

Impact of the Brands name on Consumer Buying Behaviour

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Abstract— Nowadays customers from the globe are decide on branded products. The research purpose on the analysing the effect of the emblem name on customer shopping for behaviour. Consumers are provide importance to brands and relate their prestige with other manufacturers. Therefore opposition many of the different businesses are deliberately increases and this result is the strong emblem photo of a specific products. Nowadays we visible that theres in growth the call for of branded clothes, shoes, clocks and other daily use items. Hence Consumer Perception has more impact on Consumer Buying Behavior as opposed to Brand Image and Consumer Awareness. Same the impact of the logo photograph, logo loyalty and logo association has the sizable effect on customer buying behaviour.

Keywords: Brand image, Consumer Buying Behaviour, Mindset of customers, Consumer awareness, Consumer perception

I. INTRODUCTION

These days brands grow to be a image of status. Customers all over the globe are now choose branded merchandise. But here question arises why they're doing like that? Branding is a notion of the brands within the mind-set of clients. It is a mixture of believes, thoughts and impressions that a customers holds concerning the brands. Choice of emblem varies man or woman to character. Hence the formation of a constant emblem photo is a massive task for any companies in addition to business. For every agency customer's delight is their primary priority. Customers are the ones humans who purchase product and a customer may be a customer if he/she consumes that bought product. Thus patron may be defined as, "Any person who purchase products or services from a market for his/her personal usage". Consumer without a doubt consumes all those items and offerings which are to be had within the market to satisfy their needs and desires. Different consumers display special behaviors in the direction of products and offerings. Therefore, the study of their conduct is another crucial mission for manufacturers and entrepreneurs. Researchers are very much familiar about the effect of emblem on clients. But it is also crucial to realize that only brand itself is nothing without critical parts of advertising and marketing which are, Advertisement, Packaging and Labeling etc. Thus after this have a look at marketers will be able to know that for the fulfillment of their emblem they firstly make sure the powerful commercial of emblem and try to persuade consumers via emblem commercial and its packaging. This study will assist to comprehend the precise position of the advertisement, packaging and labeling in the perspective of the consumer buying behavior.

In olden days the Brands were just a mark, sign or some type of number to distinguish their items. (1) The logo then builds many function which creates the value in the mind of the customer. Like the advertisement that is the function of the branding and it creates a completely unique affiliation and

memory link inside the minds of customer on one aspect and on different hand it creates the demand on your goods and services as it draws the client, it creates attention approximately your production and also educate to the client about the use of the products and services. Marketers use manufacturers as to get the competitive advantage on different competitors gambling an imperativerole inside the success of companies. Brand holds a first-rate importance in consumer's life. Consumer's choose brands and believe them the way they accept as true with their friends and family participants to avoid uncertainty and nice associated issues.(2)Consumer conduct refers to the intellectual and emotional system and the observable behavior of clients in the course of searching, buying and post consumption of a product or service. It involves look at of ways people purchase, what they purchase, while they purchase and why they buy.



Basically consumers buying behaviour depends on

A. Personal factor

- Occupation
- Age
- Economic Conditions
- Lifestyle
- Personality

B. Psychological factor

- Motivation
- Perception
- Learning
- Attitude
- Value
- Ethics

C. Social factor

- Reference group
- Family
- Roles and Status

D. Personal Factors

- Age
- Occupation
- Lifestyle
- Personality

II. METHODOLOGY

For to know the buying behaviour of the consumers various surveys are to be done on the various levels. Following are the list of types of the surveys that are conducted by the companies for to know their brand position in the current scenario of the market.

A. Questionnaire

The main aim of the questionnaire to investigate the various Factor affected the customer preference. This type of surveys hardly take 5-10 minutes. Number of Factor are taking into consideration and according to that Questionnaire are made.

B. Interviews

This will be directly conversation between the two persons. This will provide the direct scenerio of the market for the surveying. As the name suggested directly they are face to face do the conversation with the customer.

C. Selected products class and brands

A brand is a person's gut feeling about a product, service, or organization. For that reason, they sometimes buy brands because those brands will lead to social acceptance. Some people will buy a certain brand to support their personal or professional image.

D. Sampling techniques measures and data collection techniques

There are many methods used to collect or obtain data for statistical analysis. Data sampling is a analysis techniques used to select, manipulate and analyse a representative subset of data point to identify patterns and trends in larger set of data.

E. Selection of brands and scale measures

Selection of the brands is important thing of any selection of the brands. The brand image of the any company is be good on their products. The all products are trust worthy so the marketing of their products can be done correctly.

III. CONCLUSION

This paper investigates the relationship between branding and the consumer preferences. Perception of the customers can be changed according to the brand image. Brand name and brand image plays a vital role in selection the brands product. The products which are already in market has more demand as compared to new products. Therefore there is lot more competitions to establish a new brand image in established market. Hence we conclude that the brands have an effect on consumers mind in many ways like rates, qualities, quantities, net worth, age group, behaviour, preferences. Even in all the industries brands have a significance effect of consumer behaviour.

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