

Dissertation Submitted to



**The IIHMR University, Jaipur**

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA) in

Pharmaceutical Management by

**BOMMU KRISHNA KOUTILYA**

Under the Supervision and Guidance of

**RAHUL SHARMA**

2021

# **INFLUENCE OF BRANDING ON CUSTOMER PURCHASING BEHAVIOR**

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2021

### **DECLARATION BY STUDENT**

I hereby declare that this dissertation titled **Influence of Branding on customers purchasing behavior** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Name of Student : BOMMU KRISHNA KOUTILYA

Date : 28-06-2021

## **CERTIFICATE**

This is to certify that **Bommu Krishna Koutilya** in partial fulfillment of the requirements for the award of the degree of MBA -Pharmaceutical Management from the IIHMR University, Jaipur has successfully completed his internship at SK Healthcare during March 22, 2021 to June 19, 2021.

Place: Hyderabad  
Date: 28-06-2021

Preceptor/Head of the Organization : B.Chandu Reddy  
Name of the organization :SK Healthcare

## **ABSTRACT**

Brand is a term which differentiates one product or service from competitors' product or service. Branding became a very important factor in business as the customer's mindset is changing towards quality and status. Brand is a Guarantee, an assurance for a defined standard of quality for the first time and for every time. The brand is a name or logo that plays the key role in the mind of a customer. Brands do not compete in the product area, but compete for the mind space of the customer. A brand once established in the mind of the customer becomes indelible when a customer identifies itself with that particular brand. Now a days the brand is considered as the status symbol in the society.

In today's cluttered environment, consumers are overwhelmed with choices. The availability of many choices in the market diverts the mindset of the customer to switch between many products or services. This switching between the products or services at regular intervals will have a huge impact on the manufacturer or a service provider. It is necessary for the company to make a difference between their product/service and competitor's product or service. Thus, the concept of brand has emerged, which highly differentiates the other products or service with a particular brand. The attributes of the brand like status, symbol, price, quality and mainly the promotional activity makes the difference in purchasing behavior of the customer.

This study focuses on finding out what is the perception of a customer on brand and how important they consider price, quality, brand or other factors during their purchasing decisions. The report presents a comprehensive literature review followed by primary research on branding, brand loyalty, brand perception, price sensitivity and willingness to pay. This study, was carried out in Hyderabad. The study starts with reviewing the earlier works in this area, the objective of the study and the research methodology used is then delineated.

## **CERTIFICATE**

This is to certify that dissertation titled **Influence of Branding on customers purchasing behavior** is a record of the research work undertaken by **Bommu krishna Koutilya** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

Faculty Guide : Rahul Sharma  
IIHMR University, Jaipur

Date : 28-06-2021

School Dean  
IIHMR University, Jaipur

Date 28-06-2021

## **Acknowledgements**

It gives me an immense pleasure and pride to express my deep sense of gratitude and respect for my teacher and guide **Rahul Sharma.**, for her expertise and inspiring guidance throughout the period of my work. I am indebted to her for enlightening me on the finer skills of dealing with synthetic problems. She is the one behind giving me a decisive turn and significant boost to my career. I consider myself one of the fortunate people to be associated with Him.

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## INTRODUCTION

Brands, these days have become a status symbol and every customer prefers to buy a branded product. We come across a number of brands in our daily life like Lifebuoy, Dell, etc. Today, nearly all the companies are focusing more on building strong brands. The concept of brand equity and its management has come to the forefront like never before. Brand image is the key driver of brand equity, which refers to the consumer's general perception and feeling about a brand and has an influence on consumer behavior. For marketers, the main purpose of their marketing activities is to influence consumers' perception and attitude toward a brand, establish the brand image in consumers' mind, and stimulate consumers' actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share and developing brand equity.

Brand studies always have remained the key attention of the marketer's because of its importance and direct relationship with consumers. Marketers use brands as to get the competitive advantage on other competitors playing an imperative role in the success of companies. The brand holds a great importance in a consumer's life, they choose brands and trust them to avoid uncertainty and quality related issues.

Branding plays a vital role in determining the purchasing behavior of the customers across the world and each and every customer has a specific list of reasons to choose or not to choose a particular brand. Most of the brands focus on their marketing strategies to attract a particular customer based always and leaves an impression on the consumer's side. In simple words branding can be defined as the strategies followed by a company to attract the target customers through different means of marketing techniques like ads and logos and try to maintain a great and long lasting relationship with the customers all the time.

In general, customers maintain a good relation with a particular brand and they always notify the product with the well-known logos. Branding has a great influence on the purchasing behavior of the customers and there is a lot of research done in this area. If a famous brand comes up with a new or upgraded version of their product, they need to focus on many aspects to take the product to the customers and follows different strategies to market the product and

inmost of the cases they are successful in using their brand value rather than other marketing strategies. The main aim of this project is to investigate and critically review the impact branding on the consumer purchasing behavior.

Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction. Usually people have not bought certain brands just for design and requirement, but also in an attempt to enhance their self-esteem in the society. Brand names present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them. Furthermore, it represents the customers' convenient summary like their feelings, knowledge and experiences with the brand. Moreover, the customer does not spend much time to do find out about the product.

Brands play a very important role in the consumer decision making processes. It is really important for companies to find out the customer's decision making process and identify the conditions, which customers apply while making decision. Marketers are highly concerned to know how brand names influence the customer purchase decision. Why customers purchase a particular brand also implies how customers decide what to buy. Customers follow the sequence of steps in the decision process to purchase a specific product. They start realizing a requirement of product, get information, identify & evaluate alternative products and finally decide to purchase a product from a specific brand. When customers purchase a particular brand frequently, he or she uses his or her past experience about that brand product regarding performance, quality and aesthetic appeal.

### **Top brands in the world**

There are many brands which became very popular in the world. The brand value of such companies is huge and they are considered as the more trustworthy by the customer. Such brands are as follows.

1. Amazon
2. Google
3. Apple
4. Microsoft

5. Samsung
6. Facebook.

The top Pharmaceutical companies are:

