



The Effect of Branding on customer's Purchase Decision – A study

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Abstract

Market compartment analysis is an extremely important research area. The paper discusses the findings of the key research aimed to analyze the effect of a branding on consumers' interest in purchasing a product. The aim of this paper is to emphasize the fact that the brand affects customer decision making. Today, customers are overwhelmed by choice in the cluttered retail environment. But consumers are even able to take care of all displayed products. Let alone consider all of the options available; they have to determine what is to be purchased at the moment. Consumers need to use mental shortcuts, or to make such quick decisions to direct their choices, heuristics. Some of the environmental indicators are present in the shopping guide attention and assistance in the making of their decisions.



Keywords

Management, marketing, branding, impact, customer, tricks, advertisement

Introduction

Consumer behavior is the analysis of individuals and goods that help form their identities. Customer diversity exists, though advertisers still have enormous diversity. Behavior is a mirror that shows everyone's face. As the business dynamics are rapidly evolving, brand management's new position is more important than ever as an integral part of holistic marketing. Given the current business environment, it is very important for businesses to handle brands to easily fulfill their consumers' desires, expectations and expectations. They must pay careful attention to their customers in order to create a successful brand. Consumers are overloaded by multiple labels and goods in today's retail climate. The consumer's attitudes, professed beliefs and the world in which he lives are primarily affected. Brand, in our opinion, has an influence on consumer buying habits, and in relation to the market group we have chosen to research the effects of brand. The age class is a demographic factor that influences the decision of customers to buy a brand for their range and it will be taken into account for our study. In this article we are going to



discuss and study the impacts of branding on the costumer's decision making. Consumers are often not aware of Signals or mental shortcuts used to make a decision. Maybe it is branding that is the most powerful shortcut for the consumer. Packaging branding enables us to choose from a large range of products fast and efficiently things. In particular, branding attracts the attention of customers to certain products recognizing popular items and providing a framework for the processing of stored information Those goods from memory. Understand this important branding role the specific goal of current research is decision-making. In specific, this work is On two levels, timely.

Customer understanding

Coustomer's behavior refers to a Psychological and emotional mechanism and to consumer actions in the search, purchase and post-use of a “product or service”. It includes studying how people buy, buy, purchase and buy. “It combines the psychological, sociological, educational, anthropological and economic elements”. It combines all elements. This also seeks to determine the effect of groups like relatives , friends, communities of reference and culture in general on the customer. Many factors influence the buying behavior of consumers, which can be loosely defined as:-

Social Factors — which relate to the powers of others that influence the buying conduct of consumers. Cultural and subcultural, roles and families, social classes and the referring groups include these social factors.

Psychological factors — These can affect the purchasing behavior of an person and generate forces within it. Motive, perception, understanding, attitude and personality are among the most powerful influences. Personal factors-which include things specific to the customer and which influence the buying behavior. Included in these considerations are population, lifestyle and situational.

Branding understanding

Products, but consumers purchase products, are what businesses do. Marketers also use branding to differentiate their products from similar goods and services sold by their rivals. It also provides consumers with an implicit assurance that a purchase is comparable in quality to previous purchases made from the same company. Branding is a process, an instrument, a strategy and a guiding principle. In order to create a long-term relationship with consumers when



the commodity is not readily distinguishable from observable characteristics. A conscious orientation process for customer service.

“Kotler (1999)” extends the idea of identity by suggesting that a brand can express a target audience with various levels of meaning. It is called the “Six Dimensions of The Brand”

Attributes	A brand will communicate specific attributes, such as prestige
Benefits	A brand strengthens a product’s attributes by communicating a set of benefits that makes it more attractive
Values	A brand represents a company’s core values and belief system
Culture	A brand is representative or target a target audiences socio cultural characteristics
Personality	A Brand can project behavioral personality patterns of targeted consumers
User	The brand, in some cases, can emulate the end user

Branding impact on consumer decision

Based on the outcome of their learning and assessment, the action of a customer is positive or negative. The measurement of customer attitudes to products soon became an integral aspect of market research. Developing a good and positive brand attitudes can lead not just to maintaining the better advantage comparatively but also to improving a company's economical conditions. Branding has been demonstrated to be a key factor in shaping better and positive reviews towards goods, especially those with low consumer participation. However, variables that may adversely influence the impact of positive attitudes have been identified. One is that if the consumer doesn't purchase the product within a certain time span, the impact of positive attitudes will dissipate. A very high price policy, which may have a contravention of the customer's positive attitudes towards the brand and result in a non-sale, may be another factor that could detract from the effects of positive positives.

Conclusion

Brand is, for the first time and at all times, a guarantee for a certain quality level. Brandname is the name or logo which plays the consumer's role. Brands do not compete in the field but in the consumer's mind. As consumers alligns with a specific brand, the brandname once established in the mind of the consumer is indelible. Branding is an important method in marketing campaigns used most effectively in the past. For all forms of business organizations, branding can be an important and efficient instrument. The payoffs are to be required essentially if brand owners use



their goods properly. But the effects can be harmful if the products are mismanaged. Overall, we concluded that brands impact the consumer mind in various ways, including “quality, rates, income, age groups, etc”. In general, we found Brand also has a substantial effect on influencing the customer’s decision.

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