brand positioning include:

- 1. Unique Value Proposition:** Brand positioning centers on defining the unique value that the brand offers to its target audience. This involves clearly articulating the benefits and advantages that set the brand apart from its competitors. A compelling value proposition addresses the specific needs, desires, or pain points of the target audience and communicates how the brand uniquely satisfies them.
- 2. Target Audience Segmentation:** Understanding the specific demographics, psychographics, behaviors, and preferences of the target audience is crucial for effective brand positioning. By segmenting and analyzing the audience, a brand can

tailor its positioning strategy to resonate with the needs and aspirations of its ideal customers.

- 3. Competitive Analysis:** Brand positioning involves analyzing the strengths, weaknesses, and strategic positioning of competitors. By understanding the competitive landscape, a brand can identify opportunities to differentiate itself and emphasize its unique attributes in a way that stands out in the market.
- 4. Brand Attributes and Personality:** The positioning process focuses on defining the key attributes and personality traits that best represent the brand. This could include factors such as quality, innovation, reliability, customer service, and emotional appeal. These attributes contribute to shaping the overall perception of the brand and how it is perceived by consumers.
- 5. Emotional and Rational Appeal:** Brand positioning often addresses both the emotional and rational aspects of consumer decision-making. This involves understanding the emotional connections and rational considerations that influence consumers' choices, and crafting brand positioning that resonates with both factors.
- 6. Communication Strategy:** Once the brand positioning is defined, it's essential to develop a communication strategy that effectively communicates the brand's positioning to the target audience. This includes messaging, advertising, content, and visual elements that consistently convey the brand's unique value proposition and positioning.
- 7. Consistency and Coherence:** Brand positioning is only effective when consistently reinforced across all brand touchpoints. This requires ensuring that every interaction with the brand whether through advertising, customer service, product experience, or online presence reinforces the brand's established positioning and attributes.
- 8. Adaptability and Innovation:** As market dynamics evolve, brands need to be agile and adaptable in their positioning strategies. This involves staying abreast of changing consumer trends, competitive advancements, and industry developments, and adjusting the brand's positioning as needed to remain relevant and compelling. Successful brand positioning enables a brand to occupy a distinct and advantageous position in the minds of consumers, fostering recognition, preference, and loyalty. By effectively differentiating itself from competitors and resonating with the needs and aspirations of its target audience, a brand can build a strong and enduring presence in the marketplace.

**CHAPTER – 4**  
**DATA ANALYSIS AND INTERPRETATION**

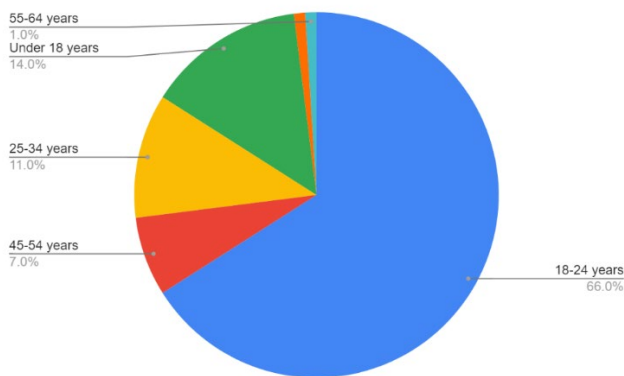
## 4.1 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AGE

**TABLE 4.1** Showing classification of respondents on the basis of age

| Category       | Number of respondents | Percentage |
|----------------|-----------------------|------------|
| Under 18 years | 14                    | 14         |
| 18-24 years    | 66                    | 66         |
| 25-34 years    | 11                    | 11         |
| 35-44 years    | 1                     | 1          |
| 45-54 years    | 7                     | 7          |
| 55-64 years    | 1                     | 1          |
| 65+ years      | -                     | -          |
| <b>TOTAL</b>   | <b>100</b>            | <b>100</b> |

(Source: primary data)

**FIGURE 4.1** Showing classification of respondents on the basis of age



### **Interpretation:**

As shown in the table and the pie chart, 66% people from the survey regarding the influence of branding on customer purchasing behavior were between the age group of 18 years to 24 years, giving the overall highest count of age group to do the survey. 14% of the respondents are under 18. 11% of the respondents are of the age category of 25-34 years. 7% of the respondents are of the category 45-54 years and 1% of the respondents are of the category 55-64 years. There is no 65+ years of people which gives us the least number of people in age category for doing the questionnaire.

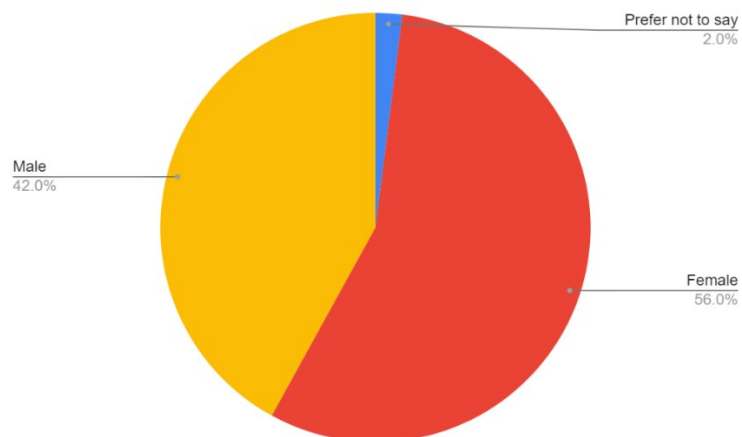
## 4.2 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF GENDER

**TABLE 4.2** Classification of respondents on the basis of gender

| Gender            | No. of respondents | Percentages |
|-------------------|--------------------|-------------|
| Male              | 42                 | 42          |
| Female            | 56                 | 56          |
| Prefer not to say | 2                  | 2           |
| <b>TOTAL</b>      | <b>100</b>         | <b>100</b>  |

(Source: primary data)

**FIGURE 4.2** Classification of respondents on the basis of gender



### **Interpretation:**

As per the table and figure shown above, we can clearly see that female constituted or contributed more to the questionnaire regarding the influence of brands on customer purchasing behavior. As the chart shows there were 56% female and 42% males and 2% of the respondents who preferred not to say, had contributed to answering of the survey.