1. Johnson & Johnson
2. Roche
3. Pfizer
4. Bayer
5. Novartis
6. Merck

amazon.com®

Google



facebook

Johnson & Johnson



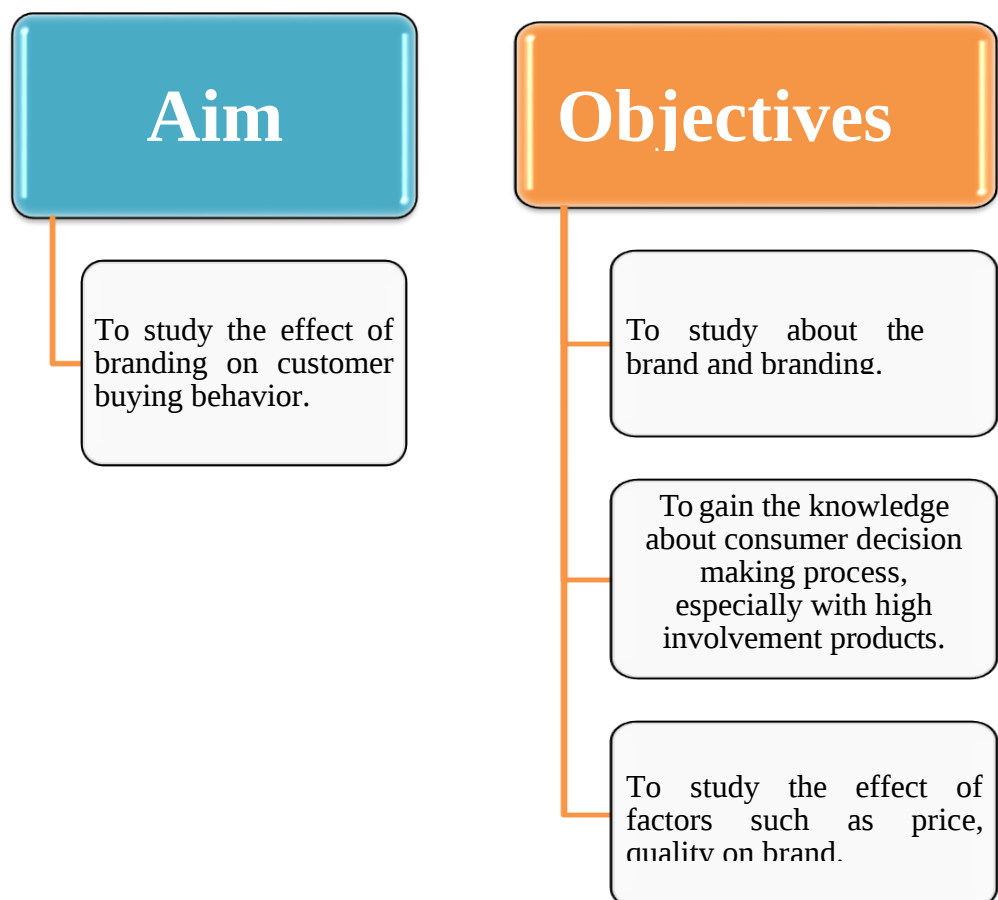
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## AIM & OBJECTIVE

The aim of this research is “to determine the influence of branding on customer purchase decision.” The primary objective of the study is to understand the concepts of brand and branding. The second objective is to gain the knowledge about consumer decision making process, especially with high involvement products. Finally, the third objective is to study the effect of factors such as price, quality on brand.



## **RESEARCH METHODOLOGY**

This study on branding done by focusing on a primary research that obtained in the form of responses from the people. For understanding the concept the secondary data was collected and studied from various sources like published articles, books, presentations and other resources available from internet. After secondary study the qualitative research methodology is used and the questionnaire were prepared.

Responses were collected using google forms from different respondents like students, housewives, employees and others included. The respondents were from Hyderabad to gather the required information. The responses were obtained from 120 respondents and obtained information is used as primary data for the research. Obtained information is presented using simple excel calculations and applicable graphs.

Understanding the research aim and objectives and the concept of brand, branding and customer behavior.

Review of literature through secondary studies.

Obtaining responses through primary research by using questionnaire.

**Table 1: Tools used for data collection**

| S.no | Parameter               | Description                                                                                              |
|------|-------------------------|----------------------------------------------------------------------------------------------------------|
| 1    | Research type           | Descriptive Method                                                                                       |
| 2    | Tool of data collection | Market Research questionnaire containing both open and close ended questions                             |
| 3    | Mode of data collection | Primary- One to One interview (Questionnaire Distribution)<br>Secondary- Books and magazines<br>Internet |
| 4    | Sample selection        | Random Sampling                                                                                          |
| 5    | Target respondents      | Students, housewives, employees and others                                                               |
| 6    | Sample size             | 120                                                                                                      |
| 7    | Areas covered           | Hyderabad                                                                                                |

### **LIMITATIONS OF THE RESEARCH**

- The **interviewer bias** can be a major limitation in the research. There could have been the difference between the information generated and the information wanted due to the way in which the respondent must have interpreted the question.
- Respondents show reluctance towards giving correct information.
- The **duration** of the interview with respondents at times, was very **short** to give detailed responses.
- The findings of the study are based on the assumption that respondents have disclosed in the questionnaire.
- The sample was limited to **Hyderabad**.
- The primary data collected may not be a representative of other geographical areas.
- Sample size of 120 respondents may not reflect the same results in **actual size**.

## **LITERATURE REVIEW**

**Brand:** *A brand defined as a name, term, sign, symbol or design, or a combination of one seller or a group of sellers and to differentiate them from those of competitors.*

The word “Brand” owes its origin to the Norwegian word “brand” which means to burn. Farmers used to put some identification mark on the body of the livestock to distinguish their possession. Products are what companies make, but customers buy brands. Therefore, marketers resorted to branding in order to distinguish their offerings from similar products and services provided by their competitors. Additionally, it carries an inherent assurance to the customers that the quality of a purchase will be similar to earlier purchases of the same brand.

A brand is a name given to a product and/or service such that it takes on an identity by itself. In today's marketplace teeming with thousands of products and services, all of which are being rapidly commoditized, a brand stands out from the clutter and attracts attention. A brand name can create and stand for loyalty, trust, faith, premiumness or mass-market appeal, depending on how the brand is marketed, advertised and promoted. A brand differentiates a product from similar other products and enables it to charge a higher premium, in return for a clear identity and greater faith in its function. A brand is also likely to survive longer than just an undifferentiated product. A brand is akin to a living being: it has an identity and personality, name, culture, vision, emotion and intelligence. All these are conferred by the owner of the brand and needs to be continuously looked at to keep the brand relevant to the target it intends to sell to.

Studies have shown that customers decide more quickly from among a number of options that includes one known brand than they decide with a set that includes only unfamiliar ones. Upon exposure to other brands, the instances of selecting the original based on awareness declined, but most still chose the same high-awareness brand they picked initially. Brands have been used to set products apart for a long time, and they have taken many different forms. For example, the oldest known generic brand still used today is an herbal paste from India called “Chyawanprash”. In the 13<sup>th</sup> century, Italians began putting watermarks on their paper as a form of branding.

## **Branding:**

- Branding is a process, a tool, a strategy and an orientation.
- Branding is the process by which a marketer tries to build long term relationship with the customers by learning their needs and wants so that the offering (brand) could satisfy their mutual aspirations.
- Branding can be used as a differentiation strategy when the product cannot be easily distinguished in terms of tangible features (which invariably happens in case of many services, durables etc.) or products which are perceived as a commodity (e.g. Cement, fertilizers, salt, potato chips, etc.).
- Brand building is a conscious customer satisfaction orientation process.

## **Why branding?**

From the point of view of a business, the process of branding involves making of a trademark and a good name. A registered trademark and a name ensure individuality and uniqueness of a particular product or family of products. The lawful registration of the trademark means that any competitor cannot copy any of the elements and the names of the products. Branding can be done for anything that can be promoted in the consumer market, may it be a simple label, a family of products or an umbrella brand. People can also have a personal brand. The primary advantage of branding is that it is safeguarded from unlawful activities and at the same time, it is also a way of developing a good reputation in the market. Branding of a product or service is necessary because when you have brand you will have a customer and following advantages.

