IMPACT OF BRAND MANAGEMENT ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

In today's world, marketing has greatly evolved. Presently, companies know that they need to keep the customer's feedback in order to meet the satisfying needs of the modern customers and among these customers driven activities, branding has become mandatory in order build a strong customer base and to create a good impact of a brand image. The Motive of this research paper is to determine the main impacts of branding on consumer buying behavior. During the research we have found that branding plays an important role in the learning as well as the attitude formation process which take place at the time of consumer buying behavior activities because of which consumers find out a direct link towards the brand image, brand name or the company leading to maximum sales as well as maximum satisfaction of consumers wants and needs. In the research, the aspects of brand equity, brand awareness, brand loyalty and brand image are also addressed along with the factors that affect the consumer buying behavior and to understand the concept and the different behaviors of the consumers, a study has also been done with the help of an online survey.

Purpose

The purpose of this Paper was to examine the impact of brand on influencing consumers to purchase a product. The goal of the paper is to Narrow down the fact that the brand has an impact on customer decision-making process. Original primary data within the primary research were collected by using a Qualitative method of questionnaire. The Qualitative research involves selected group of 100 respondents.

Methodology

In collecting data about the phenomena, close ended questionnaires were used to collect data from the respondent .The population of the study was around 100 people across India and the method of selection was convenience sampling.

Findings

The findings showed that focusing on brand features, the most important element in building a successful brand in the quality of the products that brand offers. It was also Found out that After Sale Service also plays a major for the Consumer to consider a Brand.

Originality / Value

In this study the it is find out how brand management affects the Consumer Behavior at different circumstances So that the Organization can adopt the most effective Brand Management strategies according to changing behavior of the Consumer.

KEYWORDS: *Brand Image, Customer Value, Customer Satisfaction, Customer Loyalty.*

Introduction

Brand management is a process of marketing that uses various techniques to increase the value of brand over time. To execute a 360 degree plan to maintain brand equity and increase the brand value requires complete understanding of the brand, target Vision and the company's vision.

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Brand act as an Influential Factor on customer engagement, competition in the markets, and the management of a company. A strong brand Image in the market differentiates a company's products from its competitors and creates brand affinity for a company's products or services.

An established Brand have to continually maintain its brand image through brand management. The Effective management of the Brand increases brand awareness, measures and optimize the brand equity.

Brand management is an important part of holistic marketing. It is in my opinion, a sort of marketing, which uses combination of different techniques in order to increase the perceived value of a brand. It has been researchedhow consumers perceive and evaluate brands for example, through observing brand equity, brand personality and brand extensions. More recently, researchers have noted that consumers vary not only on the basis of how they perceive brands but also in how they relate to brands. Researchers has found out that people sometimes form relationships with brands , the same way in which they form relationships with each other in a Society. Branding has become an integral part of business strategy. Branding focuses on creating customer value, not just images and is also a key tool for creating and maintaining competitive advantage. An effective brand management enables to build brand Loyaltythrough positive associations and strong awareness of the brand. Ithelps to create brand equity, which Focuses on consumer's general perception and how he feels about a brand and has an influence on consumer behavior.

Review of Literature

Brands create a stigma in the environment in which when a buyer purchases a certain kind of product which will bring him some sort of Superiority hence making the consumer Status Conscious which will create a sense of recognition and using diverse branded products would help to maintain a status in their Society among their friends and family in relation to specific brand which is mostly used by the person. Now people prefer to have brand from the food they eat, to the clothes they wear to the Home Decor. Branding is the process in which a product is given an identification with a name or mark of combination of both. It gives an individuality to a product. Branding is creating an emotional connection between a product and its user in the mindof the consumer the consume must somehow relate to the core value of the product in order to attain brand loyalty. The main purpose of branding is create and emotional perception and segregate the brand from the competitor (Hislop, 2002).

(Muhammad Tahseen Iqbal, 2014) state that Consumers now use the expensive and branded products in order to show their status. The brands which are used to show off their luxury, power and wealth are known as status brands. Once reach to a status they want to reach to higher status this factor compels the people to use brands as status symbol.

Brand Awareness

(Mersey, Malthouse and Calder, 2010) State that the larger the awareness of the product the more it helps the Consumer to recall about the product which creates a positive image in the mind of Collective consumer. Relationship of the brands with their Customer builds through trust and satisfaction provided by the brand to consumers and satisfaction and trust leads to the attachment with the brand. So for creating a relationship with a brand an emotional attachment and brand Association is necessary in order to perform good in the market.