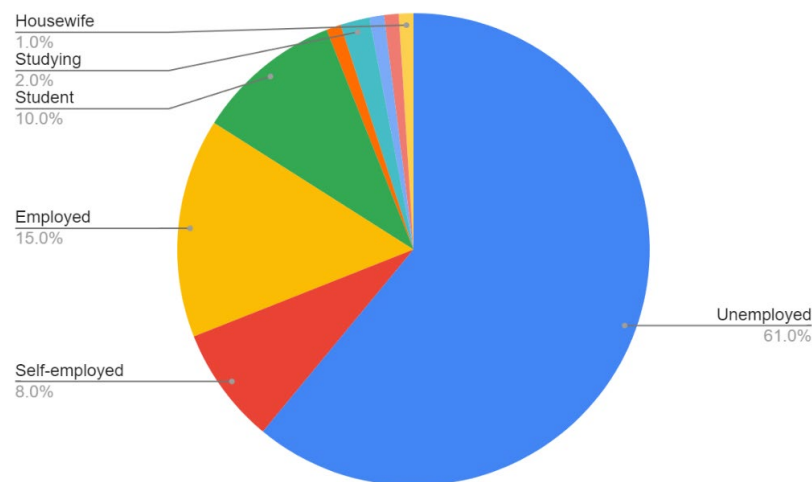
### 4.3 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR EMPLOYMENT STATUS

**TABLE 4.3** Showing classification of respondents on the basis of their employment status

| ATTRIBUTES    | NO. OF RESPONDENTS | PERCENTAGES (%) |
|---------------|--------------------|-----------------|
| Unemployed    | 61                 | 61              |
| Employed      | 15                 | 15              |
| Self-employed | 8                  | 8               |
| Other         | 16                 | 16              |
| <b>TOTAL</b>  | <b>100</b>         | <b>100</b>      |

(Source: Primary data)

**FIGURE 4.3** Showing classification of respondents on the basis of their employment status



#### **Interpretation:**

We can see that 61% people who answered the survey are unemployed which could be due to various reasons and they constitute more as we can see in the figure. Certain people have mentioned their other works which constituted about small dimensions like 10% students, 2% or 10% studying, 1% housewife. They constitute the minor part of the survey. Below that comes, self-employed people (8%), which we can see when we study the pie chart given above.

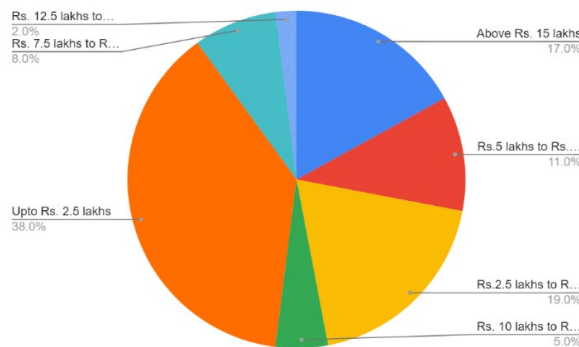
#### 4.4 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR ANNUAL HOUSEHOLD INCOME

**TABLE 4.4** Showing classification of respondents on the basis of their annual household income

| ATTRIBUTES                  | NO. OF RESPONDENTS | PERCENTAGES (%) |
|-----------------------------|--------------------|-----------------|
| Up to Rs. 2.5 lakhs         | 38                 | 38              |
| Rs. 2.5 lakhs – Rs. 5 lakhs | 19                 | 19              |
| Rs. 5 lakhs- 7.5 lakhs      | 11                 | 11              |
| Rs. 7.5 lakhs- 10 lakhs     | 8                  | 8               |
| Rs. 10 lakhs- Rs 12.5 lakhs | 5                  | 5               |
| Rs.12.5 lakhs- Rs. 15 lakhs | 2                  | 2               |
| Above 15 lakhs              | 17                 | 17              |
| <b>TOTAL</b>                | <b>100</b>         | <b>100</b>      |

(Source: Primary data)

**FIGURE 4.4** Showing classification of respondents on the basis of their annual household income



#### **Interpretation:**

From the table and pie chart we can see the income level of various households, carrying the majority of people (38%) having salary up to 2.5 lakhs, 19% of the respondents are having salary from Rs.2.5 lakh- Rs.5 lakhs, 17% of the respondents are having income above 15 lakhs, 11% has Rs.5 lakhs to Rs.7.5 lakhs, 8% of the respondents are having income between Rs.7.5 lakhs to Rs.10 lakhs, 5% consumers has income between 10 lakhs and 12.5 lakhs and the least percentage that contributes are between Rs.12.5 lakhs and 15 lakhs which is about 2% out of 100 of respondents.

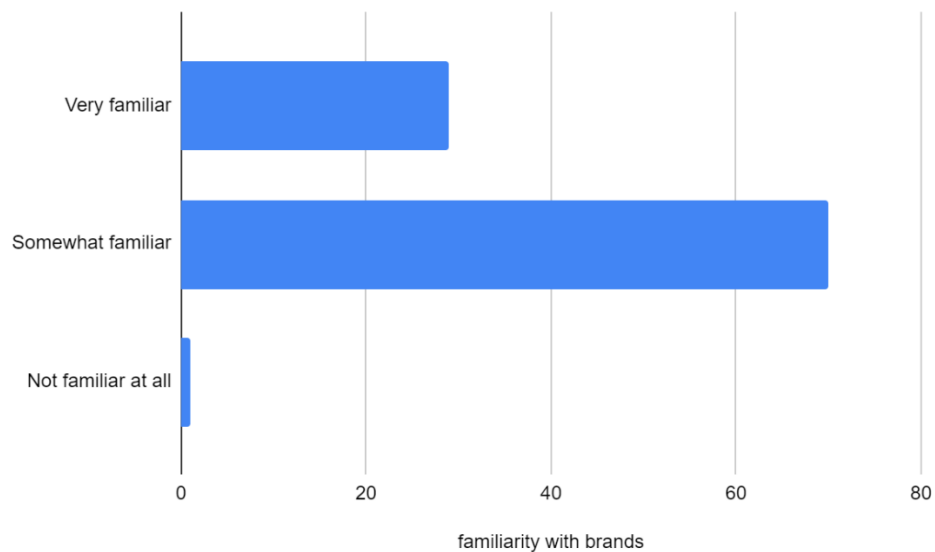
#### 4.5 CLASSIFICATION ON THE BASIS OF FAMILIARITY WITH BRANDS

**TABLE 4.5** Showing classification on the basis of familiarity with brands

| ATTRIBUTES          | NO. OF RESPONDENTS | PERCENTAGES (%) |
|---------------------|--------------------|-----------------|
| Very familiar       | 29                 | 29              |
| Somewhat familiar   | 70                 | 70              |
| Not familiar at all | 1                  | 1               |
| <b>TOTAL</b>        | <b>100</b>         | <b>100</b>      |

(Source: Primary data)

**FIGURE 4.5** Showing classification on the basis of familiarity with brands



#### **Interpretation:**

From a survey of 100 people, the majority of 70% people are somewhat familiar with brands being that they are youngsters or through the usage of social media or various peer groups. 29% of the respondents have marked that they are very familiar with brands. And a very small percent of 1% people was not familiar with brands. This could be due to lack of exposure or minimum wages they earn.