- Branding promotes recognition
- Brand helps us to set apart from the competition
- Provides the motivation and direction to the company
- Strong brands generate referrals
- Strong brand helps the customers know to what to expect

- Your brand represents your promises to your customers
- Brand helps to connect with the customer emotionally

## **Difference between branded and unbranded**

### **Branded products**

1. Branded products are Genuine
2. Long lasting products, as the material undergoes many tests
3. Endorsements and lot of promotional activities
4. Quality and safety with the products

### **Non-Branded Products**

1. They are also called Knock off products. They copy the brands
2. They are pocket friendly, but may not have good quality

## **History of Branding**

Brands in the field of marketing, originated in the 19<sup>th</sup> century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. These factories, generating mass-produced goods, needed to sell their products to a wider market, to a customer base familiar only with local goods. It quickly became apparent that a generic package of soap had difficulty competing with familiar, local products. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non-local product.

The manufacturers wanted their products to appear and feel as familiar as the local farmers' produce. From there, with the help of advertising, manufacturers quickly learned to associate other kinds of brand values, such as youthfulness, fun or luxury, with their products. This kick started the practice, we now know as "branding".

What is more interesting to me are underlying needs from which branding originated: to insure honesty, provide quality assurance, identify the source or ownership, hold producers responsible, differentiate, as a form of identification and to create emotional

bonding. Interestingly, people value brands for many other same reasons today. Clearly, history provides some insight and perspective on modern day branding.

## **Branding in today's markets**

A central function of branding is the facilitation of the consumer choice process. Due to the complexity of having to select a product amongst thousands of similar offerings, consumers will instinctively attempt to simplify their choice process by selecting brands that have satisfied them in the past. Thus, one can conclude that pleasant past experiences are highly conducive to consumers associating benefits of a brand. One can conclude that a central function of branding is its ability to negate the need for a consumer to seek out information when a need or a want has been recognized, but rather, lead him to a brand that has been satisfying in the past.

One must acknowledge, however, that frequent purchasing of a brand cannot always be linked to previous experiences, but can alternatively be formed by embedding perceptions. A consumer might strongly favor a brand with no prior purchasing experience. This type of consumer behavior is based on the stimulus provided by direct exposure to advertising campaigns, a company's PR efforts or even a high concentration of local distribution in an area that is in close proximity to a consumer.

In terms of companies' views on branding, it can induce the natural differentiation of their offerings, which ultimately, will produce a state of competitive advantage. Differentiation can only allow for competitive advantage if the cost of differentiating is significantly lower than the revenue earned by the sales. Differential advantage allows companies to showcase their offerings in respects to other competitors in the same marketplace.

## **Development of Brand Equity**

The amount of clout controlled by different brands will vary. Some are deeply embedded in global culture and are thus, highly recognizable, whilst other are virtually unknown to consumers. When attempting to place a value on a brand, one refers to "brand equity" defines brand equity as a "set of associations and behaviors on the part of a brand's

customers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it could without the brand name and that gives the brand a strong, sustainable, and differential advantage over competitors". This explanation creates a clear link between a product's values, be it financial or intangible, and a brandname.

The consideration and development of brand equity are vital as its benefits are wide reaching. One can consider brand equity as an asset, as it can increase cash flow via the widening of a company's market share and the allowance of higher pricing policies.

### **The Competitive Advantage of Brand Loyalty**

There is a palpable correlation between the efficient branding of a product or service, and the display of brand loyalty in consumer purchasing patterns. In this instance, loyalty is defined as a "deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior". Brand loyalty is a direct consequence of the ability to better satisfy the desires of a customer that main competitors do. It now becomes clear that a modern day marketer's principal objective is to build sustainable forms of loyalty between a company and its consumers, instead of focusing solely on the individual sale of products.

The challenge for all brands is to avoid the pitfalls of portraying a muddled or negative image, and instead, create a broad brand vision or identity that recognizes a brand as something greater than a set of attributes that can be imitated or surpassed. In fact, a company should view its brand to be not just a product or service, but as an overall brand image that defines a company's philosophy. A brand needs more than identity; it needs a personality. Just like a person without attention-grabbing characteristics, a brand with no personality can easily be passed right over. A strong symbol or company logo can also help to generate brand loyalty by making it quickly identifiable.

## **UNDERSTANDING CONSUMER BEHAVIOR**

### **DEFINITION**

Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or service. Consumer behavior involves the study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general.

Buyer behavior has two aspects: the final purchase activity visible to any observer and the detailed or short decision processes that may involve the interplay of a number of complex variables not visible to anyone.

### **Factors Affecting Consumer Buying Behavior**

Consumer buying behavior is influenced by the major three factors:

- Social Factors
- Psychological Factors
- Personal Factors.
- Social Factors:

Social factors refer to forces that other people exert and which affect the consumers' purchase behavior. These social factors can include culture and subculture, roles and family, social class and reference groups.

**Example:** By taking into consideration Reference group, these can influence/ affect the consumer buying behavior. Reference group refers to a group with whom an individual identifies herself/ himself and the extent to which that person assumes many values, attitudes or behavior of group members. Reference groups can be family, school or college, work group, club membership, citizenship etc. Reference groups serve as one of the primary agents of consumer socialization and learning and can be influential enough to induce not only socially acceptable consumer behavior but also socially unacceptable and even personal destructive behavior. For example, if fresher student joins a college /

university, he/she will meet different people and form a group, in that group there can be behavior style of clothing, handsets which most of group member prefer or even

destructive behavior such as excessive consumption of alcohol, use of harmful and addictive drugs etc. So, according to how an individual references him / her to that particular reference group, this will influence and change his/her buying behavior.

### **Psychological Factors:**

These are internal to an individual and generate forces within that influence her/his purchase behavior. The major forces include motives, perception, learning, attitude and personality.

#### **Example:**

Attitude is an enduring organization of motivational, emotional, perceptual and cognitive processes with respect to any aspect of our environment. Consumers form an attitude towards a brand on the basis of their beliefs about the brand. For example, consumers of Sony products might have the belief that the products offered by Sony are durable; this will influence those customers to buy Sony products due to this attitude towards the brand.

### **Personal Factors**

These include those aspects that are unique to a person and influence purchase behavior. These factors include demographic factors, lifestyle, and situational factors.

**Example:** Lifestyle is an indicator of how people live and express themselves on the basis of their activities, interests, and opinions. Lifestyle dimension provides a broader view of people about how they spend their time the importance of things in their surroundings and their beliefs on broad issues associated with life and living and themselves. This is influenced by demographic factors and personality.

### **Consumer Buying Decision Process**

The consumer buying decision process is the processes undertaken by consumer in regard to a potential market transaction before, during and after the purchase of a product or service. Consumer decision making process generally involves five stages:

**A. Problem Recognition**

The purchase decision making process begins when a buyer becomes aware of an unsatisfied need or problem. This is the vital stage in buying decision process, because without recognizing the need or want, an individual would not seek to buy goods or service.

