

# ROLE OF BRANDING IN ATTRACTING AND INFLUENCING THE CONSUMER PURCHASING DECISIONS

Ms. S. Hepzhibah Roselin [1], Mrs. S. Grace Prasanna [2]

Assistant Professor [1],  
Anand Institute of Higher Technology, Chennai [1]  
Digital Marketing (Freelancer), Chennai [2]

## Abstract:

Branding is the most crucial element and plays a vital role in defining the Customer's behaviour. Customers' preferences change with time because of the emergence of the new branding. Consumers' behaviour changes with their preferences. The consumers purchasing decisions are created based on their preferences towards branding. This study is about the role of brand, in attracting and influencing customers purchasing decisions. The purchasing decision of a customer depends on time. In today's marketing scenario consumer behaviour is a kingmaker of the market. Any organization cannot operate without a consumer. The consumer buying behaviour is affected by factors such as the excellent price of branded products, perceived quality of branded products, marital status, and brand name associated with brand consumption of the people. The sample data is taken from 100 customers to analyze their customer behaviour and purchasing decisions in the market. The result shows that the Brand impacts the consumer behaviour and their purchasing decision.

*Keywords: Consumer buying behaviour, Branding, Consumer Purchase Behaviour, Brand Image, Brand Awareness.*

## Introduction:

For many years in the past people have been attracted to brand, the consumer behaviour depends on various brands. This study is aimed about the different purchasing decision of the customer on brands. Brands have become a status symbol for many of the customer on their purchasing behaviour. Brands have tried to establish their name in the market against their competitors and to attract the customer. The consumers have different types of behaviour to purchase the products; the customers have different perspective on brand and the different factors that attract the customers such as quality, price, brand name and other factors.

A brand is responsible to maintain their image in the market and also with their customer. This study delivers a major insight about the unique customer behaviour towards the different branded products. The customer purchasing decision also changes according to the various factors like price of the product, quality of the product.

## Objective of the Study:

- To study the factors affecting consumer behaviour.
- Exploring the influence of brand elements on consumer buying behaviour.
- To examine the relationship between brand name and consumer buying behaviour.

## Literature Review:

**According to Aritra Rawat [2020]** the study examines the factor which consumers prefer while buying clothes (i.e. quality, price, design, brand name) but also established a relation between the social-demographic variables like (Age, Gender, Income, and occupation) and their behavior to buy branded clothes. It highlighted on which brand consumers prefer with respect to the origin (foreign brand vs. international brand). Through this study it was found that important branding strategy is brand image followed by brand awareness and for building a successful brand the most important factor was quality as most of the consumers give preference to quality followed by price while they buy a brand.

**According to Thangamani [2019]** Brand holds a great importance in consumer's life. Consumer's choose brands and trust them the way they trust their friends and family members to avoid uncertainty and quality related issues. Fashion industry of the country has advanced tremendously in the recent years. The increasing use of fashion goods and the emerging market has attracted foreign as well as local brands to provide services to its customers. In his study he has proven that there is a impact of branding on consumer behavior and its effect on the domestic industry.

**According to NEYATI AHUJA [2015]** The study is aimed at analyzing the effect of brand on consumer buying behavior. Along with finding the effect of brand on consumer buying behaviour the purpose of the study is to have an in depth knowledge of what actually is branding and consumer behaviour. To study the relationship between brand and consumer behaviour. The result of the study as proved that the degree brand of consciousness goes on decreasing in higher age groups; price & brand were the major attributes that customers gave most importance and 80% people believe that Brands in fashion industry have become a status symbol.

**Scope of the Study:** The scope of the study is to analyze the different factors that create the purchasing decisions of the customer behaviour. It is important to understand the variables such as price, quality, brand name and societal status of the customer. This research focuses on attracting and influence of branding on consumer behaviour and their purchasing decision in Chennai. This location has different types of Industries and multi – cultural differences and hence it is simple to collect data as due to large number of people living in this city.

**Limitation of the Study:** The biggest challenges of this study are

- The data availability, the ability of a user to access information or resources in a specified location and in the correct format. This is the main problem of using questionnaire as a method of data collection. Due to the fact this is not a face-to-face interview kind of questions, sometimes the respondents might not be willing to give exact answers for some questions and they are scared on what will be done with the questionnaire.
- Bureaucracy, this is another problem faced during fieldwork. Some respondents were not able to provide the data until they got permission from their superior.
- Confidentiality of Data, usually resulting in legislative measures which prevent it from unauthorized disclosure.

**Research Methodology:**

The analysis of data has been interpreted with reference to the objective of the study and with the research questions developed to guide of the study. In analysing the data collected, the research used both quantitative and qualitative techniques. Quantitative data analysis involves the use of mathematical measures such as total and percentage while qualitative data analysis on the other hand involves logical reasoning, interpretation, comparison and explanations of the study findings. The Questionnaire was collected totally from 100 respondents.