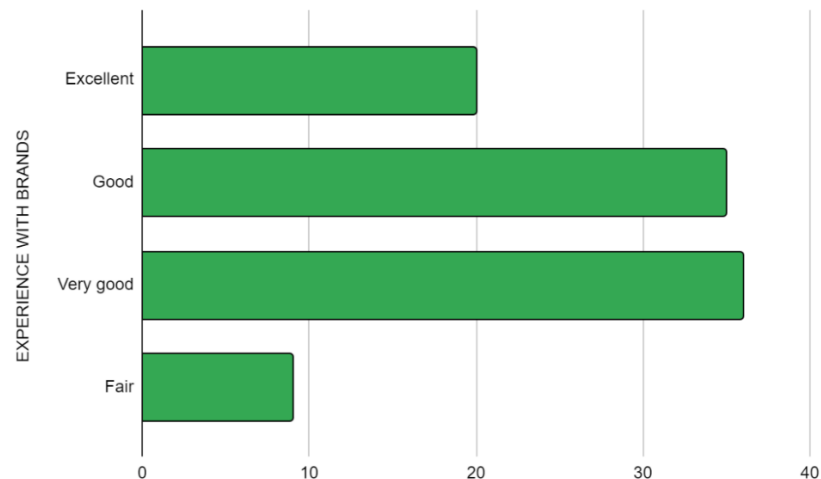
## 4.6 CLASSIFICATION BASED ON EXPERIENCE WITH BRANDS

**TABLE 4.6** Showing classification based on experience with brands

| ATTRIBUTES   | NO. OF RESPONDENTS | PERCENTAGES (%) |
|--------------|--------------------|-----------------|
| Excellent    | 20                 | 20              |
| Very good    | 36                 | 36              |
| Good         | 35                 | 35              |
| Fair         | 9                  | 9               |
| Poor         | -                  | -               |
| <b>TOTAL</b> | <b>100</b>         | <b>100</b>      |

(Source: Primary data)

**FIGURE 4.6** Showing classification based on experience with brands



### **Interpretation:**

Majority of people, 36% have a very good experience with brands. 35% of the population has good experience with brands, 20% of the people have an excellent experience with brands. Just 9% of the respondents has a fair experience with brands.

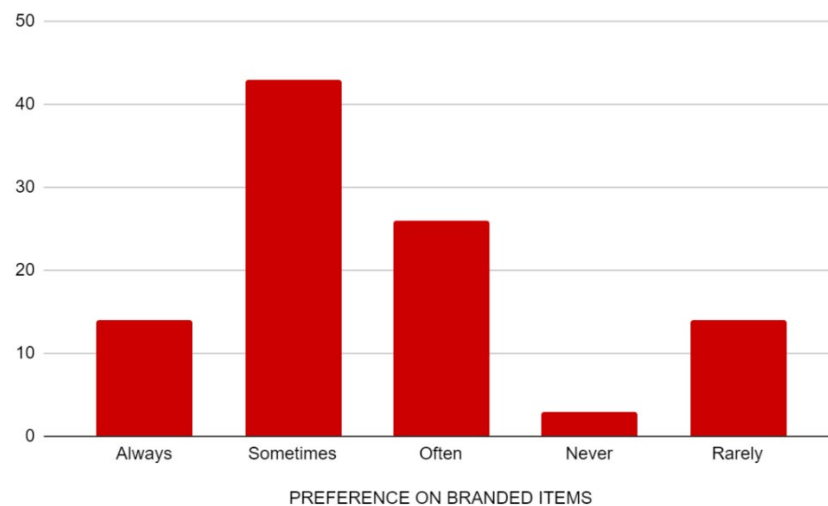
## 4.7 CLASSIFICATION BASED ON PREFERENCE ON BRANDED ITEMS

**TABLE 4.7** Showing classification based on preference on branded items

| ATTRIBUTES   | NO. OF RESPONDENTS | PERCENTAGES (%) |
|--------------|--------------------|-----------------|
| Never        | 3                  | 3               |
| Rarely       | 14                 | 14              |
| Sometimes    | 43                 | 43              |
| Often        | 26                 | 26              |
| Always       | 14                 | 14              |
| <b>TOTAL</b> | <b>100</b>         | <b>100</b>      |

(Source: Primary data)

**FIGURE 4.7** Showing classification based on preference on branded items



### **Interpretation:**

We can see that 43% people out of 100 people prefer branded items sometimes. 26% and 14% respondents often prefer branded items which could be due to their income level and preferred quality of life. And 14% people out of 100% people always prefer branded items. Only a small fraction of people, 3% never prefers branded items could be due to lack of trust or they might be thinking branded items are waste of money.

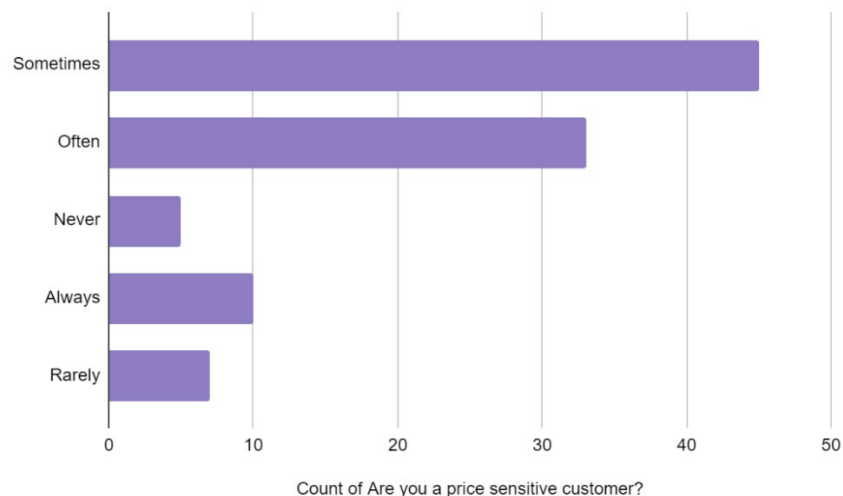
## 4.8 CLASSIFICATION BASED ON PRICE SENSITIVE CUSTOMERS

**TABLE 4.8** Showing classification of respondents on the basis of price sensitiveness

| ATTRIBUTES   | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|--------------------|----------------|
| Never        | 5                  | 5              |
| Rarely       | 7                  | 7              |
| Sometimes    | 45                 | 45             |
| Often        | 33                 | 33             |
| Always       | 10                 | 10             |
| <b>TOTAL</b> | <b>100</b>         | <b>100</b>     |

(Source: Primary data)

**FIGURE 4.8** Showing classification of respondents on the basis of price sensitiveness



### **Interpretation:**

From the above chart, we can see that 45% people out of 100 people, sometimes are a price sensitive customer and 33% are often price sensitive, 10% of the respondents are always price sensitive, about 7% are rarely price sensitive about 5% people are never price sensitive customer which could be that they prefer only branded items.