**B. Information Search**

After the consumer has recognized the need, he / she will try to find the means to solve that need. First, he will recall how he used to solve such kind of a problem in the past, this is called nominal decision making. Secondly, a consumer will try to solve the problem by asking a friend or goes to the market to seek advice for which product will best serve his need, this is called limited decision making.

**C. Alternatives Evaluation**

Consumers' evaluates criteria refer to various dimensions; features, characteristics and benefits that a consumer desires to solve a certain problem. Product features and its benefit is what influence consumer to prefer that particular product. The consumer will decide which product to buy from a set of alternative products depending on each unique feature that the product offers and the benefit he / she can get out of that feature.

**D. Purchase Action**

This stage involves selection of brand and the retail outlet to purchase such a product. Retail outlet image and its location are important. The consumer usually prefers a nearby retail outlet for minor shopping and they can willingly go to a faraway store when they purchase items which are of higher values and which involve higher sensitive purchase decision. After selecting where to buy and what to buy, the consumer completes the final step of transaction by either cash or credit.

**E. Post-Purchase Actions**

Consumer favorable post-purchase evaluation leads to satisfaction. Satisfaction with the purchase is basically a function of the initial performance level expectation and perceived performance relative to those expectations. The consumer tends to evaluate their wisdom on the purchase of that particular product. This can result to consumer experiencing post purchase dissatisfaction. If the consumer's perceived performance

level is below expectation and fail to meet satisfaction this will eventually cause dissatisfaction, and so the brand and/ or the outlet will not be considered by the consumer purchases in the future. This might cause the consumer to initiate complaint behavior and spread negative word-of-mouth concerning that particular product.

### **Influence of branding's on consumer purchasing behavior**

In defining “consumer buying behavior”, one may refer to Assael (1987) who distinguishes four types of consumer buying behaviors. He bases these four consumer types on the varying degrees of involvement and the degree of differentiation amongst the brands in question.



### **Why do people buy/want brands?**

Brands help in establishing a rapport with its consumer, and at times it goes beyond the physical or functional aspect. If the product is just a commodity with no distinguishing features, then the brand doesn't play that vital a role in the purchase decision. In a sense brands are inevitable and are important because people want certainty and clarity. People need safe choices. The price, status and quality are becoming the major influencing factors on consumer purchasing. Product resellers must decide what mix of

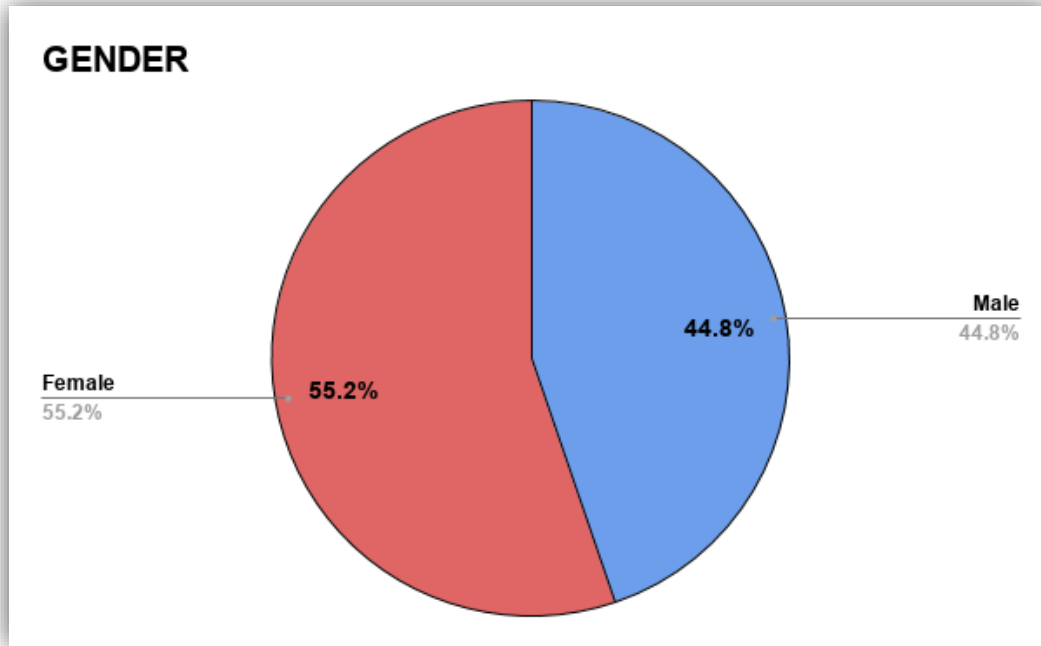
brand name products and generic goods to provide. Consumers generally buy off-brands for price benefits. They buy brand names for a variety of reasons such as:

1. **Confidence in Experience:** Consumers generally buy a product for the first time in hopes that it provides a quality experience. They hope a computer works efficiently and helps them perform personal or work tasks effectively. They buy food hoping for a quality taste or nutritional value. Recognized brand names typically have shown a consistency in product quality that has contributed to the evolution of the brand. Often, consumers rely on prior experiences or public word-of-mouth when selecting brands.
2. **Social Acceptance:** People have a desire to fit in, whether at school, work or in social circles. For this reason, people sometimes buy brands because they believe the brands will contribute to greater social acceptance. This is especially true in fashion. Consumers often buy clothing brands that are either perceived as fashionable, trendy or high class, or that fit into a particular subculture or peer group. The "Keeping up with the Joneses" mentality epitomizes this brand buying motive.
3. **Loyalty:** Over time, consumers develop loyalty to brands that provide a consistent, high-quality experience. Loyalty is essentially an emotional attachment to a brand. Some car buyers have a strong affinity for the Ford brand, while others have a similar commitment to Chevrolet. Brand loyalty causes customers to inconvenience themselves or spend more of a particular brand. Developing a strong company brand or carrying desired product brands leads to more customer loyalty and long-term business benefits.
4. **Personal Image:** Just as a company or product brands have identities, people do as well. Some people buy certain brands to support their personal or professional image. Cutting-edge, tech-savvy consumers buy Apple technology to correlate with a desire to be perceived as "techie." Buying a Lexus or other higher-priced car brand or Armani suits can contribute to your image as a high-class, well-to-do or sophisticated professional.

