

Title of the research paper: Branding and Consumer Behavior: Analyzing the Role of Brand Perception in Purchase Intent

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Branding and Consumer Behavior: Analyzing the Role of Brand Perception in Purchase Intent

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ABSTRACT

Today the customers have become brand specific, so the companies are investing not only in product building, but also in brand building. This leads to a point to know how far the branding aspects are related to the buying behavior and success of the company. This study explores the impact of branding on consumers' buying behavior by examining the elements of brand experiences that influence customers and their effect on buyer-based brand equity. A quantitative survey was conducted on 31 participants, including their demographic variables such as gender, age, and education level. The study found that brand experience positively affects consumer-based brand equity, with sensory and emotional experiences also having an impact on all dimensions of brand equity. The findings revealed that branding affects consumer behavior at a variability level of 55%. The study also explores how socio-demographic factors moderate the relationship between brand engagement and overall brand equity and purchase intention. Overall, this study contributes to our understanding of how brand equity is formed and provides insights into the complex interplay of branding factors in the e-commerce setting.

Keywords: Brand, Brand Equity, Consumer Behavior, Demographic factors, and Moderation

INTRODUCTION

To fulfill the requirements, consumers purchase products and services. While making purchase decisions, consumers considers many factors. Brand awareness of products and services positively impacts the Quality perception and Brand Association (**Buil et al, 2013**). Consumer choices are frequently influenced by emotional factors rather than rational thought intoday's competitive markets, where products and services are becoming increasingly similar in terms of functional differences. As a result, businesses are concentrating on developing distinctive experiences to build brand equity. Brand trust has positive impact on Brand preference which automatically impacts the purchase intention in a positive manner. The perceived value will have a positive impact on purchase intention (**Dam, 2020**). The examination investigates the elements of brand encounters that impact customers and their effect on buyer based brand value. Consumer- based brand equity is positively influenced by brand experience, according to a quantitative study, with sensory and emotional experiences having a greater impact on all dimensions of brand equity. Furthermore, in the web based business setting, rebate outlining has been noted to influence brand picture, which thusly impact buyer buy expectation and genuine way of behaving. There are some researches which found that brand awareness and brand image are not mediating in the case of purchase intention, which has been observed in the case of Youtube advertisement impact on purchase intention and the results have become negative showing the purchase intention of the consumers are impacted due to Youtube advertisements (**Febriyantoro, 2020**). Global consumption orientation of customers, global attitude, consumer ethnocentrism and consumer cosmopolitanism will influence the intention of consumers for making a purchase decision (**Naseem & Yaprak,**

2015)

LITERATURE REVIEW

Brand awareness will not impact the purchase decision directly but the effect is observed due to 3 dimensions such as perceived quality, brand association and brand loyalty. It is also observed that only knowing the brand will not result in consumer purchase intention. This phenomenon has been observed in the research of 622 smart phones purchase (**Azzari & Pelissari, 2021**). Perceived global nature has a positive impact on purchase intention of consumers. Consumers also look for brand prestige, quality of the brand as well as brand social responsibility. Consumer ethnocentrism has a global impact which also influences the purchase intention, which has been observed with 613 respondents of Vietnam (**Vuong & Khanh, 2020**).

The investigation focuses on the effects of experiential marketing on consumer-based brand equity in markets where products and services have become more similar and where emotional factors play a larger role in consumer decision-making. Consumer-based brand equity is positively influenced by brand experience, with sensory and emotional experiences having a greater impact, according to a quantitative study. The multi-group analysis also reveals that positive brand behavior drives brand equity among consumers through intellectual experiences. This features the significance of making significant encounters for customers to separate brands and upgrade brand value in the present serious market (**Pina & Dias, 2021**).

Counterfeit Branded Products (CBPs) is considered as one of the most prominent influencers in explaining the purchase behavior of the consumers than the other influential factors such as product features and the benefits of using the product. But involvement of the consumer and knowledge don't have any influence on counterfeit purchase intention. This phenomenon has been observed with 321 watch users of UK (**Bian & Moutinho, 2011**). Brand Association influences the Brand Loyalty and it is also observed that the Brand Equity is driven with the 3 variables perceived quality, brand association and brand loyalty, brand equity is positively related to the consumers' response. Brand value of the companies are positively impacted due to consumers' responses (**Buil et al, 2013**).

In the context of e-commerce, the purpose of the study is to investigate the connection between discount framing, consumer purchase intention, and actual behavior, taking into account the mediating roles of brand reputation and image. The scientists gathered information from 307 respondents who have made buys on Lazada, a famous web based business stage in Indonesia. According to the findings, brand reputation and image influence the effect of discount framing on purchase intention and actual behavior (**Agmeka & Santoso, 2019**) The impact of commercial sponsorship has been observed in relation to the purchase intention, which highlights the brand image and brand attachment have positive relationship with the former. The model has identified the interaction between sponsor and the consumers in different stages of purchase behavior of the consumers (**Chanavat et al, 2009**).