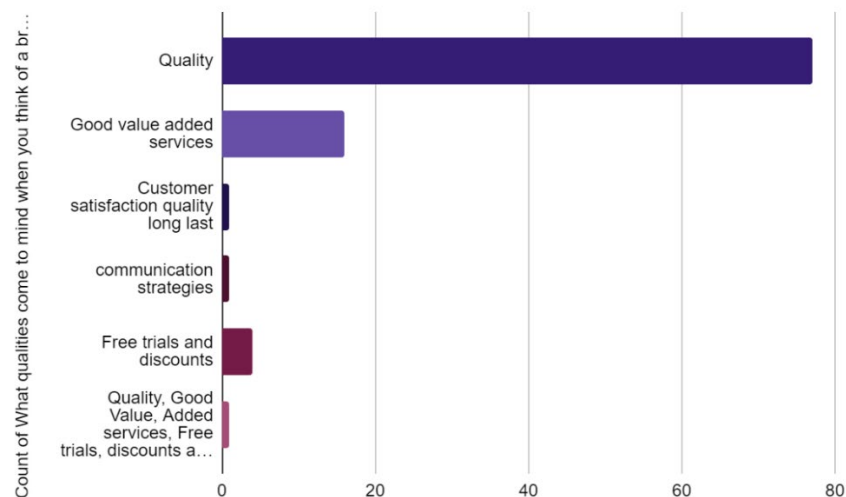
## 4.9 CLASSIFICATION BASED ON QUALITIES OF BRAND

**TABLE 4.9 - Showing the qualities of a brand**

| FEATURES                  | NO. OF RESPONDENTS | PERCENTAGE (%) |
|---------------------------|--------------------|----------------|
| Quality                   | 77                 | 77             |
| Good value-added service  | 16                 | 16             |
| Free trials and discounts | 4                  | 4              |
| Communication strategies  | 1                  | 1              |
| Others                    | 2                  | 2              |
| <b>TOTAL</b>              | <b>100</b>         | <b>100</b>     |

(Source: Primary data)

**FIGURE 4.9 - Showing the quality traits that comes to mind when we think of a brand**



### **Interpretation:**

Majority of the people, 77% think that brands provide quality and that's what comes to their brand when they think of a brand. 16% people think that good value-added services are important. A small fraction of people feel that all of the above stated characteristics are important for a brand. 4% people think that free trials and discounts are the features they are looking for in a brand.

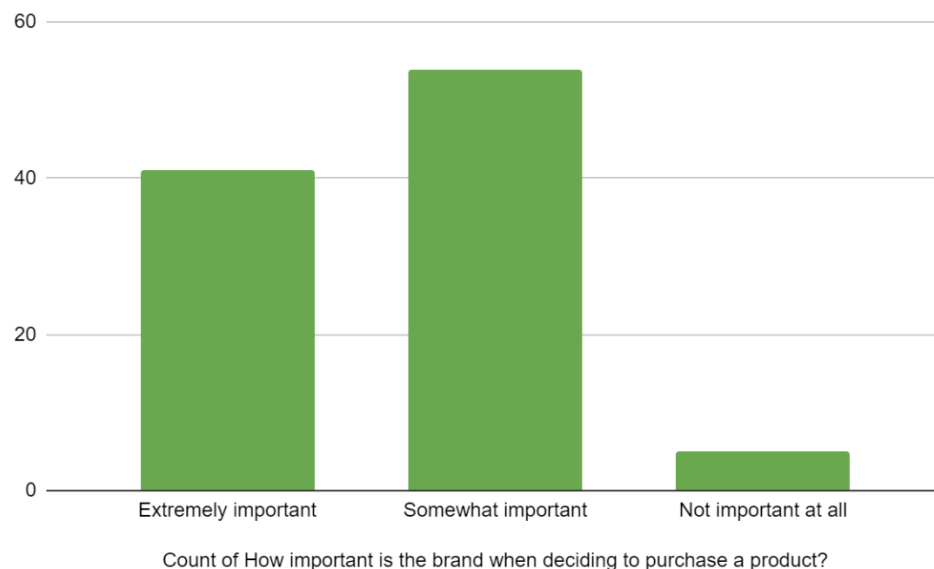
#### 4.10 CLASSIFICATION BASED ON IMPORTANCE OF BRAND WHEN DECIDING TO PURCHASE A PRODUCT

**TABLE 4.10** – Showing classification based on importance of brand when deciding to purchase a product

| ATTRIBUTES           | NO. OF RESPONDENTS | PERCENTAGE |
|----------------------|--------------------|------------|
| Extremely important  | 41                 | 41         |
| Somewhat important   | 54                 | 54         |
| Not important at all | 5                  | 5          |
| <b>TOTAL</b>         | <b>100</b>         | <b>100</b> |

(Source: Primary data)

**FIGURE 4.10** – Shown below based on importance of brand when deciding to purchase a product



#### **Interpretation:**

About 54% people think that brand is somewhat important feature while purchasing a product or while making a purchasing decision. 41% people out of 100, feel that brands are extremely important provided its features and qualities. And about 5% people think that brands are not at all important.