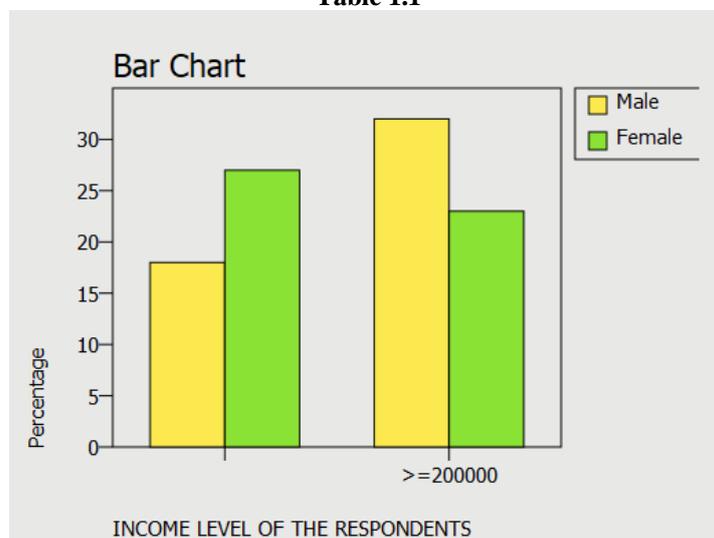
**Factors affecting Consumer Behaviour:**

- **Responses of Gender in relation with the Income Level in purchasing a product:**

GENDER OF THE RESPONDENTS \* INCOME LEVEL OF THE RESPONDENTS [count, row %, column %, total %].

GENDER OF THE RESPONDENTS	INCOME LEVEL OF THE RESPONDENTS		Total
	<=200000	>=200000	
Male	18.00	32.00	50.00
	36.00%	64.00%	100.00%
	40.00%	58.18%	50.00%
	18.00%	32.00%	50.00%
Female	27.00	23.00	50.00
	54.00%	46.00%	100.00%
	60.00%	41.82%	50.00%
	27.00%	23.00%	50.00%
Total	45.00	55.00	100.00
	45.00%	55.00%	100.00%
	100.00%	100.00%	100.00%
	45.00%	55.00%	100.00%

**Table 1.1**



**Fig 1.1**

In the table 1.1 it is depicted that the number of male and female respondents are biased. It also shows that 36% and 54% of the male and female respondents are below the income level of 2,00,000 per annum and 64% and 46% of the male and female respondents are above the income level of 2,00,000 per annum.

➤ **Responses on preferred item in comparison with Income and Age:**

In the below table 1.3 it shows that according to age of the respondents with the preferred branded items. The age group of 20-30 prefer 54.84% of Gadget items. The age group of 30-40 years prefer clothing and 40-50 years prefer cosmetics. The respondents of age group 20-30 years belong to the income level of less than 2,00,000 per annum, the respondents of the age group 30-40 years belong to the income level more than 2,00,000 per annum and the age group of 40-50 are people belong to the income level more than 2,00,000 per annum.

AGE OF THE RESPONDENTS * BRANDED ITEMS LIST [count, row %, column %, total %].				
AGE OF THE RESPONDENTS	BRANDED ITEMS LIST			Total
	Textile -Clothing	Gadgets	cosmetics	
20 -30	8.00	17.00	6.00	31.00
	25.81%	54.84%	19.35%	100.00%
	22.22%	47.22%	21.43%	31.00%
30-40	8.00%	17.00%	6.00%	31.00%
	20.00	10.00	11.00	41.00
	48.78%	24.39%	26.83%	100.00%
40-50	55.56%	27.78%	39.29%	41.00%
	20.00%	10.00%	11.00%	41.00%
	8.00	9.00	11.00	28.00
Total	28.57%	32.14%	39.29%	100.00%
	22.22%	25.00%	39.29%	28.00%
	8.00%	9.00%	11.00%	28.00%
Total	36.00	36.00	28.00	100.00
	36.00%	36.00%	28.00%	100.00%
	100.00%	100.00%	100.00%	100.00%
	36.00%	36.00%	28.00%	100.00%

AGE OF THE RESPONDENTS * INCOME LEVEL OF THE RESPONDENTS [count, row %, column %, total %].			
AGE OF THE RESPONDENTS	INCOME LEVEL OF THE RESPONDENTS		Total
	<=200000	>=200000	
20 -30	19.00	12.00	31.00
	61.29%	38.71%	100.00%
	42.22%	21.82%	31.00%
	19.00%	12.00%	31.00%
30-40	13.00	28.00	41.00
	31.71%	68.29%	100.00%
	28.89%	50.91%	41.00%
	13.00%	28.00%	41.00%
40-50	13.00	15.00	28.00
	46.43%	53.57%	100.00%
	28.89%	27.27%	28.00%
	13.00%	15.00%	28.00%
Total	45.00	55.00	100.00
	45.00%	55.00%	100.00%
	100.00%	100.00%	100.00%
	45.00%	55.00%	100.00%