Brand Image

Reynolds (1961) investigated that"an image is the finding of mental exercise depends upon few selected impression among the total impression and it is developed through creative process of the organization. Keller (1993) explored that the benefits of an Image can be classified into functional, experiential and symbolic benefits. Park, Jaworski, & MacInnis, (1986) found that if a company has a favorable image in the eyes of the consumer then the chances of the better Performance of the product or service , sustainable competitive advantage, and increase market share is much more higher than of the usual product.It was found out in studies that favorable image will lead to loyalty, brand equity (e.g. Co, 2003; Kandampully &Suhanto, 2001; Nguyen & LeBlanc, 1997), purchase behavior and brand performance (Faircloth, Capella, &Alford, 2001; Biel, 1993; Aaker, 1992; Keller, 1995, Hiseh al., 2004, Roth, 1994).

Customer Satisfaction

Churchill (1983), explainedCustomer Satisfaction has a direct relationship with Expectation and Perception of Experience. Customer satisfaction measures how much utility a Consumer received from the Product or Service. Itvaries depending on various factors such as situational and the product or service.Due to Customer Satisfaction various other factor that varies such as Customer Experience, an experience, a repurchase decision, recommendation of the Product and Service.

Oliver (1978) identified that satisfaction and dissatisfaction in terms of the disconfirmation of consumer expectation. Kumar and Kee (2007) explored that high quality of service can result in high customer satisfaction and increases customer loyalty. Thus customer satisfaction is the outcome of service quality (Parasuraman, Zeithaml & Berry1985, Naeem & Saif 2008),

Customer Loyalty Intention

Oliver (1996) defined customer loyalty as "It is acommitment to re-buy a preferred product/service Continuously, which results to repetition of same-brand purchase or same brand-set purchasing, despite situational influence and lucrativemarketing strategies to make a consumer switch from the Original Brand.

Brand loyalty can be operationalized either based on behavioral, attitudinal or composite approach (Jacoby & Chestnut, 1977). Jones & Sasser, (1993), found that Intention to repurchase can be measured by asking consumers about their future intentions to repurchase a given product or service.

Customer Value

Kotler (2008) argues that customer value is the difference between total customer value and total customer cost. Wang et.al. (2002) found the role of customer value to customer satisfaction, brand loyalty and customer behavior based on CRM performance. Kotler (2000) states that brand loyalty is one of the brand assets, which shows the high value of a loyalty, because to build many challenges that must be faced and takes a very long time. Woodruff RB (1996) states perceived value occurs through a customer shopping process once repeated expenditures orexpenditures

Consumer Behavior

The Consumer Behavior study involves how an individual or groups how they select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and desires. The consumer environment influences how the consumers feel, consider and act in a particular environment (Paul & Jerry C, 2005)

The consumer Behavior is related to the physical action of a consumer, which can be measured straight. The amount of time the Consumer visit stores or shopping malls can be measured. To select a specific store out of other options is difficult task. The shopping pattern of the consumer are observed how thy shop in offline and Online Stores. This kind of measurement is very hard. The Behavior can be analyzed in different ways, by offering lower price, better service and good quality. (Papanastassiu and Rouhani, 2007)

Research Methodology

- **Research Design**

Research design is awell-designedplan prepared for directing research study. It outline the relationship between the variables and studies the Hypothesis to the Data Analysis. It deals with issues as techniques for data collocation, sampling technique and finding Correlation among the Variables (Kothari, 2003).

This research use qualitative research approach and employ descriptive statistical approach in SPSS, the aim is to quantify data in terms of numbers (numerical representation of information) obtained from respondentswhich was acquired with the help of Questionnaires. Moreover Qualitative research approach assist to produce findings not arrived by means of statistical procedures. It dealt with opinions and attitudes of respondents.

- **Sample Design**

Who is to be surveyed?

Here we set the Target Population that will go through sampling Process.The sample Unit taken by people of different age group, different gender and different profession and different Perspective.

- **Sampling Technique**

Sampling is the selection of the subset of individuals from within a statistical population to find out any similarities among the whole population. Two advantage of sampling are that the cost is lower and data collection is faster than measuring the entire population. All the respondents live in different part of North India. Questionnaire is filled by family members, friends, neighbors, and known people etc.

- **Area of the Study**

For this study the respondents are randomly selected in all parts of North India.

- **Research Approach**

For this study, survey method is used for collecting data, respondents are requested to fill the questionnaire by self and to derive out the observation from the output. The questionnaire is prepared with the consideration of Open end questionnaire format and Close end questionnaire Format.