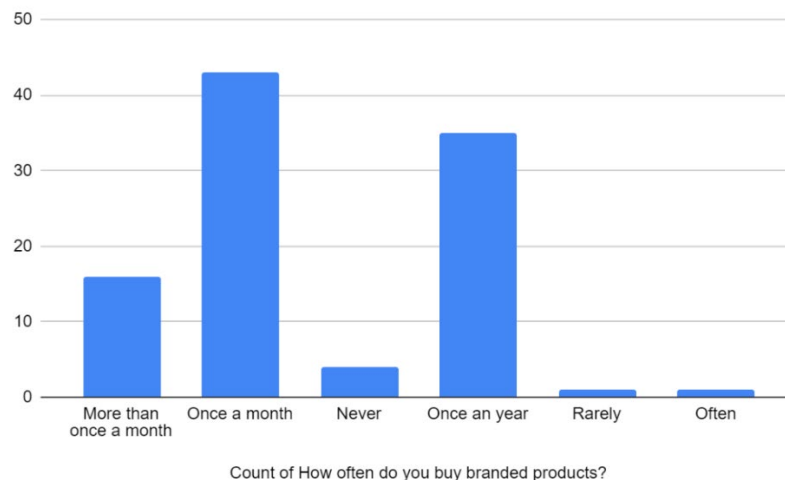
#### 4.11 CLASSIFICATION BASED ON FREQUENCY OF BUYING BRANDED PRODUCTS

**TABLE 4.11** – Table showing classification based on frequency of buying branded products

| BASIS                  | NO. OF RESPONDENTS | PERCENTAGE |
|------------------------|--------------------|------------|
| More than once a month | 16                 | 16         |
| Once a month           | 43                 | 43         |
| Once a year            | 35                 | 35         |
| Never                  | 4                  | 4          |
| Rarely                 | 1                  | 1          |
| Often                  | 1                  | 1          |
| <b>TOTAL</b>           | <b>100</b>         | <b>100</b> |

(Source: Primary data)

**FIGURE 4.11** – Figure showing classification based on frequency of buying branded products



#### Interpretation:

About a majority of 43 people frequently that is once a month buy a branded product which could be due to any functions, maybe regular usage etc. About 35 people buy branded product once a year. 16% of the respondents buy branded products more than once a month. And a very small fraction of people often buys branded products. This could be due to brand loyalty and trust.

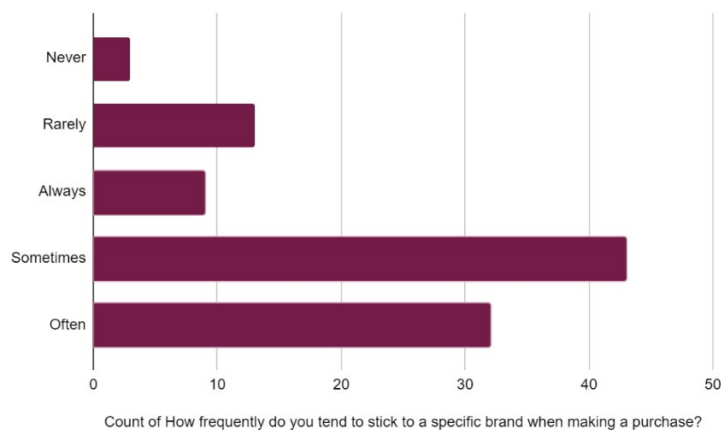
#### 4.12 CLASSIFICATION BASED ON FREQUENCY OF STICKING ONTO A SPECIFIC BRAND WHILE MAKING A PURCHASE

**TABLE 4.12** – Table showing classification based on frequency of sticking onto a specific brand while making a purchase

| ATTRIBUTES   | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|--------------------|----------------|
| Always       | 9                  | 9              |
| Often        | 32                 | 32             |
| Sometimes    | 43                 | 43             |
| Rarely       | 13                 | 13             |
| Never        | 3                  | 3              |
| <b>TOTAL</b> | <b>100</b>         | <b>100</b>     |

(Source: Primary data)

**FIGURE 4.12** – Figure showing classification based on frequency of sticking onto a specific brand while making a purchase



#### **Interpretation:**

43% people out of 100 respondents sometimes stick onto to a brand, which proves their brand loyalty and brand trust. 32% and 9% of the respondents often stick to a brand which shows that they have had positive experience and believe in the quality and reliability of the brands products or services. 13% of the respondents rarely stick onto a brand which could be due to their interest in trying out new product or could be various other factors. A small fraction of 3% of people never sticks onto a brand, maybe because they like trying different brands or that they are price sensitive.

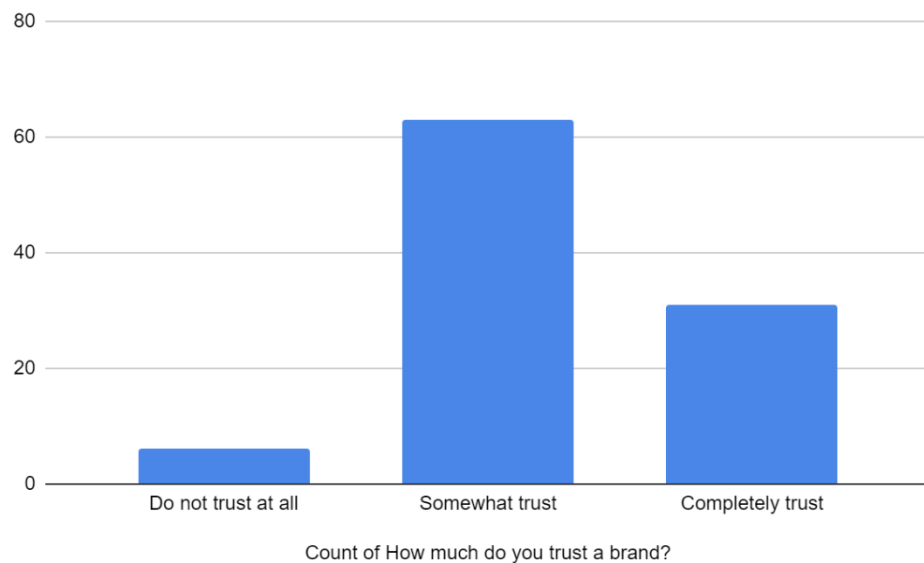
#### 4.13 CLASSIFICATION BASED ON TRUST OF A BRAND

**TABLE 4.13** – Table showing classification based on trust of a brand

| ATTRIBUTES          | NO. OF RESPONDENTS | PERCENTAGE (%) |
|---------------------|--------------------|----------------|
| Completely trust    | 31                 | 31             |
| Somewhat trust      | 63                 | 63             |
| Do not trust at all | 6                  | 6              |
| <b>TOTAL</b>        | <b>100</b>         | <b>100</b>     |

(Source: Primary data)

**FIGURE 4.13** – Figure showing classification based on trust of a brand



#### **Interpretation:**

About 63% respondents somewhat trust a brand given its features of customer satisfaction, changes according to tastes and preferences, demand etc. or could their familiarity with a brand. 31% of the respondents completely trusts branded items probably due to their experience. About 6% respondents do not trust brands at all which could be due to their previous experiences.

