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IMPACT OF BRAND ON CONSUMER BEHAVIOR

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ABSTRACT: *The changing market scenario has inclined towards creating Brand image. The concept of branding has drawn significant attention from companies in the cut throat competition in the market to subsist and it was further adopted in the management since it was put forward, because it played an important role in marketing activities. Brand image was recognized as the driving force of brand asset and brand performance in today's marketing condition. Few studies have discussed on the relationship between brand image and brand equity. On the basis of brand image theories, this study has taken review about the impact of brand image on consumer from the perspective of customer equity.*

The purpose of this paper is to identify and discuss the relation between the awareness of the brand and the intention of consumer of buying that particular brand. This has been done by going through different literature and review of articles by various authors. This research will help the readers to come across the work done by various well known authors at one place. This will help to know how popular brand will affect the consumer in making decision about buying a product.

Key Words: Brand awareness, Brand loyalty, Brand equity, Purchase Decision

1. INTRODUCTION

In the competitive world marketing conditions are constantly changing, in this changing scenario the role of brand management is one of the important part of holistic marketing. Today, every enterprise manages their brands for customer satisfaction and fulfills desires of their customers. To create a competitive brand, they need to give attention to their customers constantly. In current retail marketing environment, consumers are confused with the number of brands and products. Basically, consumers are influenced by their individual attitudes, values and also by the environment in which they spend their lives. Branding factor is such one that has influenced the taste of the consumers, that directly impacts consumer purchase preferences and therefore this research is done to investigate the impact of brand on consumer behavior in connection with the age factor of consumers. The age is demographic factor which influences consumer purchase decision in selecting a particular brand and it will be considered for the purpose of this research. A survey is conducted to investigate and drawn a conclusion on how age factor is affected on purchase preference in retail context. It is observed that age often impacts consumer behavior, so it is concluded that young people are easily influenced by brand image in comparison with older people. The superannuated people always consider the diversified option through the experience they have developed. While young consumers with less experience depend on brand and price of the product as per newly adopted socio-cultural factors, impact of entertainment industry, Bollywood and Hollywood. The object of the paper is to focus on the fact that the brand has an impact on customer decision-making process and that the age category is relevant to entire process of buying the product.

2. SELECTION OF RESEARCH TOPIC

Branding and Brand based differentiation are powerful means for creating and sustaining competitive advantages. The purpose of the research was to study the branding strategy adopted by Fast Moving Consumer Goods companies in India and analyze its impact on the consumer buying behavior.

3. OBJECTIVES OF THE STUDY

- 1) To study the concept of Branding
- 2) To know the factors affecting on Brand awareness.
- 2) To examine the role of Brand Image in consumers buying behavior.

4. LIMITATIONS OF THE STUDY

Brand is vast area in marketing. This study is focused on impact of Branding on consumer behavior in Indian context.

5. RESEARCH METHODOLOGY:

The study is based on secondary data. Data has been collected from National and International Journals, Government publication and websites related to Biodiversity. On the basis of data available from various sources research finding and conclusion are made.

6. CONCEPT OF BRAND

A brand is image of a product, service, or concept that is different from other products, services, or concepts so that it can be easily communicated, identified and usually marketed. A brand name is the name of the product, service, or concept. Branding is the process of creating and publishing the brand name. Branding can be applied to the entire corporate identity as well as for the names individual product and service.

Branding is the process that creates a unique name that is identified for its uniqueness, easy to remember and brings imprints on the entire psychology of the consumer and image for a product in the consumers mind, mainly through advertising campaigns with a consistent theme. The principle objective of the branding process is to present its uniqueness, sustain the loyalty of the consumers, and consider the different features and specialty if the products.

Brand: A brand is combination of inside and outside properties of the product which gives an identity to the product. It has legal entity and cannot be separated from the product.

Brand Name: Brand name is just like name of the person which gives spoken identity to the product

Brand Attributes: Brand attributes are principles characteristics of product, their core values or other features of the brand. Brand image has some special characteristics (attributes) like relevancy, persistent, enchanting, sustainable, credibility, reliability and winning confidence of the customers etc.

Brand Identity: It is basically an image of the brand from company point of view. How an organization feels of its brand. That is, how it wants the customer to perceive its brand.

Brand Image: The image of the brand in the customers mind, how they identify the brand.

Brand Personality: It is just like humans, brands have a way of speak and behave. Brand personality is basically the human personality traits of the brand. e.g. honest, caring, luxurious, etc.

Brand Voice: It is the unique and constant feature included in the brand decision which makes customer recognition and it is differentiate from other products. Brand voice is the way of brand speaks to its customers.

Brand Positioning: It is the unique position of the brand in the mind of consumers. This indicates where does the brand stand in the market competition?

Brand Experience: It includes feelings, responses and sensations by a brand whenever the consumer interacts with it. It is the experience of consumers when they search for shop or consume the brand.

Brand Awareness: It is the extent to which consumers are known with the particular brand.

Brand Recall: Brand Recall is the capacity of consumers to recognize the brand when the product category is mentioned. (E.g. Pepsi is recalled when soft drinks are mentioned)

Brand Recognition: Brand Recognition is the capacity of consumers to recognize the brand when asked questions related to brand or when shown products of that brand. (E.g. a product is shown to customers and asks them whether you've seen this before or not or do you remember its name or not)

Brand Value: Brand value is the value of the 'Brand' over and above the exiting tangible product. That is, how much extra amount will pay by customer (in monetary terms) if he gets the product of a specified brand.