- **Data Source**

The data used for the research were both primary and secondary data, as summarized.

- **Tools of Analysis**

Software used for making this project will be MS Word, MS Excel and SPSS. The Data collected is shown through Table and Pie Charts.

- **Data Usage**

For analysis and interpretation, the data collected through questionnaire are only taken into the consideration and it is analyzed by using Correlation and linear regression.

- **Research Instrument**

Data was collected through structured questionnaire by using multiple choice questions in the form of questionnaire. The motive of this research on the topic " Impact of Brand Management on consumer buying behavior " to know how customer behaves by making changes in the Variables. It can be studied through analyzing the collected data. Secondary data were collected different Journal, sites, electronic Books etc.

Objectives of the Study

Within this paper, the specific objectives of the research are :

- To Study the importance of branding Management when it comes to consumers' buying Behavior
- To Study the importance of branding when assessing the perceived risk associated with the purchase.
- To Study different aspects of Consumer Buying intention.
- To study the factor affecting Consumers Buying Behavior.

Scope of the Study

This research focus on influence of Impact of Brand Management on consumer buying behavior. This location for the research is strategic due to the fact that the location is filled with different types of industries and multi-cultural differences hence it is simple to collect data as due to large number of people living in this part of the Nation. The suggestion from the study is based on the responses given by the consumers in a specific area.

Limitations of the Study

The various limitations of the study are:

- Sample size is not very large according to the population of North India
- The information can be biased due to the use of questionnaire
- Due to time and cost constraint study is conducted in only area of North India
- Some persons were not so responsive.

Correlations

		Gender	Age	Do you buy only Branded Products ?	Do you feel loyalty towards the product you buy ?	What makes you notice a brand ?	Does Celebrity Endorsement affect your buying Decision ?	Does After Sale Service affects your Repurchase Decision ?	Is Brand Uniqueness a decisive factor in Recommendation and Repurchase of brand ?	Do you think Branded products are better than Non branded Products?	Would you like to switch your Brand Preference if you get some Promotional Schemes with a2ther Brand ?
Gender	Pearson Correlation	1	-0.186	0.08	-0.159	-.273**	0.029	-0.099	0.157	.232*	0.053
	Sig. (2-tailed)		0.064	0.426	0.115	0.006	0.778	0.328	0.12	0.02	0.603
	N	100	100	100	100	100	100	100	100	100	100
Age	Pearson Correlation	-0.186	1	-0.011	.279**	0.107	0.083	-0.058	0.027	-0.013	0.071
	Sig. (2-tailed)	0.064		0.917	0.005	0.291	0.414	0.564	0.787	0.898	0.483
	N	100	100	100	100	100	100	100	100	100	100
Do you buy only Branded Products ?	Pearson Correlation	0.08	-0.011	1	-0.055	-0.02	0.127	0.012	0.13	.228*	-0.137
	Sig. (2-tailed)	0.426	0.917		0.59	0.842	0.21	0.905	0.198	0.023	0.175
	N	100	100	100	100	100	100	100	100	100	100
Do you feel loyalty towards the product you buy ?	Pearson Correlation	-0.159	.279**	-0.055	1	.283**	0.002	0.086	0.077	0.029	-0.028
	Sig. (2-tailed)	0.115	0.005	0.59		0.004	0.984	0.395	0.446	0.777	0.782
	N	100	100	100	100	100	100	100	100	100	100
What makes you notice a brand ?	Pearson Correlation	-.273**	0.107	-0.02	.283**	1	0.017	0.048	0.14	-0.045	-0.132
	Sig. (2-tailed)	0.006	0.291	0.842	0.004		0.87	0.636	0.164	0.655	0.19
	N	100	100	100	100	100	100	100	100	100	100
Does Celebrity Endorsement affect your buying Decision ?	Pearson Correlation	0.029	0.083	0.127	0.002	0.017	1	0.173	0.138	0.126	-0.064
	Sig. (2-tailed)	0.778	0.414	0.21	0.984	0.87		0.086	0.17	0.211	0.526
	N	100	100	100	100	100	100	100	100	100	100
Does After Sale Service affects your Repurchase Decision ?	Pearson Correlation	-0.099	-0.058	0.012	0.086	0.048	0.173	1	0.171	-.199*	0.02
	Sig. (2-tailed)	0.328	0.564	0.905	0.395	0.636	0.086		0.09	0.047	0.843
	N	100	100	100	100	100	100	100	100	100	100
Is Brand Uniqueness a decisive factor in Recommendation and Repurchase of brand ?	Pearson Correlation	0.157	0.027	0.13	0.077	0.14	0.138	0.171	1	0.15	-0.056
	Sig. (2-tailed)	0.12	0.787	0.198	0.446	0.164	0.17	0.09		0.137	0.579
	N	100	100	100	100	100	100	100	100	100	100
Do you think Branded products are better than Non branded Products Products ?	Pearson Correlation	.232*	-0.013	.228*	0.029	-0.045	0.126	-.199*	0.15	1	0.08
	Sig. (2-tailed)	0.02	0.898	0.023	0.777	0.655	0.211	0.047	0.137		0.431
	N	100	100	100	100	100	100	100	100	100	100
Would you like to switch your Brand Preference if you get some Promotional Schemes with another Brand ?	Pearson Correlation	0.053	0.071	-0.137	-0.028	-0.132	-0.064	0.02	-0.056	0.08	1
	Sig. (2-tailed)	0.603	0.483	0.175	0.782	0.19	0.526	0.843	0.579	0.431	
	N	100	100	100	100	100	100	100	100	100	100