## DATA REPRESENTATION & ANALYSIS

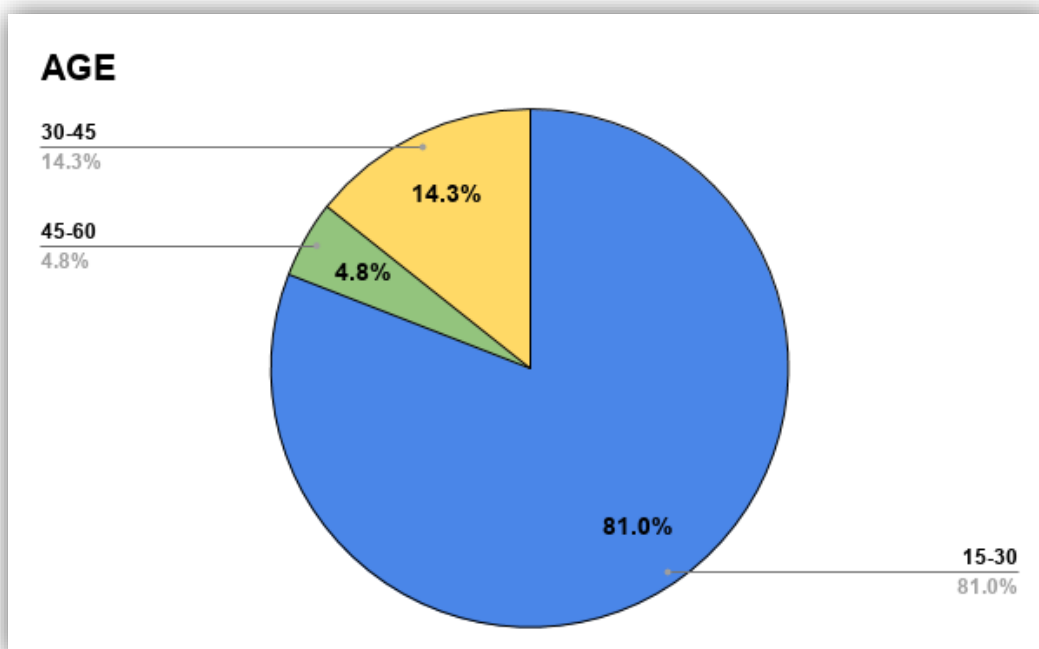
### 1. Demographic information of the respondents

#### A. GENDER:



**INFERENCE:** The above chart shows that, out of 120 respondents, around 55.2% of the Respondents are females and 44.8% of the respondents are males.

#### B. AGE:

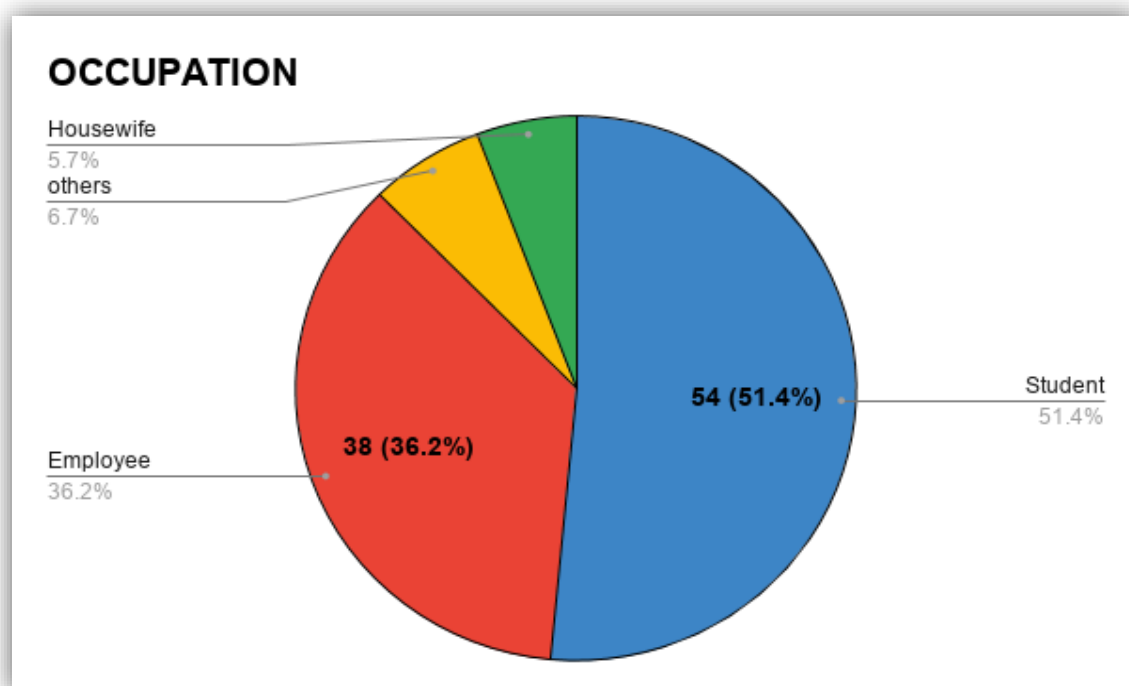


## INFERENCE:

The above chart shows that, out of 120 respondents, around 81.0% of the respondents are between 15-30 year age category, 14.3% of the respondents fall under the age group of 30-45 years, where just 4.8% of the respondents fall under the age group of 45-60 years. The young population is more in the study.

## C. Occupation

| Occupation | Respondents | Percentage |
|------------|-------------|------------|
| Students   | 54          | 51.4%      |
| Employees  | 38          | 36.2%      |
| Housewives | 6           | 5.7%       |
| Others     | 7           | 6.7%       |



## INFERENCE:

- The above table shows that, out of 120 respondents, 51.4% of the respondents are students, 36.2% of the respondents are employees, 5.7% of the respondents are housewives and 6.7% are others. The student population is more and indirectly helps in for the better understanding of the young people's preference towards a brand.

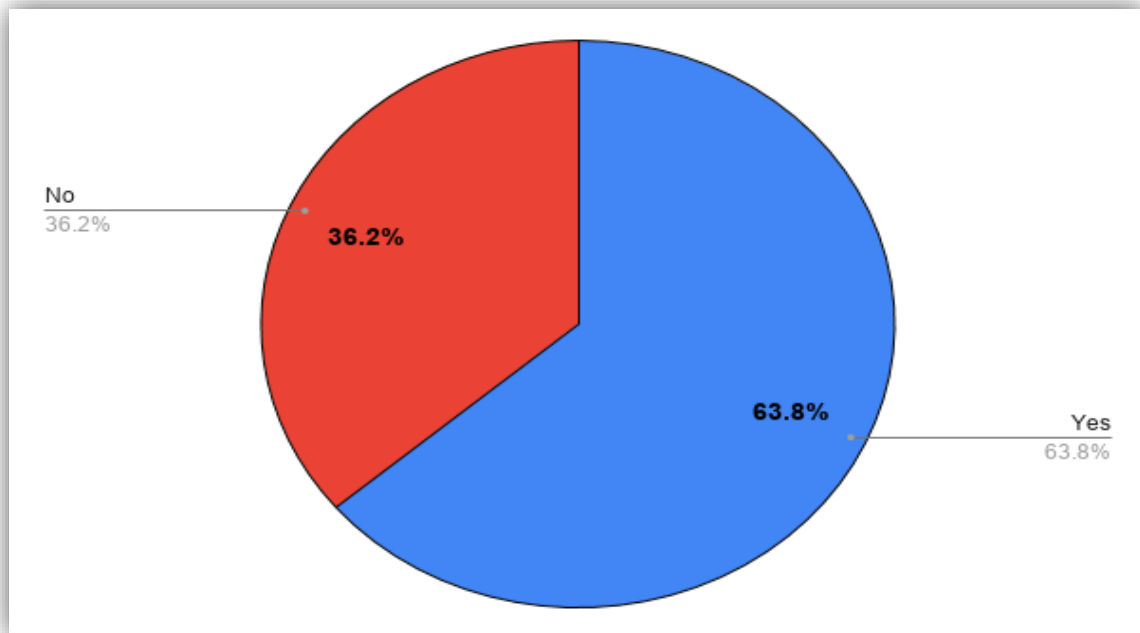
2. Which attributes of a product attracts you to purchase? Rank these attributes in order of their importance to you. (1= Strongly Agree, 2= Agree, 3= Neutral, 4=Disagree & 5= StronglyDisagree)



### INFERENCE:

- The chart is showing that most of the people are preferring quality as the attractive attribute to buy the product. The next goes to price and followed by the brand. People chose quality as the primary option to buy before the brand alone. It represents, even if the product is branded, the quality is necessary. If the non-branded product offers more quality, there are chances of shift to such products even the brand is present. So, simply not only the brand name is important to the product for attracting the customer because the quality plays a key role.