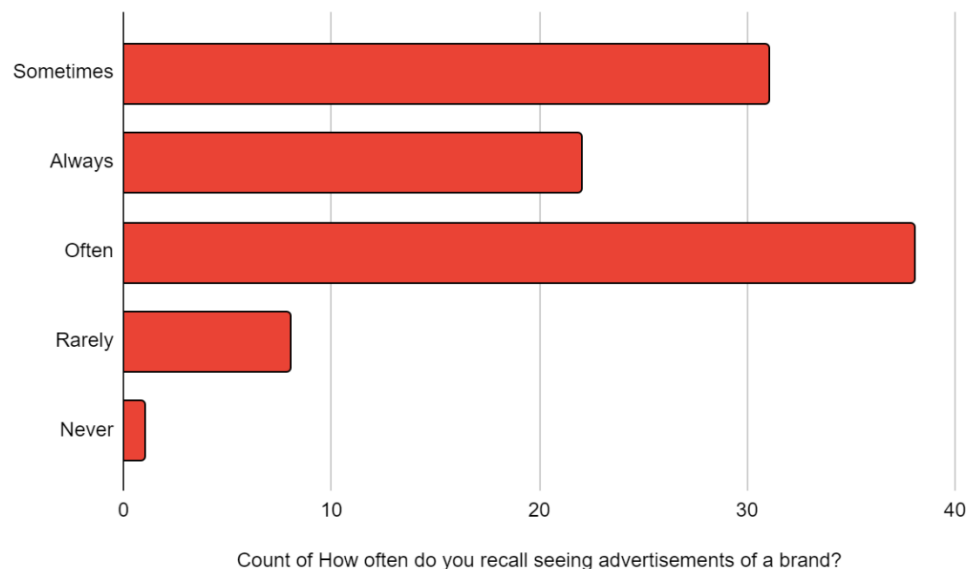
#### 4.14 FREQUENCIES OF SEEING ADVERTISEMENTS OF A BRAND

**TABLE 4.14** – Table showing frequencies of seeing advertisements of a brand

| ATTRIBUTES   | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|--------------------|----------------|
| Always       | 22                 | 22             |
| Often        | 38                 | 38             |
| Sometimes    | 31                 | 31             |
| Rarely       | 8                  | 8              |
| Never        | 1                  | 1              |
| <b>TOTAL</b> | <b>100</b>         | <b>100</b>     |

(Source: Primary data)

**FIGURE 4.14** – Figure showing frequencies of seeing advertisements of a brand



#### **Interpretation:**

From the table and chart above, about 38 people often see advertisements of different brands which gives them a knowledge about the existence of a brand. And about 31% respondents sometimes see brand ads, maybe it may not be their interest of purchase. 22% of the people always see advertisements and 8% of the respondents rarely see advertisements. A very small fraction of 1% respondents never gets ads of brands which denotes that they do not have brand awareness.

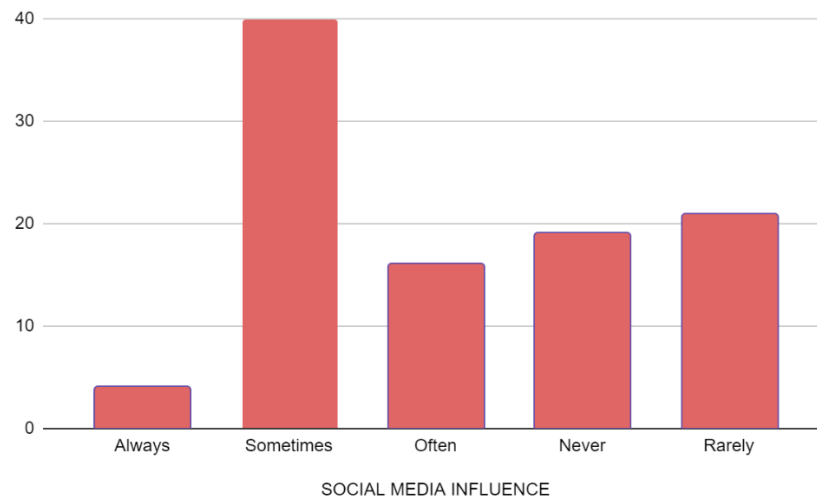
#### 4.15 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SOCIAL MEDIA INFLUENCE

**TABLE 4.15** – Table showing social media influence on buying a branded item

| ATTRIBUTES   | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|--------------------|----------------|
| Never        | 19                 | 19             |
| Rarely       | 21                 | 21             |
| Sometimes    | 40                 | 40             |
| Often        | 16                 | 16             |
| Always       | 4                  | 4              |
| <b>TOTAL</b> | <b>100</b>         | <b>100</b>     |

(Source: Primary data)

**FIGURE 4.15** – Figure showing social media influence on buying a branded item



#### **Interpretation:**

About 40% people out of 100 respondents feel that sometimes get influenced by social media ads and promotions. It would have builded trust on people by means on influencers and celebrities. 21% and 19% have almost same opinion that they rarely or never really get influenced by ads. 4% of the respondents always gets influenced by social media ads. We can see that 16 people often see ads and get influence by means of social media.

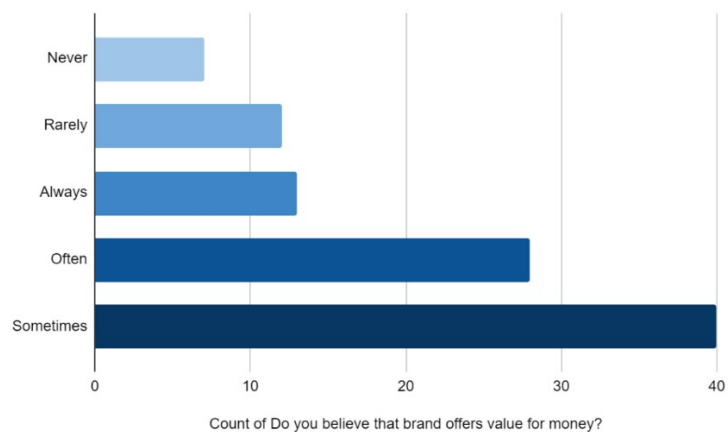
#### 4.16 CLASSIFICATION TO KNOW WHETHER BRANDS OFFER VALUE FOR MONEY

**TABLE 4.16** – Table showing classification to know whether brands offer value for money

| ATTRIBUTES   | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|--------------------|----------------|
| Never        | 7                  | 7              |
| Rarely       | 12                 | 12             |
| Sometimes    | 40                 | 40             |
| Often        | 28                 | 28             |
| Always       | 13                 | 13             |
| <b>TOTAL</b> | <b>100</b>         | <b>100</b>     |

(Source: Primary data)

**FIGURE 4.16** – Figure showing classification to know whether brands offer value for money



#### **Interpretation:**

About 40% people do feel that brands sometimes provide value for money due to its quality, features, etc. About 7% people never feel that brands offer value for money maybe due to their past experiences. Moderately about 28% people often feel that brand provide value for money shows that they trust brands. 12% and 7% of the respondents rarely or never believes that brands offer value for money and that it is just overrated and clout. Meanwhile 13% of the people always feel that brands do provide value for money.