**. Correlation is at the 0.01 level (2-tailed).
*. Correlation is at the 0.05 level (2-tailed).

Inference

- The Correlation between age and Do you feel loyalty towards the product you buy is .279 which is positive correlation of Order.

- The Correlation between Do you feel loyalty towards the product you buy and What makes you notice a brand is .283 which is positive Correlation of order.

- The Correlation between Gender and What makes you notice a brand is -.273 is a negative Correlation.

- The Correlation between Does Celebrity Endorsement affect your buying Decision and What makes you notice a brand is 0.017 which is Low order of Correlation

- The Correlation between Do you buy only Branded Products and Do you think Branded products are better than Non branded Products is .228 which is positive correlation of Order

- The Correlation betweenDoes After Sale Service affects your Repurchase Decision and Do you think Branded products are better than Non branded Products is -.199 is a negative Correlation of Order.

Analysis using Linear Regression for Age and Do you feel Loyalty towards the Product You Buy

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.279a	0.078	0.068	0.776

a. Predictors: (Constant), Do you feel loyalty towards the product you buy ?

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.964	1	4.964	8.245	.005b
	Residual	58.996	98	0.602		
	Total	63.96	99			

a. Dependent Variable: Age
b. Predictors: (Constant), Do you feel loyalty towards the product you buy ?

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.212	0.278		4.353	0
	Do you feel loyalty towards the product you buy ?	0.686	0.239	0.279	2.871	0.005

a. Dependent Variable: Age

Inference

       Table of Modal Summary provides the value of R and R Square. The value of R that represents the simple Correlation is .279 , which Indicates high degree of Correlation. The Value of R Square indicates how much total variation is there in the dependent Variable which can be explained with the help of dependent Variable. In this case the percentage of R square is 7.8 % which is very Low.

       Table of Anova indicates that the regression of the dependent Variable significantly well . The Computed Value of F is 8.245 The Tabular value of residual df is 98. F1 at 5 % level of Significance is 3.94 and here in the table, the value of F is 8.245 which is very high with respect to tabular value that means Hypothesis is accepted,

       The table of Coefficient provides us the necessary information to predict that the correlation between the age and Do you feel loyalty towards the product you buy to derive out any statistical Correlation.

       Moreover, The value of "B" can be categorized under "Unstandardized Coefficients" Column.

       To represent the regression equation as:

       Age = 1.212 + .686 (Do you feel loyalty towards the product you buy) This Means there is high increase in the "Do you feel loyalty towards the product you buy" of .686

Analysis using linear regression for what makes you notice a brand and do you feel loyalty towards the product you buy

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.283a	0.08	0.071	0.315

a. Predictors: (Constant), What makes you notice a brand ?

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.847	1	0.847	8.551	.004[b]
	Residual	9.713	98	0.099		
	Total	10.56	99			

a. Dependent Variable: Do you feel loyalty towards the product you buy ?
b. Predictors: (Constant), What makes you notice a brand ?

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.992	0.054		18.398	0
	What makes you notice a brand ?	0.088	0.03	0.283	2.924	0.004

a. Dependent Variable: Do you feel loyalty towards the product you buy ?

