



## CUSTOMERS ATTITUDE TOWARDS BRAND

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### INTRODUCTION:

A brand is a specific term that includes a name, sign, symbol, or a grouping of these, with an objective to identify goods or services of a specific seller. Brand is a symbol, sign, name, design or any of the combination above. The use of brand is to bring ease to everyone in identifying a product and tell it's apart from its competitors. A product with brand name and logo is given its identity, value and meaning. According to Prasana Rosaline Fernandez (2009), to fully understand the potential of branding in terms of its growth in markets, marketers are more likely to identify the sources of brand meaning, understanding the meaning, and also to manage it in a fast changing environment. A good brand develops a corporate image. Usually customers prefer brands as they can easily differentiate the branded products from unbranded products by using symbols or logo or design of that branded products. A brand is a sign or symbol. Brand is a way of differentiating a company's goods, or services, from those of its competitors, Kotler (2009)

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Nowadays corporations utilize various strategies in order to attract new customers, retain current customers and differentiate their products from their rivals. The most important and effective strategy to influence consumer behavior in the product selection in using the brand for the products. Brands are valuable to the consumers for two reasons: first, brands decrease the risks for the consumers. Second, it leads to saving the costs in decision-making (Aghdaie & Honari, 2014). Furthermore, Keller and Lehmann (2006) argue that for customers, brands can simplify choice, promise a particular quality level, and/or engender trust. They also believe that brands serve as reminders of a customer's overall past experience with a product. Aaker (1991) believes brands are important because companies are recognized through their brand. Customers have many brand choices but they have less time to make a choice. The brand specialty helps the consumers in decision making to buy a right product with less risk and according to set expectations. According to Ambler (2000) brand is considered to be the second most significant asset of a company – only behind customers, however, according to Aaker (1991), it is the most significant asset for a company. Therefore, we deal with two significant concepts – consumer behavior and Brand. Sometimes people make a mistake between brand and product, but these are two different things. Brand is a name, design, sign, words or symbols which are used singularly or in combination that differentiate one product from another product in the judgements of the customer. Firstly the firm creating the brand. When a firm decides to settle on a brand to be its public image, it should first define its brand identity, or how it wants to be noticed. e.g. a firm logo often incorporates the message, slogan or invention that the business offers. The main purpose is to make the brand memorable and appealing to the customer. A brand is a label given to a product or service such that it takes on an identity by itself. A brand name can build and stand for loyalty, trust, faith, mass market appeal, depending on how the brand is advertised, and promoted. A brand distinguishes a



product from similar other belongings and enables it to charge a greater premium, in return for a clear identity and greater faith in its function. Brands are important to brand owners at different levels. They serve as a attention for buyer loyalties and therefore develop as assets which confirm upcoming loads and hence future cash flows. A brand is built over time, by the impressions one has of the trade, its products or services, and is confirmed (or destroyed) by experiences. People use brands to categorize their choices. Brands used in business, marketing and publicity. Branding and the brand management are also necessary in brand.

### **The features of successful brands**

A brand can be a perpetual and lucrative asset as long as it is maintained in a good manner that can continue satisfying consumers' wants, Batchelor (1998) and Murphy (1998). Although successful brands can be totally different in nature, they share something in common, for instances well-priced products and consistent quality, Murphy (1998). As mentioned by Levitt (1983), there are four elements for constructing a successful brand, namely tangible product, basic brand, augmented brand and potential brand. Tangible product refers to the commodity which meets the basic needs of the customers. Basic brand, on the other hand, considers the packaging of the tangible product so as to attract the attention from the potential customers. The brand can be further augmented with the provision of credibility, effective after sales services and the like. Finally and most importantly, a potential brand is established through engendering customer preference and loyalty. By doing so, the image of the brand could be well instilled in the customers' mind.

### **REVIEW OF LITRATURE:**

**Sharma & Pathan 2011**, conducts research that the age and gender does not make much difference in the opinion of consumers while choosing a brand. The buying decision of the consumers mainly depends on the value of the brand in financial terms as well as the position it enjoys in the minds of the people.

**Zeb et al 2011**, conduct research that the female consumer shows the positive attitudes towards the brand and high level of involvement in fashion apparel. Beside with that self-concept was also the most important element as customers use branded product that matches with their own personality.

**Schmitt 2012**, defines a comprehensive model of five – branded related processes: identifying, experiencing, integrating, signalling and relating with the brand.

**Sawant 2012**, conduct research that in today's world brand occupies very important place in the customers mind. A brand is a short hand description of a package of value on which customers can rely to be consistently the same and better over a period of time. The proprietor of the registered brand personally stands behind the brands and offers own assurance for maintaining the quality and standards of the product.

**Soundararaj and Janakidas 2012**, defines that the Indian firm should focus on superior quality, product invention, durability and multiplicity of products towards the customers in order to gain a better market share.

**Jin and Weber (2013)** suggested that, brands served primarily as a way for customers to identify and distinguish goods and their manufacturer. The focus of brand value creation was on individual goods whereby firms used brands to show ownership and take responsibility for their goods. This in turn helped customers identify and recognize a firm's goods on sight.



From the 1930s onwards, brands were viewed as images that firms create to enable customers to both differentiate a brand from its competitors and identify the needs a brand promises to satisfy (Jin & Weber, 2013).