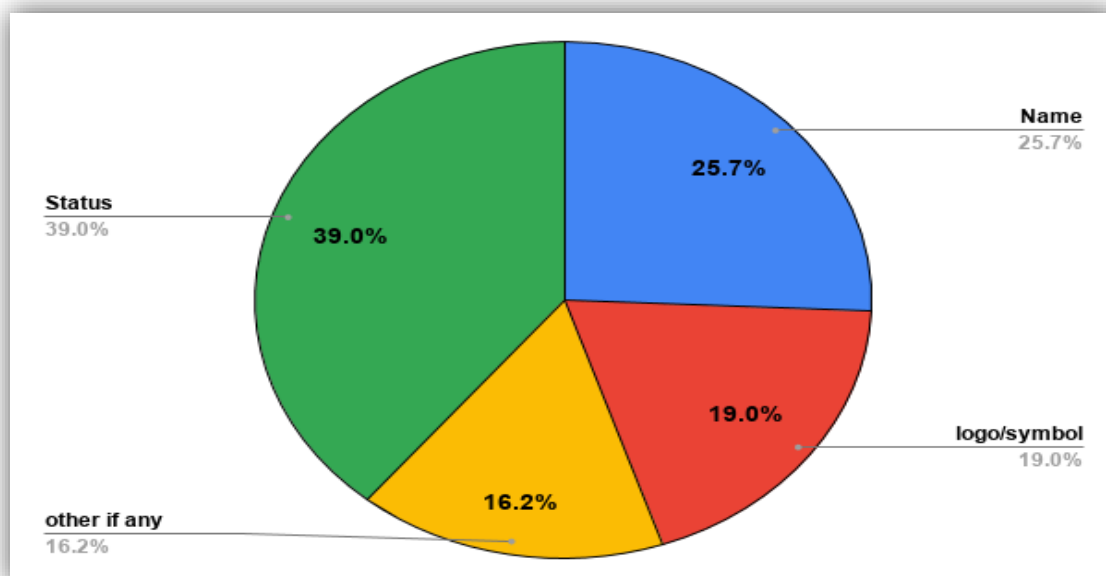
### 3. Are you brand conscious?



#### INFERENCE:

- The above chart shows that, out of 120 respondents, 63.8% of the respondents said that they are brand conscious, while just 36.2% of the respondents said that, they are not brand conscious.

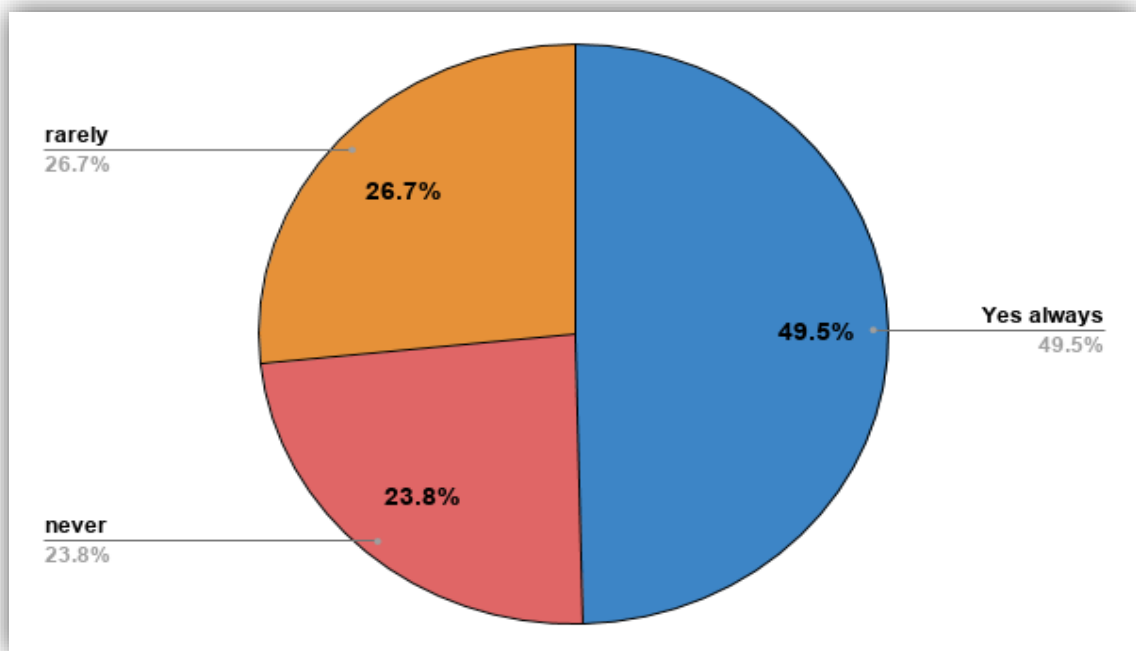
### 4. What does a brand mean to you?



### INFERENCE:

- The above chart shows that, out of 120 respondents, 39.0% of the respondents considers brand as the status. 25.7% the respondents consider a brand just as a name. 19% of the respondents treats brand as the logo or a symbol. While, the rest 16.2% respondents considers chose different other options.