Inference

Table of Modal Summary provides the value of R and R Square. The value of R that represents the simple Correlation is .283 which Indicates high degree of Correlation. The Value of R Square indicates how much total variation is there in the dependent variable which can be explained with the help of dependent variable. In this case the percentage of R square is 8.0 %

Table of Anova indicates that the regression of the dependent Variable significantly well . The Compound Value of F is 8.551 is at 5 % level of Significance.

The Tabular value of residual df is 98 . The tabulated value for $_{96}F^1$ at 5% level is 3.94 and here in the table, the value of F is 8.245 which is very high with respect to tabular value that means Hypothesis is accepted,

The table of Coefficient provides us the necessary information to predict that the correlation between the " what makes you notice a brand " and " aDo you feel loyalty towards the product you buy" to derive out any statistical Correlation

Moreover,The value of "B" can be categorized under "Unstandardized Coefficients" Column

To represent the regression equation as:

What makes you notice a brand = .992 + 0.88 (Do you feel loyalty towards the product you buy)

This means increase there is high increase in " Do you feel loyalty towards the product you buy " is 0.88

Findings

- After analyzing of the data it is found that there are nearly half of the total percent of population likes to buy branded products.
- Mostly population out of all surveyed Audience are loyal to their Brand.
- It is noted that Quality of the product is main factor for a customer to notice a brand.
- It is found out that nearly half of the total percentage of the population considers that if there is good after sale service of the brand then they are more likely to buy the product again.
- There are more than half of the total percentage of the total surveyed audience believes that Brand uniqueness is the decisive factor in recommendation and repurchase of the brand.
- It was found out that the more than half percentage of the total surveyed audience agrees that they are more likely to switch from the product if the competitor provides better promotional schemes which are contrary to the above cited finding that Are the consumer loyal to their Brand. This signifies the consumers diverse psychology depending upon various variables.
- Nearly half of the population believes that Branded products are better than the unbranded Products.

Conclusion

The purpose of this study was to find out that does Brand Management affect the Consumer Buying Behavior. The results show that People of all ages have been influenced by the Brand Management majorly the population belonging to mid thirty. It is found out that the Consumers are more likely to switch from the product if the competitor provides any better Promotional schemes contrary to the question in the questionnaire that are Consumers loyal to their Brand. It is very effective for the companies to build up Unbeatable Branding strategies that the consumers are compelled to stick to the

Brand. The Effective Brand management helps to retain loyal customer and attract the potential customer to the brand. The more customer base results to exponential growth of the brand. It is found out that the quality of the product is the major factor which makes a customer notice a brand. The higher quality of the product with the justified pricing policy the more loyal customer base can be created. The Quality of the products is the decisive factor in re purchase and recommendation of the product. An effective after sale service can do wonders in the growth of the brand. If a customer is assured of good after sale service then he's more likely to buy the product and recommend it to others.

It is also found out that if a brand has unique attribute attached to it then the customer base is more likely to get attracted to the brand and retain for the specific brand. We can say that the quality and its uniqueness creates drastic impact on the Consumer buying behavior. In conclusion we can say that branding is not about getting your target market to choose you over the competition, but it is about getting your potential customer base to see you as the only brand that provides a suitable solution to their problem.

Recommendation and Suggestions

- It is found out that the Consumer base is more likely to be inclined for the product which delivers great quality of the product. The better the quality of the product the larger the customer base can be derived. So it is recommended to the brands to focus on the quality of the brands as if the consumer is paying for the price of the product then he must receive the utility of the product at most. There must be various quality measures which a product must go through before delivering it to the customer. So that only premium quality products would be penetrated in the market.

- The Brand Uniqueness is the most effective measure in order to retain the customer base and to attract potential costumer towards the brand. So in order to perform best in the market the brand manager must think of unique attribute of the product so that the customer can get a sense of uniqueness while using the product. As today's customer wants to be set apart from the crowd and in order to do that they are in continuous search of the product that other customer have not availed.

- It was found in the study that the customers are more likely to go for the brand that provides excellent after sale services as the customer feels a sense of security that comes with the brand. The most valued after sale service which really affects the consumer's buying behavior is good and positive relationship between the technician and customer. As they are the face of the company and their behavior can make or brake a customer. That ultimately helps to create effective brand management.

- It is studied that the consumer are always skeptical about what products will fetch optimum utilization to them so in order to resolve that Today's customer has become a research savvy for the product he wants to avail in the near future he would do immense research before buying the product That's where the Brand must strike. They need to create the most effective brand awareness of the product that the consumer only think about their brand whenever he wants to buy the product

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