Table 1.2

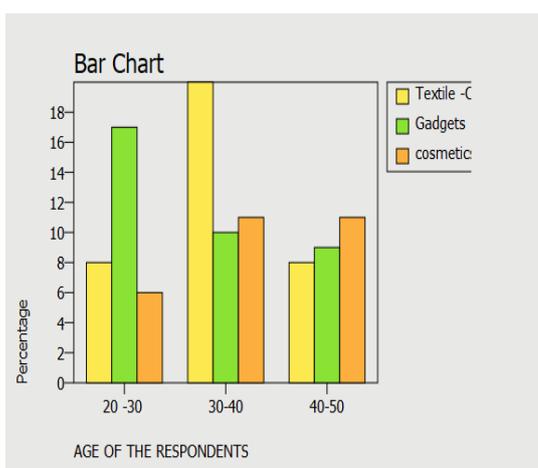


Fig 1.2

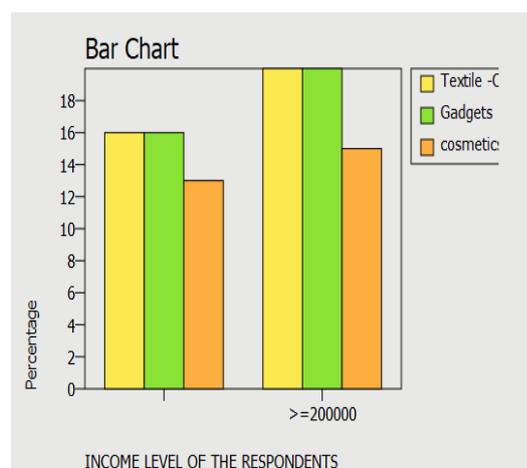


Fig 1.3

➤ **Responses on Brand Knowledge;**

BRAND KNOWLEDGE					
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
ADVERTISMENT	1	31	31.00	31.00	31.00
REFERENCES	2	28	28.00	28.00	59.00
WORD OF MOUTH	3	33	33.00	33.00	92.00
OTHERS	4	8	8.00	8.00	100.00
<i>Total</i>		100	100.0	100.0	

Table 1.4

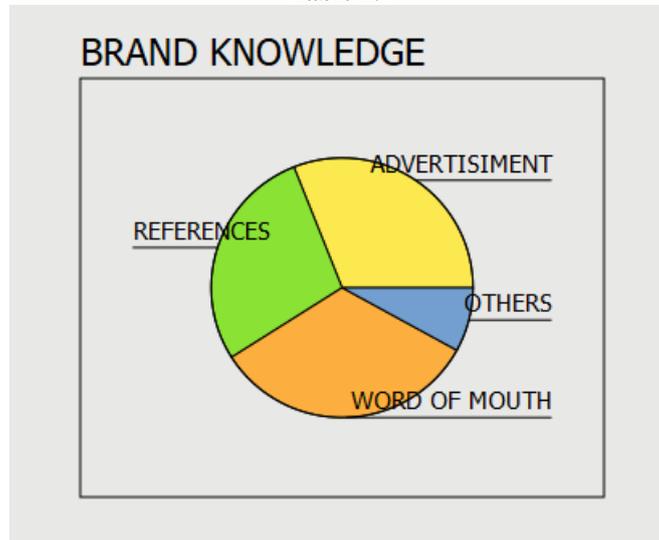


Fig 1.4

In the above table 1.4 it depicts that 31% of the respondents have gained knowledge or awareness about brand and its image through advertisement. Then 33% of the respondents have heard it through the word of mouth (i.e.,) from others experience and usage of the brand for many times.

➤ Responses on preferably attribute that influence the consumer behaviour:

Summary.					
	Cases				
	Valid		Missing		Total
	N	Percent	N	Percent	N
GENDER OF THE RESPONDENTS * ATTRIBUTES OF BRAND	100	100.0%	0	0.0%	100
GENDER OF THE RESPONDENTS * ATTRIBUTES OF BRAND [count, row %, column %, total %].					
GENDER OF THE RESPONDENTS	ATTRIBUTES OF BRAND				Total
	Price	Quality	Rating of the brand	Availability	
Male	16.00	16.00	11.00	7.00	50.00
	32.00%	32.00%	22.00%	14.00%	100.00%
	50.00%	47.06%	47.83%	63.64%	50.00%
	16.00%	16.00%	11.00%	7.00%	50.00%
Female	16.00	18.00	12.00	4.00	50.00
	32.00%	36.00%	24.00%	8.00%	100.00%
	50.00%	52.94%	52.17%	36.36%	50.00%
	16.00%	18.00%	12.00%	4.00%	50.00%
Total	32.00	34.00	23.00	11.00	100.00
	32.00%	34.00%	23.00%	11.00%	100.00%
	100.00%	100.00%	100.00%	100.00%	100.00%
	32.00%	34.00%	23.00%	11.00%	100.00%

Table 1.5

In the given table of 1.5, the equal percentage of male respondents prefers brands with attributes of both price and quality. It is not the case in terms in female respondents, 36% prefer branded quality products. Each branded product has different attributes of Price, Quality, Ratings given on the brand and its availability.