### Objectives

1. To analyse the reasons for preference of brand.
2. To check the influence of brand on consumer buying behavior.

## RESEARCH METHODOLOGY

### Data Collection:

The study is focused on collection of primary data from the field. The secondary data is also used to draw a general background and overall scenario. Secondary data were collected by websites, books, relevant journals, etc. Primary data were collected through the respondents with a structured questionnaire. The survey was carried out in Mahendergarh. The study employed convenience sampling. 100 respondents were surveyed.

**Data Collection Instruments:** Data are collected by the questionnaire filling out by the target respondents. For this I will prepare a questionnaire in such a way that it will be able to collect all important information regarding the project. This was done by sending questionnaire to the respondents through mails. All the respondents have answered all the questions and provided all required information to reveal their perception. The questionnaire comprises 20 questions including both open ended and close ended questions.

### Sampling Technique:

There are no sources in the current document. Convenient sampling method has been used. The data has been collected from a sample of 100 respondents to get information about the brand and their attitude towards brand through self-structured questionnaire and interview.

**Sample size:** The sample size of 100 respondents is taken for the research work, in the mahendergarh city.

## FINDINGS:

- We find that today's customer is very brand conscious. They prefer branded products for various reasons like better packaging, no bargaining, effective quality, good services, communication strategy recommended by particular agency, firm etc.
- We find that 58.7% respondents are agreed that brand influences consumers. They are thinking that brand influences the customers and to attract them. Customers are agreed from this point that brand influences the customers.
- We find that 51.1% respondents are hearing about the brand through TV/Radio. Most of customers are hearing about the brand through the medium of TV/Radio. 37.4% respondents are hearing about the brand through online media advertising like Google advertising, YouTube advertising etc.
- We find that 55.1% respondents are influenced to buy the brand because of the advertising. Advertising is to attract the consumers to buy the brand and to influence them. Advertising is



to help the consumers to give information about the brand and their products. Shop display also influenced the consumers but majority of advertising is more that influence customers to buy the brand.

- We find that 60.2% respondents are like the branded products because of quality. Customers are like the branded products because of quality. They thinking that branded products are good and effective quality products that are why they like the branded products. There is also some other reason that is status. Because of status also the consumers like the branded products. Status shows their standard of living high. But majority of quality is high and consumers like the branded products first because of quality.
- We find that 55.1% respondents are disagreeing that they buy only branded products. They show their negative response on the buy only branded products. Majority of respondents are disagreeing with buy only branded products.
- We find that 56.1% respondents are thinking that quality help in building good brand image. Quality is the main reasons that help in building good brand image. Communication strategy, competitive pricing, good value added services also important but mostly consumers are thinking in today's scenario that quality help in building good brand image.
- We find that 51% respondents are attracted to purchase the branded products because of the attribute of brand name. Brand name is the main reason in today's scenario to attract the consumers. Mostly customers are affected because of attribute brand name.
- We find that 43.9% respondents are agreeing that brand name influence on the purchasing decision. 33.7% are strongly agreed and 18.4% are disagreeing but mostly consumers are agreeing that brand name influencing their purchasing decision. And brand name at the time of purchase influences their purchasing decision.
- We find that 46.9% respondents are disagreeing that branded products are better than unbranded products. They show their negative attitude towards branded products and with that their buying behavior is also negatively affected. And these consumers are thinking that branded products not always better. Majority of disagreeing are more. They are thinking that sometimes unbranded products are better than branded products.
- We find that 60.2% respondents are agree to switch their brand preferences if get some promotional schemes from another brand. And customers are agreeing to switch another brand if some good schemes they offer and other benefits. So more customers giving preferences to promotional and good schemes, benefits that are why they switch their brand preferences to another brand.
- We find that 56.1% respondents are agreeing to follow brand on social networking sites. In today's scenario, customers are to follow brands on social networking sites like email, Google, twitter, instagram etc. in comparison to old scenario. We find that in today's scenario customers are aware about the new brand and their products.
- We find that 57.1% respondents are agreeing that brand provides self esteem. We find that in today's scenario customers prefer more branded products. And brand provides self esteem that's why they encourage purchasing branded products. Customers feel confident about the brand and their purchased products. So it provides customers confidence, encouragement and excitement about the brand and their products.
- We find that 61.2% respondents are agree that company sponsorship help them building a stronger brand .Because company sponsoring agencies and companies help them to promote their brand.
- Normally, we find that the young consumers were prefer branded products but in today's



scenario. The males and females both prefer the branded products for various reasons specially in these groups like cosmetics, clothes, consumable goods, etc.

#### CONCLUSION:

In conclusion, we can say that brand influence the consumers regarding buying decision. This study explores the new implications to the producers related to brand. The influence of brands on customer purchasing decision is very effective today. So, it is the necessity of hour to focus on the role of a brand which influences the consumers regarding selection of a particular product. The organizations have opportunity to grow up faster with the industry growth. The companies also have an alternate to tie up with the foreign brands to increase their market size with the collaborations through FDI. FDI helps the organizations to promote their brand name in the market. This study explores that brand is a factor that influence the consumers while purchasing, so companies needs to focus on brands to improve and satisfy the customers. In future, these factors will become the power of the company in attracting the customers towards purchasing their products. In conclusion, we can say that there is necessity of time to focus on the role of brand. The manufacturer and the companies need to focus on role of brand and to connect the consumers with brand. And to launch new products that also satisfy the needs of low income level groups which cannot afford the expensive products. So low priced branded products also launched by the company. Companies have to improve on these factors and to satisfy the customers.

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