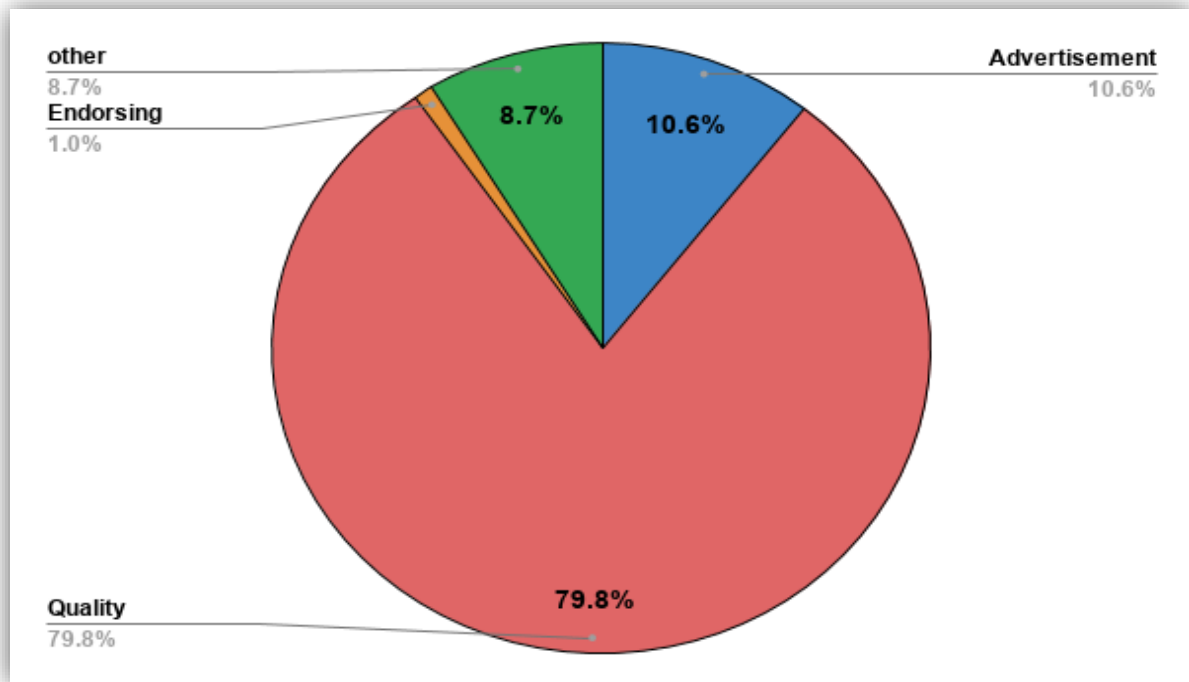
### 5. Do you buy only branded products? If yes/rarely, mention why?



### INFERENCE:

- The above chart shows that, out of 120 respondents, a major share of 49.5% of respondents prefer to buy only branded products. With 26.7%, the respondents prefer to buy only branded products rarely. While, 23.8% of the respondents never prefers the brand.
- The reasons behind the major share of respondents to buy branded products over non branded products are: Quality is maintained, trustable products are offered, better after sales service are generally offered, long durability of products, some brand logos also attract customers, some people feel that branded stuff is worth for money as in terms of comfort or better fitting or service. Emotional attachment towards brand also attracts customers.

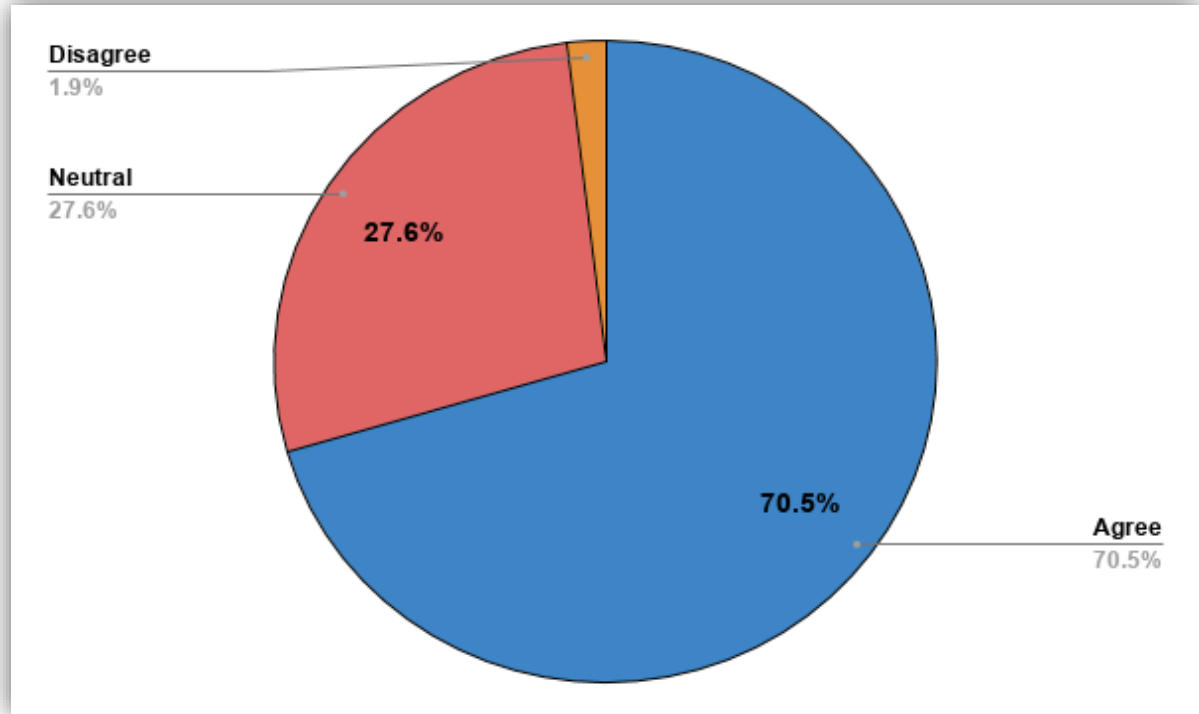
## 6. What makes you to notice a brand over non-brand?



### INFERENCE:

- The above chart shows that, out of 120 respondents, 79.8% of the respondents said that the quality of a brand makes them to notice the brand while purchasing. 10.6% of the respondents said that the promotional activity such as advertisements helps the brand to be noticed by them. With 8.7% of the respondents chosen for other options such as service/value. While, only 1% of the respondents chose brand because of the endorsing celebrity.

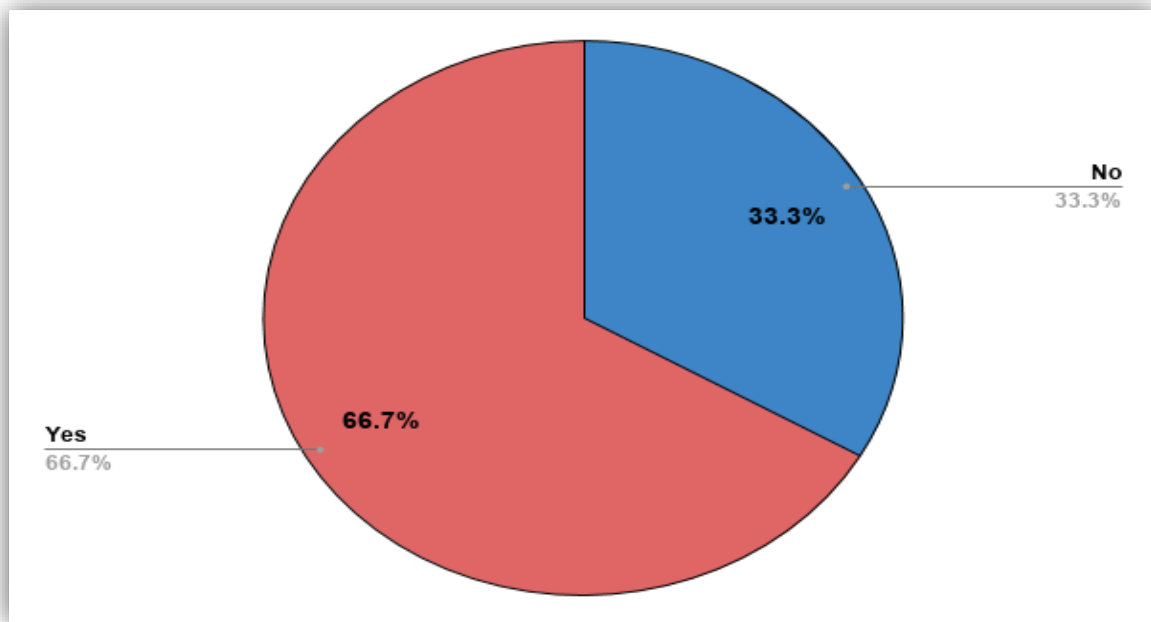
**7. Influence of brand attributes such as quality, price, name, symbol together on purchasing decision.**



**INFERENCE:**

- The above chart shows that, out of 120 respondents, 70.5% of the respondents said that the influence of brand attributes is high while taking purchasing decision. About 27.6% of respondents said that they have neutral influence of brand on purchasing decision. Very less respondents, about 1.9% said the influence is very low.