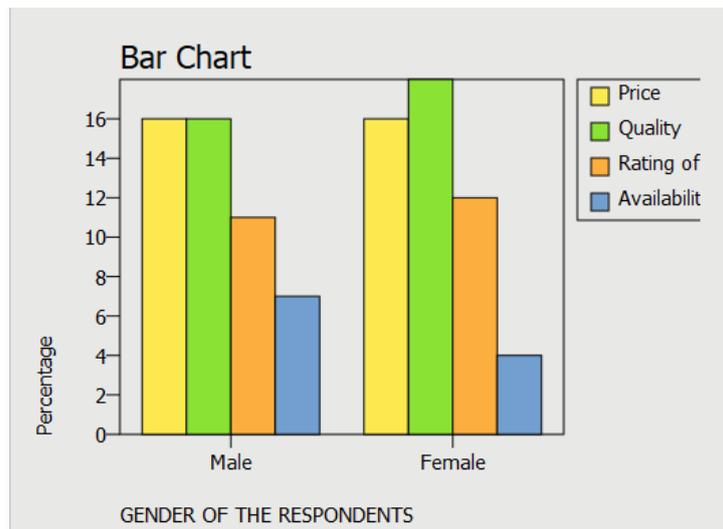


Fig 1.5

➤ **Brand According to social status:**

The choice of brand for the respondents can be chosen because of the social status. People wealthier prefer products that are completely branded and with higher price. The people of middle class prefer brand products but with a moderate price. This social status of brand of a product is shown in table 1.6.

BRANDED ITEMS LIST					
Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Strongly agree	1	32	32.00	32.00	32.00
agree	2	28	28.00	28.00	60.00
Neutral	3	27	27.00	27.00	87.00
disagree	4	8	8.00	8.00	95.00
strongly disagree	5	5	5.00	5.00	100.00
<i>Total</i>		100	100.0	100.0	

Table 1.6

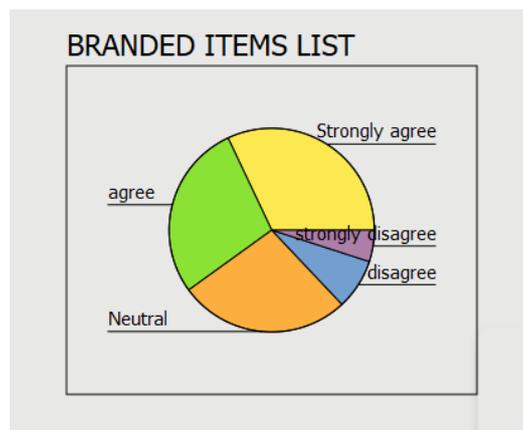


Fig 1.6

➤ **Analysis based on the influence of brand elements on consumer purchasing behaviour:**

The brand elements such as brand name, logo, colour, web designs, package, catalogue, etc., are few elements of brand that influence the purchasing behaviour of the customer.

**Correlations**

		Purchasing Behaviour	Brand Elements
Purchasing Behaviour	Pearson Correlation	1	.766
	Sig. (2-tailed)		.000
	N	100	100
Brand Elements	Pearson Correlation	.766	1
	Sig. (2-tailed)	.000	
	N	100	100

The above table signifies that there is a significant correlation between **brand elements and the purchasing behaviour of the customer. ( $r=.766$ ,  $p=.000$ )**. It is hence proved that the brand elements such as brand name, logo and design of the brand etc., as a relationship with the purchasing behaviour.

#### Findings and Suggestions:

- In finding the impact of income in relation to gender that creates a purchasing behaviour as found that the male have high purchasing instinct because of the income.
- With the different category of products of various brands it is found that the people belonging to different age group and income level have different preference of the products. It is also found that customers prefer different product to buy which also establishes to the purchasing behaviour of the customer here.
- It is also shown the knowledge carried by a customer on a particular brand, it is easy for the customer to choose their preferred brand based on the different attributes such as price, quality, ratings and etc., hence it is found that the customer with different income level have purchased the branded products of their own preferences.
- It is also established that the brand elements do have an impact on the purchasing behaviour of the customer and hence it is found that there is a relationship between brand and purchasing behaviour.

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