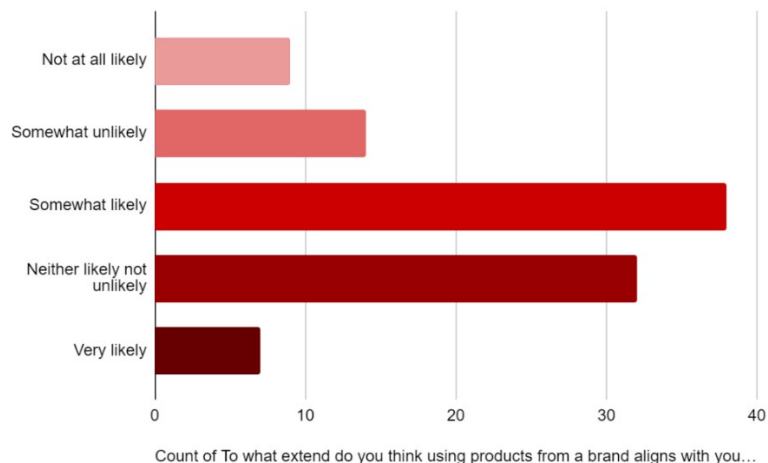
#### 4.17 CLASSIFICATION TO UNDERSTAND BRANDS ALIGNMENT WITH PERSONAL IDENTITY

**TABLE 4.17 – Table showing classification to understand brands alignment with personal identity**

| ATTRIBUTES                  | NO. OF RESPONDENTS | PERCENTAGE (%) |
|-----------------------------|--------------------|----------------|
| Not at all likely           | 9                  | 9              |
| Somewhat likely             | 14                 | 14             |
| Neither likely not unlikely | 32                 | 32             |
| Somewhat likely             | 38                 | 38             |
| Very likely                 | 7                  | 7              |
| <b>TOTAL</b>                | <b>100</b>         | <b>100</b>     |

(Source: Primary data)

**FIGURE 4.17 – Figure showing classification to understand brands alignment with personal identity**



#### **Interpretation:**

About 32% and 38% respondents feel that brands align with personal. It depends upon people to people whether to use a brand or their purchasing decisions. 14% of the respondents somewhat unlikely feel that it matches with personal identity and 7% of the people feel that brand always align with personal identity. And the least of 9% people feel that brands do not align with personal identity.

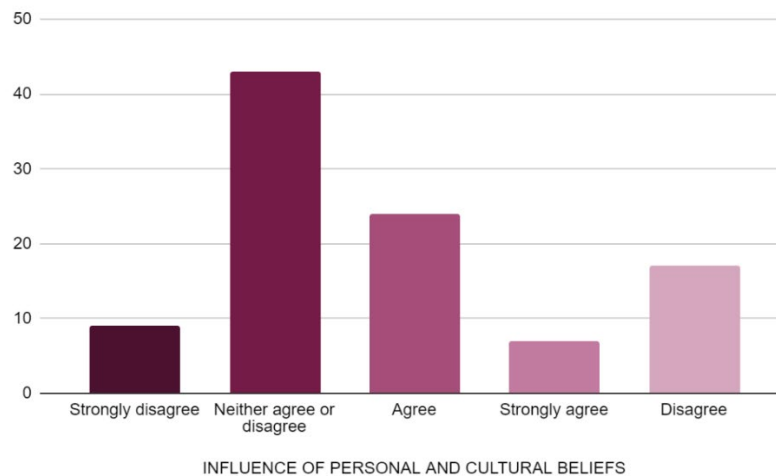
#### 4.18 INFLUENCE OF PERSONAL AND CULTURAL BELIEFS ON PURCHASING BEHAVIOR

**TABLE 4.18** – Table showing influence of personal and cultural beliefs on purchasing behavior

| ATTRIBUTES                | NO. OF RESPONDENTS | PERCENTAGE (%) |
|---------------------------|--------------------|----------------|
| Strongly disagree         | 9                  | 9              |
| Disagree                  | 17                 | 17             |
| Neither agree or disagree | 43                 | 43             |
| Agree                     | 24                 | 24             |
| Strongly agree            | 7                  | 7              |
| <b>TOTAL</b>              | <b>100</b>         | <b>100</b>     |

(Source: Primary data)

**FIGURE 4.18** – Figure showing influence of personal and cultural beliefs on purchasing behavior



#### **Interpretation:**

About 43% people neither agree or disagree that means they have a mixed view about influence of cultural and personal behavior. 17% of the respondents disagree that personal and cultural beliefs influence purchasing behavior. 24% respondents agree and 7% people strongly agree with it. This could be due to beliefs, values etc. shape our preferences, perceptions and attitude towards certain brands. Traditions, social norms and societal influences can impact brand choices.



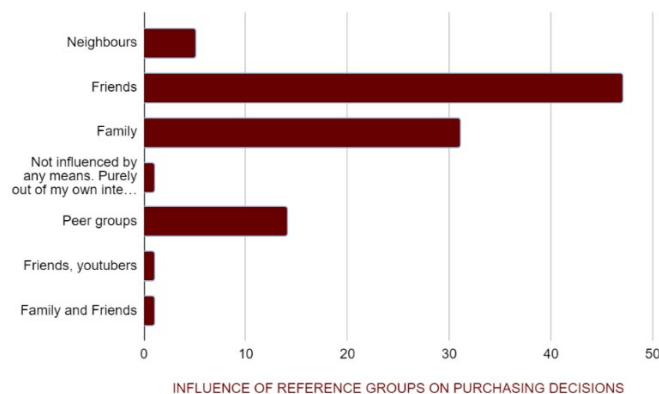
#### 4.19 CLASSIFICATION BASED ON INFLUENCE OF DIFFERENT REFERENCE GROUPS ON PURCHASING DECISIONS

**TABLE 4.19** – Table showing influence of different reference groups on purchasing decisions

| ATTRIBUTES   | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|--------------------|----------------|
| Family       | 31                 | 31             |
| Friends      | 47                 | 47             |
| Neighbors    | 5                  | 5              |
| Peer groups  | 14                 | 14             |
| Others       | 3                  | 3              |
| <b>TOTAL</b> | <b>100</b>         | <b>100</b>     |

(Source: Primary data)

**FIGURE 4.19** – Figure showing influence of different reference groups on purchasing decisions



#### **Interpretation:**

A major number of respondents of 47 people get influenced by friends. 31% of the respondents feel that they get influenced by family members itself. And a least number about 5 people get influence from neighbors. About 14 people from peer groups. We can also see that people have written that they don't get influenced by people and its one's own choices. Certain people get influenced by youtubers or both family and friends.