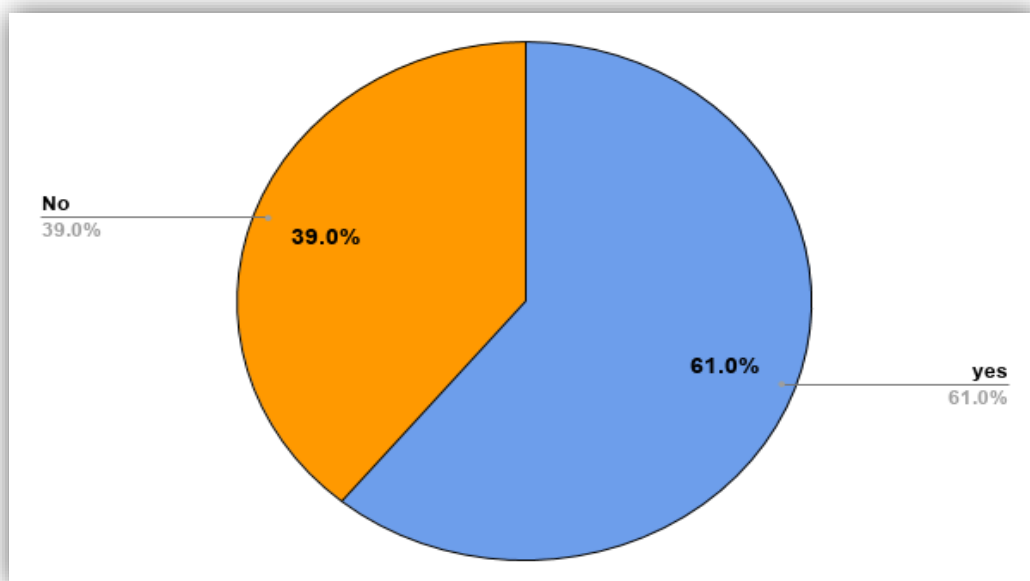
**8. Will you like to switch your brand to non-brand if you get additional benefits from non-branded product?**



#### INFERENCE:

- The above chart shows that, out of 120 respondents, 66.7% of the respondents said that they prefer to switch the brand to non-brand if they get additional benefits from a non-branded product. About 33.3% said that they won't switch their brand to non-brand even if they get additional benefits.

#### 9. Did you prefer to buy non-branded product recently? If yes, why?



## **INFERENCE:**

- The above chart shows that, out of 120 respondents, 61% of the respondents said that they preferred for non-branded products recently and the reasons behind buying non branded products over brand are: affordability of the product, very less switching costs, enthusiasm to try a new product and availability of many varieties over a brand. While 39% of the people didn't prefer to buy a non-branded product.

## **KEY FINDINGS**

The study is focused on knowing how much the customer is aware of the brand and what is branding and how it influences the customer purchase behavior. The following interesting points are found during the survey from the respondents:

- 31 Product quality and product price strongly impacting on consumer buying behavior than that of the branding alone.
- 32 Effect of advertisement, endorsing celebrity, country of origin on attitude of consumer for brands is very less.
- 33 The satisfaction from the product is more important than that of the brand.

## **CONCLUSION**

The purpose of this research is to create a deeper understanding about the influence of branding on customer purchase decision. In order to comply with this, a questionnaire administered survey has been conducted among the respondents (120 responses) and data revealed that branding don't have strong influence on purchase decision. From the study the very less percentage of respondents are towards brand because they trust the brand name. This also indicates that people most often prefer to purchase non branded products instead of brand due to the price and quality issues. The switching costs of changing brand to brand is always more which is a great influencing factor of the purchasing behavior.

Very less customers are loyal to the specific brand and major percentage of respondents is ready to change their brand if they get some additional benefits from the non-branded product. But it is found that the customers are aware that the brand offers better products than the non-branded products. Even though brand offers superior quality of the service up to the customer's expectation and satisfaction the price of the brand matters a lot in purchasing decision. While very less people are much attached to the branded products, with the belief that brands show their status and lifestyle in the society. The study shows that branding of a product may not change all the customers. It highly depends on the customer needs, status and price category.

## **RECOMMENDATIONS**

Now a day consumers are having many choices in the market due to huge competition in the market by many vendors. The availability of many choices in the market diverts the mindset of the customer to switch between many products or services. This switching between the products or services at regular intervals will have a huge impact on the manufacturer or a service provider. It is necessary for the company to make a difference between their product/service and competitor's product or service. Some of the recommendations to the manufacturers are:

1. Most of the buyers are preferring quality as the primary option to buy a product. So, will help the manufacturer if they focus on quality of the product.
2. The customers are ready to pay more price if the quality is good. They are even preferring local brands just as the quality is good. So, it will help the manufacturer if he can focus on more on quality instead of brand.
3. Most of the people are buying brand just to increase their status in the society. So, the branding works for such status goods.

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## QUESTIONNAIRE

### 1. Name

.....

#### A. Gender

- a) Female
- b) Male
- c) other

#### B. Age

- a. 15-30
- b. 30-45
- c. 45-60
- d. Above 60

#### C.Occupation

- a. Student
- b. Employee
- c. Housewife
- d. Others

### 2. Which attributes of a product attracts you to purchase? Rank these attributes in order of their importance to you. (1= Strongly Agree, 2= Agree, 3= Neutral, 4=Disagree & 5= StronglyDisagree)

- a. Brand
- b. Quality
- c. Price
- d. Availability
- e. Others

### 3.Are you brand conscious?

- a. Yes
- b. No

### 4.What does a brand mean to you?

- a. Name
- b. Logo/ Symbol
- c. Status
- d. Others if any.

### 5.Do you buy only branded products? If yes/rarely mention why?

- a. Yes, always
- b. Rarely
- c. Never

**6.What makes you notice a brand over nonbrand?**

- a) Quality
- b) Advertismnt
- c) Endorsing celebrity
- d) Other(service/value)

**7.Influence of brand attributes (quality/ price/ name/ symbol) on purchasing decision**

- a) Disagre
- e
- b) Agree
- c) Neutral

**8.Will you like to switch your brand preference to non-brand if you get additional benefits?**

- a. Yes
- b. No

**9.Did you prefer to buy non-branded product recently? If yes,why?**

- a. Yes
- b. No

*Thank you for your kind co-operation*