The purchase intent of the consumers is positively related with Brand awareness, Perceived quality and Brand loyalty. Also it is observed that perceived quality has positive effect on brand loyalty of the consumers and the perceived quality has a mediating effect between purchase intention and brand awareness and the same is the case even with brand loyalty (**Chi et al., 2009**). In the context of customer-brand interactions, this study investigates the connection between brand engagement, brand love, overall brand equity, and purchase intention. A self-administered questionnaire was used to collect data from 548 individuals, and a two-stage analysis was used to evaluate relationships' reliability, validity, and strength. A brand experience, brand love, overall brand equity, and purchase intention are all incorporated into the study's proposed new branding model. According to the findings, gender and product usage moderate the relationship between brand engagement and brand love, making them important components of the brand mix. This study provides theoretical insights into the formation of brand equity and contributes to a deeper comprehension of the antecedents of brand equity (**Verma, 2021**)

Brand image and quality of foreign products influence the purchase intention of consumers in a positive manner. Also the image of the foreign country plays a vital role in creating the impact in the minds of the customers whereas the ethnocentrism is inversely related to the perceptions on foreign brands as well as purchase intention. This has been observed in 260 Bangladeshi respondents (**Haque et al., 2015**). Consumer based brand equity (CBBE) elements such as brand loyalty, quality, image awareness will have a positive relation with consumer attitude towards brand and purchase intention, which has been observed in a study of 327 tourists in luxury hotels of Macau (**Liu, 2017**).

OBJECTIVES OF THE STUDY

1. To understand the concept of branding and its role in influencing consumers' buying behaviour.
2. To examine how the impact of branding on consumer preferences and decision-making depends on demographic factors.
3. To explore the factors that influence consumers' perceptions and buying behaviour towards branded products.

RESEARCH METHODOLOGY

The research is based on multi-methods, using both quantitative and qualitative techniques, in data collection with more emphasis on quantitative methods. It must be noted that the questionnaire survey was used as main data collection instrument of this study. With the purpose of answering the research questions in this dissertation, the Primary data collection is used. Using primary data collection had allowed addressing specific issues to consumers about the effects on branding that influenced them in the purchase decision making process. Data collection was a critical part of the research as this was the core of the findings. Additionally, using primary data allowed greater control on the collection of information.

The questionnaire used to collect data primarily focuses on factors

influencing consumer behavior, particularly in relation to branding. The *Consumer Decision-Making Process Model* is used for this research. Here's a brief overview why this model is used:

This model outlines the steps consumers take when making a purchase decision:

1. **Problem Recognition:** The consumer realizes a need or problem.
2. **Information Search:** The consumer seeks information about possible solutions, often influenced by brand reputation and advertising.
3. **Evaluation of Alternatives:** The consumer compares different brands and products based on factors such as quality, price, and brand loyalty.
4. **Purchase Decision:** The consumer decides on a brand/product, influenced by factors like brand reputation, perceived value, and social influence.
5. **Post-Purchase Behavior:** The consumer evaluates their satisfaction with the purchase, which can influence future behavior and brand loyalty.

For this research, to analyze the effect of branding on consumers' behaviour in Indian market primary data is collected through surveys. As this research uses the quantitative method, primary data has been collected by distributing a structured questionnaire among 40 people for which 31 responses were found to be valid from the responses received. The sample comprises the age group of respondents ranging from 18 years to 60 years Sample Locations are Bangalore and Kolkata. Descriptive analysis is carried out with the help of Percentages,

DATA ANALYSIS

As the primary research method is survey, Questionnaires was distributed among people via email and some social media platforms. SPSS was used to process the data using various graphs, charts, descriptive and inferential statistics to illustrate the findings and according to research objectives the findings have been discussed and analyzed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	10	32.25	32.25	32.25
	Female	21	67.74	67.75	100.0
	Total	31	100.0	100.0	

Table 1: Gender of respondents

Table 1 contains the analysis related to Gender, which tells 32.25% is of Male and 67.75 % of Female respondents. This tells that majority of respondents are female in the present study.

		Frequency	Percent	Valid Percent	Cumulative Percent
	18-25	29	93.5	93.5	93.5
	25-40	2	6.5	6.5	100

Valid	40-60	0	0.0	0.0	0.0
	Above 60	0	0.0	0.0	100.0
	Total	31	100.0	100.0	

Table 2: Age-wise segmentation of the respondents

Table 2 shows the respondents demographic segmentation with respect to the age and the total replies were 31. About 93.5 % of the respondents fall in the age group of 18-25 years, and only 6.5% of the respondents are in the age group of 25-40 years which is completing the 100% of the respondents, and no respondent belong to 40-60 age group and above 60 years' age group

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HSC Passed	0	0.0	0.0	20.0
	Graduate	11	35.5	35.5	50.0
	Post Graduate	19	61.3	61.3	96.8
	Professionals	1	3.2	3.2	100.0
	Total	31	100.0	100.0	