Brand Equity: Brand equity is a set of brand assets and liabilities linked to a brand, this includes two or subtracts from the value provided by a product and service. It is how the business is affected the attitudes of consumers, different frame of reference and respective perceptions, and preference of the customers towards the brand. Brand equity is difficult for estimate.

Brand Management: It is the process of maintaining and management of a brand.

Brand Culture: A theory where brand operates as a culture. It has its own set of values, its guidelines, do's and don'ts, etc.

Brand Promise: The benefits, after sales service and experience which a business promises to associate with a brand at the time of entering the product in the market

Brand Message: Message used to express the brand promise.

Brand Ambassador: A person/group of persons hired by the organization to represent a brand.

Customer touch points: A touch-point is where the brand and the customer interact.

7. FACTORS INFLUENCING BRAND AWARENESS

7.1. Name: Name of the brand is the one of the important factor which attracts a consumer towards a brand. If the company product has an attractive brand name consumers will be encouraged to buy that product. An effective advertising also helps the organization to increase the awareness of a particular brand. The influence of advertisement is at large scale for a long period. An attractive advertising will bring more customers and one satisfied customer will advertise the brand with mouth publicity to another customer. The celebrities who are endorsing the brand is also a very important part of advertising the product. Companies are hire famous, attractive popular and well-known faces as their brand ambassadors and people get attracted towards the brand.

7.2. Promotions and Sales: The sales and promotions strategies also increase the awareness about the particular brand. Companies use different ways to promote their brand like a free gift, free sampling, cash vouchers, lottery etc. Most of the companies give their product as a gift with another well-known product of their own brand or in collaboration of any other company.

7.3. First product advantage: If a company is bringing any product for the first time in the market it will be always remembered by the costumers for a long period. People will always remember that this particular product was introduced by the specific company. Customers will always compare the first brand with the other in the successors in the market.

7.4 Consumer's purchase intention: Consumers play a vital role in the economic system as they pays to buy the goods or services produced. If there is no demand by consumers for the product, producers will lose the motivation to produce and it will affect the economic system.

Purchase intention is one of the factor influences on brand awareness which means to plan to buy a good or attain a service. It refers to the desire of a customer to buy a particular product of a certain brand. The most recognized consumer purchase intention was describes in to five stages as under.

1. Identification of the problem
2. Searching Information
3. Evaluating the substitutes
4. Making decision
5. Behavior after Purchase

Influences on the Consumer's purchase intention

As per marketing dictionary consumer's purchase intention is influenced by various internal and external factors as under.

Trigger: It means anything that stimulates a consumer to buy a product of a particular brand. It may be an attractive TVC, some special packaging or any particular attribute of the product which attracts the customer towards the product.

Outcome expectation: Expected outcome from particular products to consumers or service from a particular brand also affects his purchase intention.

Recommendation: A recommendation from various sources can help the customer to purchase the brand. Customer emotional and personal association with particular brand also affects his purchase intention of buying any certain brand.

8. ROLE OF BRAND IMAGE IN CONSUMERS BUYING BEHAVIOR:

8.1. Need Recognition: FMCG companies activate need recognition by changing consumer's desired state by developing and promoting something new in the form of Brand extension. The FMCG companies through its branding strategy attempt to elicit the generic need recognition and some time for a specific brand within the product category is stimulated.

8.2. Search for Information: Consumers have got product information through various sources either at purchasing points, or through televisions advertisement, print advertisement, advertising through outdoor media, internet etc.

8.3. Evaluation of Alternatives: Before buying any product and taking purchase decision consumers are evaluated various brand by different angles. The brand image, brand promise and positioning the brands are on which the consumer evaluate the competing brands.

8.4. Purchase: The purchases decision is taken by Consumers at three levels. Trail purchases is made first time due to attraction of new brand if customer is satisfied about the brand the same product is repeated for purchases, and long term commitment purchases if the product meet the need of consumers by all aspects.

8.5. Brand Loyalty: The multiple brand loyalty is witnessing due to greater variety seeking behavior of consumer. Loyalty of Consumer is fast becoming a disappearing phenomenon with and increasing brand variety. The increasing brand variety is eroding brand loyalty.

8.6. Brand Extension: For the acceptability of the brand extension, the brand extension should have innovativeness, similarly with the parent brand and should be an extension of the reputed parent brand.

09. CONCLUSION

Brand is the factor which has an impact on consumer purchase decision-making process. Brands provide information about products and create awareness and associations that affect the mind of the consumer in purchase process. Important category of consumer behavior research is brand awareness. Suitable forms of marketing activities as a whole can create a positive brand associations and start a purchase action of positively seen brands. Brand creates a certain value in the mind of consumer. The survey was aimed on impact of a brand on consumer behavior. More than half of the consumers choose their products or services by a brand. The respondents participated in survey stated that the quality is important factor in decision-making process of purchasing a brand. A high quality of products, national pride products, support of the Slovak economy, and support of domestic producers was the most mentioned reason for purchasing brands. Earlier studies have shown that brand management helps enterprises to protect their brand image and that a strong brand has a high market share. A brand may be successful if the brand management system is competent. As a result of relevant marketing activities can be seen loyal and satisfied customers. Consumer behavior is influenced by a variety of factors interacting in complex ways. To understanding of customer's perceptions in better way companies can determine the actions required to meet the customer's need. In current global market environment conditions, the market place is becoming a place of a super-saturation of products resulting in brand loyalty disappearance. When companies create loyalty relationships with their customers, these conditions can be avoided Therefore it is expected that the value proposition of the offered brands meet consumer's values and desires.

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