**CHAPTER – 5**  
**FINDINGS, SUGGESTIONS AND CONCLUSION**

## 5.1 FINDINGS

- 66% of the responses from the survey is from the age category of 18-24 years.
- 56% of the population from the survey were females.
- Out of total respondents from the survey, 61% of the people are unemployed.
- The annual household income with highest of 38% of the people who attended the survey are having annual income upto ₹2.5 lakhs.
- 70% being the majority of the respondents are familiar with brands.
- 36% of the respondents has a very good experience with brands.
- 43% being the majority sometimes only prefer branded items.
- 45% of the respondents are price sensitive customers.
- 77% of the people who attended the survey feel that quality is the most important when thinking of a brand.
- 54% of the respondents feel that brand is somewhat important while purchasing a product.
- 43% of the respondents often (once a month) buy branded products.
- 43% being the majority sometimes stick to a specific brand while making a purchase.
- 63% of the respondents somewhat trust a brand.
- 38% of the respondents often recall seeing advertisements of a brand.
- 40% being the majority sometimes purchases a product based on its presence or promotion on social media related to a brand.
- 40% of the total respondents sometimes feel that brand offers value for money.
- 38% of the respondents somewhat likely thinks that using products from a brand aligns with your personal identity.
- 43% of the total respondents neither agree or disagree that personal and cultural beliefs influence purchasing behavior.
- 47% of respondents gets their influence of buying a brand product from their friends.

## **5.2 SUGGESTIONS**

- The company should develop a brand story that resonates with your target audience on an emotional level. This can help create a strong bond with customers and influence their purchasing decisions.
- The company should focus on delivering high-quality products or services that provide value to customers. A positive brand experience will encourage repeat purchases and word-of-mouth referrals.
- Engagement with the customers through social media, email marketing, and other channels helps to build relationships and loyalty. Thus, the company must encourage feedback and respond to customer inquiries promptly.

## **5.3 CONCLUSION**

Brand knowledge has a significant impact on consumer buying behavior. When consumers have a good understanding of a brand, its reputation, and what it stands for, they are more likely to trust the brand and feel confident in their purchasing decisions.

Reference groups play a crucial role in influencing consumers to buy branded products. People often look to their friends, family, and social circles for advice and recommendations. In this study majority of the people chose friends as an important part of influencing them to purchase a particular brand. Positive opinions and experiences shared by these reference groups can sway consumers towards choosing specific brands.

Age does affect brand loyalty. Younger consumers tend to be more open to exploring different brands and may switch their loyalty more frequently. On the other hand, older consumers tend to develop stronger brand loyalty and are more likely to stick with the brands they trust and are familiar with.

## **ANNEXURE**

## QUESTIONNAIRE

**Note:** We (Keren Thomas George, Venessa Meria Joji and Bhagya Joy), final year students of St. Teresa's College, Ernakulam are doing this study as a part of our project. We are conducting a study on 'The influence of branding on consumer buying behavior with special reference to Cochin city'. All responses collected under this will be confidential.

1. How old are you?
  - a) under 18
  - b) 18-24
  - c) 25-34
  - d) 35-44
  - e) 45-54
  - f) 55-64
  - g) 65+
  
2. What is your gender?
  - a) Male
  - b) Female
  - c) Prefer not to say
  - d) Other: \_\_\_\_\_
  
3. What is your employment status?
  - a) unemployed
  - b) employed
  - c) self employed
  - d) other: \_\_\_\_\_
  
4. What is your annual household income?
  - a) Up to ₹2.5 lakhs
  - b) ₹2.5 to ₹5 lakhs
  - c) ₹5 to ₹7.5 lakhs
  - d) ₹7.5 to ₹10 lakhs

- e) ₹10 to ₹12.5 lakhs
- f) ₹12.5 to ₹15 lakhs
- g) above ₹15 lakhs

5. How familiar are you with brand?

- a) very familiar
- b) somewhat familiar
- c) not familiar at all

6. What is your experience with brands?

- a) excellent
- b) very good
- c) good
- d) fair
- e) poor

7. Do you prefer branded items?

- a) never
- b) rarely
- c) sometimes
- d) often
- e) always

8. Are you a price sensitive customer?

- a) never
- b) rarely
- c) sometimes
- d) often
- e) always

9. What qualities come to mind when you think of a brand?

- a) quality
- b) good value added service
- c) free trials and discounts

- d) communication strategies
- e) others

10. How important is the brand when deciding to purchase a product?

- a) extremely important
- b) somewhat important
- c) not important at all

11. How often do you buy branded products?

- a) more than once a month
- b) once a month
- c) once an year
- d) never
- e) others

12. How frequently do you tend to stick to a specific brand when making a purchase?

- a) never
- b) rarely
- c) sometimes
- d) often
- e) always

13. How much do you trust a brand?

- a) completely trust
- b) somewhat trust
- c) do not trust at all

14. How often do you recall seeing advertisements of a brand?

- a) never
- b) rarely
- c) sometimes
- d) often



e) always

15. Have you ever purchased a product based on its presence or promotion on social media related to a brand?

a) never

b) rarely

c) sometimes

d) often

e) always

16. Do you believe that brand offers value for money?

a) never

b) rarely

c) sometimes

d) often

e) always

17. To what extent do you think using products from a brand aligns with your personal identity?

a) not at all likely

b) somewhat likely

c) neither likely nor unlikely

d) somewhat likely

e) very likely

18. Do you think your personal and cultural beliefs influence purchasing behavior?

a) strongly disagree

b) disagree

c) neither agree or disagree

d) agree

e) strongly agree

19. According to you, which reference group influences your purchasing decisions:

- a) Family
- b) Friends
- c) Neighbors
- d) Peer groups
- e) Others (if any): \_\_\_\_\_

20. Any other factors that influence your purchasing behavior on brands, if any:

\_\_\_\_\_

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