Table 3: Education-wise segmentation of the respondents

The education level of consumers is divided among the four groups; HSC Passed, graduate, post graduate and Professionals. The frequency is different for every group as it is mentioned in the table; frequency of HSC Passed is 0, for graduates it is 11, for post graduates it is 19 and for Professionals it is 1. Majority of the respondents are falling in the postgraduate category with a percentage of 61.3 followed by Graduates with 35.5%

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 120000	12	38.7	38.7	38.7
	120000 to 300000	7	22.6	22.6	61.3
	Above 300000	12	38.7	38.7	100.0
	Total	31	100.0	100.0	

Table 4: Income-wise segmentation of the respondents

According to the above Table 4, there were three income groups. Most of the respondents are falling into above 3 lakh rupees and below 1.2 lakh rupees category with 38.7% each and followed by in between the above range with a 22.6%

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740 ^a	.548	.509	0.37106

a. Predictors: (Constant), Income, Age, Gender, Education

Table 5: Model Summary showing the impact of Branding on consumer buying intention

Here we have to define the relationship between dependent and independent variables according to the results of above model. The R in the Table 5 represents the correlation which is .740 and it represents that there is a moderate degree of correlation between dependent and independent variables. The next is R square which indicates that the variability of dependent variable according to the independent variable. Here the analysis of Table V shows the value of R square is .548, it means the variability level of independent variable is 54.8% which is nears to 55% and is moderate value, and it is not very high but not very low too. So it is found that branding affects the consumer behavior at the variability level of 55%.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.669	6	1.945	14.125	0.000 ^b
	Residual	9.638	70	0.138		
	Total	21.307	76			

a. Dependent Variable: Consumer Behaviour

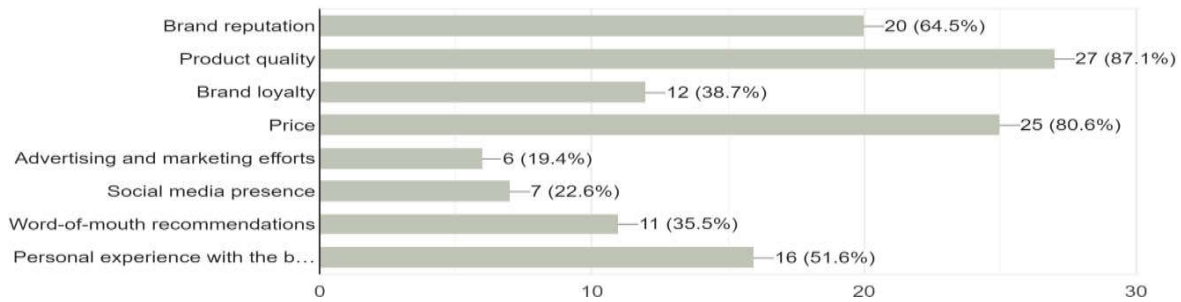
b. Predictors: (Constant), Income, Age, Gender, Education

Table 6: ANOVA table showing the impact of Branding on consumer buying intention

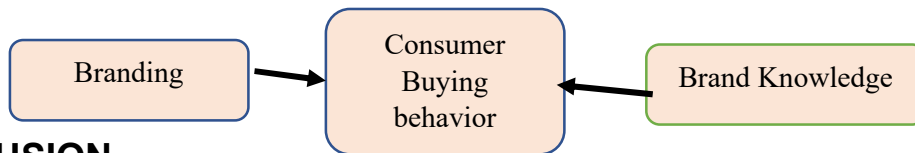
Table 6 represents the ANOVA computation, which shows the mean values of the data variables in the study. The mean is 1.945 and the model is significant which is observed with the help of p-value which is found to be 0.000. So the $p = 0.000$. It shows that all the dependent variables fluctuate in accordance with the independent variable

What factors influence your decision to purchase a product from a particular brand? (Select all that apply)

31 responses



The above Bar Chart show the effects of different factors which influences the decision of the consumer to buy from a particular brand. Here, we can see the percentages by which people are getting affected by different factors when making decision to buy from a particular brand.



CONCLUSION

Based on the research methodology and analysis of the survey data using SPSS presented, it can be concluded that branding has a moderate degree of correlation with consumers' buying behavior. The survey conducted among 31 individuals, with a valid response rate near to 100%, suggests that branding affects consumer behavior at a variability level of 55%. This implies that branding plays a significant role in shaping consumers' buying decisions. The research also indicates that the age and education level of consumers have an impact on their perception of branding. Different age groups and education levels may have varying degrees of susceptibility to the influence of branding.

Overall, the findings of this research suggest that companies should pay close attention to their branding strategies as they have a considerable impact on consumers' buying behavior. A strong brand can create a perception of quality, reliability, and trustworthiness in the minds of consumers, which can translate into increased sales and customer loyalty. It is concluded that branding has a great impact on consumer buying behavior. Future researches should be conducted for evaluating the impact of consumer behavior on brands.

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